



KFAN
SPORTS RADIO - FM 100.3

**Over 700,000
consumers tune in to KFAN each week**

Source: Oct-Nov-Dec 2015 Nielsen Audio, Minneapolis-St. Paul Metro, Persons 6+, 742,700 Weekly Cumulative Persons; Persons 6+, AQH Audience Composition, M-Su 6a-12m

KFAN has Top Ratings



KFAN is the most listened to sports station in Minneapolis-St. Paul

- #1 Men 18+ (1.2 AQH Rating)
- #2 Men 18-34 (0.8 AQH Rating)
- #1 Men 18-49 (1.5 AQH Rating)
- #1 Men 25-49 (1.7 AQH Rating)
- #1 Men 25-54 (1.6 AQH Rating)
- #1 Men 35-54 (1.9 AQH Rating)
- #1 Men 35-64 (1.6 AQH Rating)

