



OVER 1 MILLION
consumers tune in to KDWB each week

Source: Oct-Nov-Dec 2015 Nielsen Audio, Minneapolis-St. Paul Metro, Persons 6+, 999,400 Weekly Cumulative Persons; Persons 6+, AQH Audience Composition, M-Su 6a-12m

KDWB has Top Ratings



KDWB-FM Has The #1 Or #2 Reach Of Listeners In Key Demos!

#2 Persons 6+ Weekly Cume Persons
(999,400)

#1 Adults 18-34 Weekly Cume Persons
(347,800)

#1 Adults 18-49 Weekly Cume Persons
(598,100)

#2 Adults 25-54 Weekly Cume Persons
(488,400)

KDWB has Top Ratings



KDWB-FM Delivers Top AQH Ratings With Adults, Women And Men

#1 Adults 18-34 (0.9 AQH Rating)

#1† Adults 18-49 (0.8 AQH Rating)

#5† Adults 25-54 (0.6 AQH Rating)

#1 Women 18-34 (1.1 AQH Rating)

#1† Women 18-49 (0.9 AQH Rating)

#3† Women 25-54 (0.7 AQH Rating)

#3† Men 18-34 (0.7 AQH Rating)

#3† Men 18-49 (0.7 AQH Rating)

#8 Men 25-54 (0.5 AQH Rating)

KDWB Audience Statistics



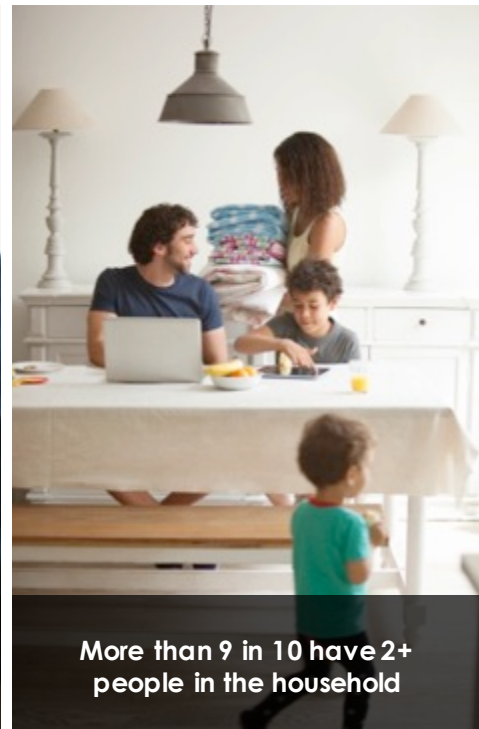
70% of KDWB listeners have graduated or attended college



Nearly 8 in 10 KDWB listeners are employed

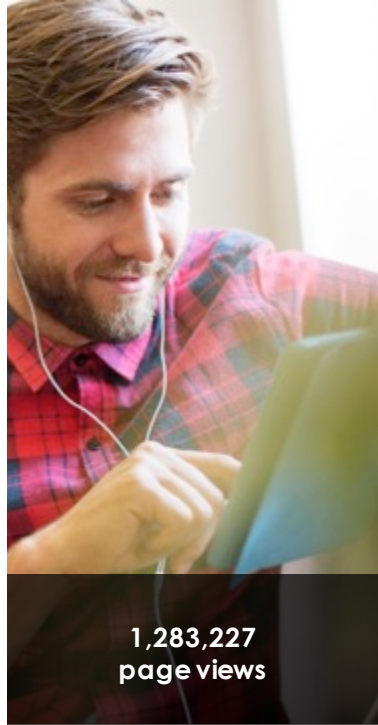


Nearly half of KDWB listeners live in households generating \$75,000+



More than 9 in 10 have 2+ people in the household

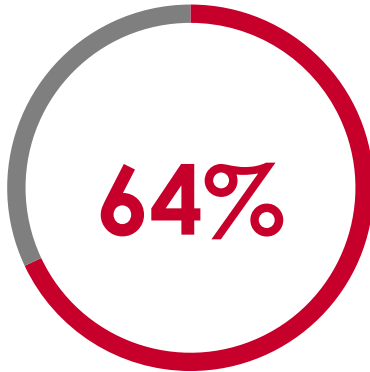
KDWB is Engaged



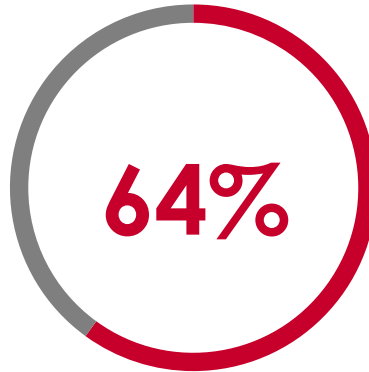
The Power of Personality

ON AIR PERSONALITIES DRIVE **INFLUENCE, INTEREST & TRUST**

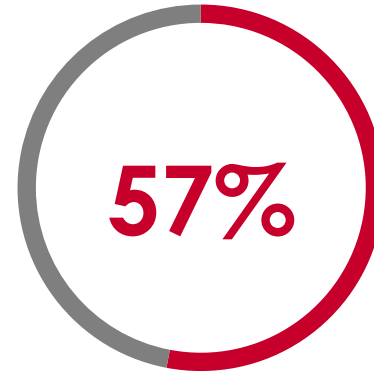
With on-air personalities having connections that feel like friendships, it's not surprising that most listeners value and trust their opinions.



"I am interested in their opinion."



"I value their opinions and perspectives."



"I would trust them."

The Power of Personality

LISTENERS TRUST DJ'S

ENDORSEMENT OF BRANDS

Recommendations by on-air personalities are assumed to be based on personal experience, making them feel more like a friends' recommendations.

56%



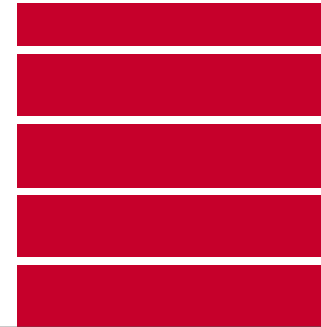
DJs use recommended brands, products and services

51%



I trust brands, products and services my DJ recommends

49%



DJ recommendation increases my perceived value of brands, products and services

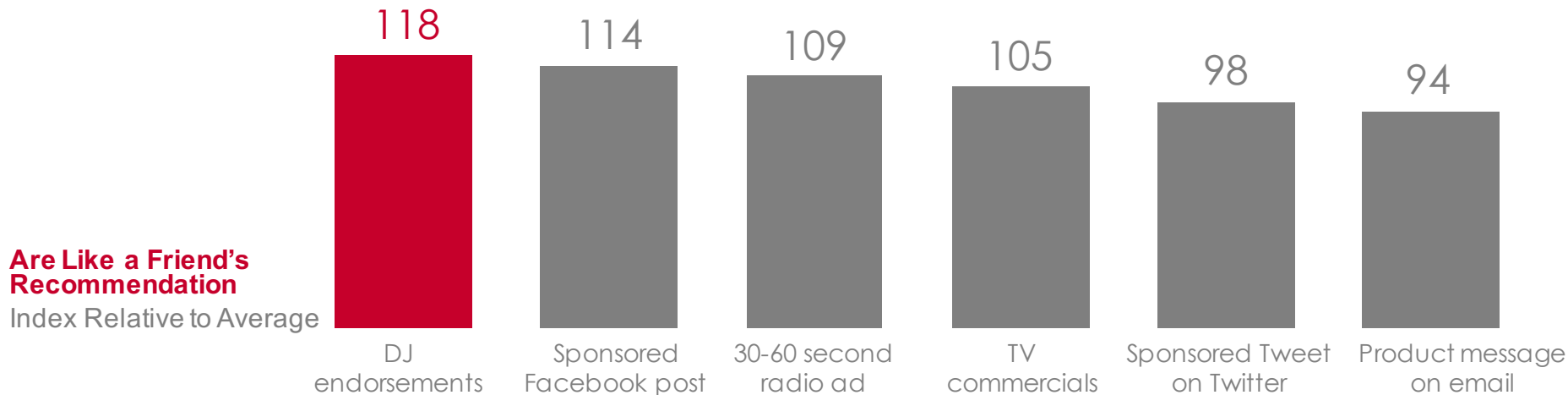
Source: USC Report 2013, N=1,520 iHeartMedia, Power of Personality 2014 | Radha Subramanyam, EVP, Research, Insights & Analytics

The Power of Personality

MORE THAN ANY OTHER FORM OF ADVERTISING
ENDORSEMENTS ARE LIKE

RECOMMENDATIONS FROM A FRIEND

DJ endorsements even outpace sponsored Facebook posts that lie side by side with friend commentary.



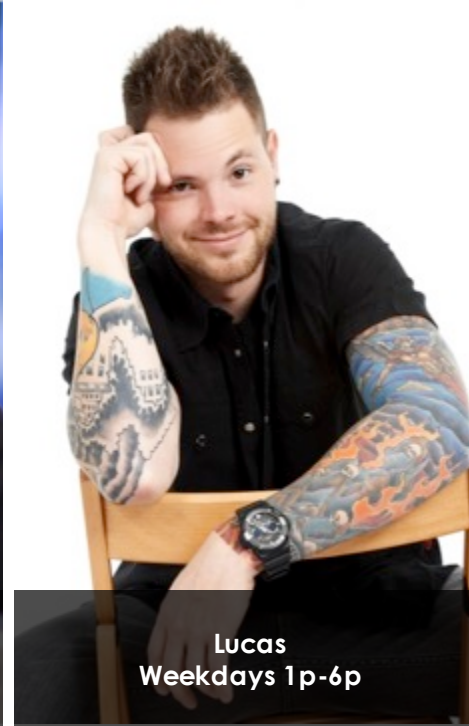
KDWB Personalities



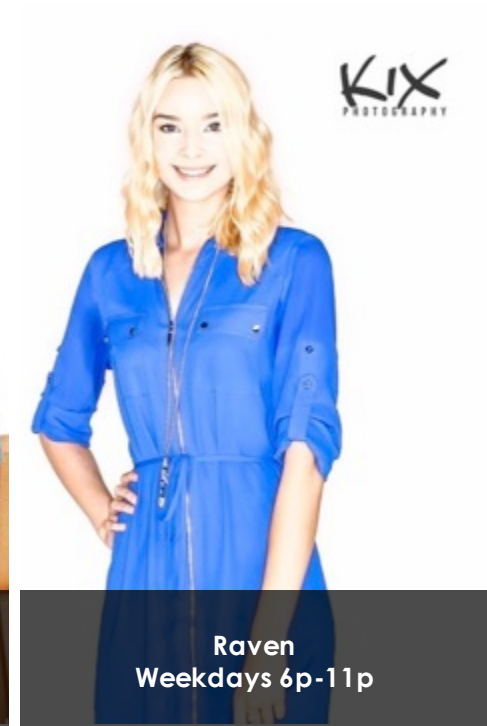
Dave Ryan in the Morning Show
Weekdays 6a-10a



Ryan Seacrest
Weekdays 10a-1p



Lucas
Weekdays 1p-6p



Raven
Weekdays 6p-11p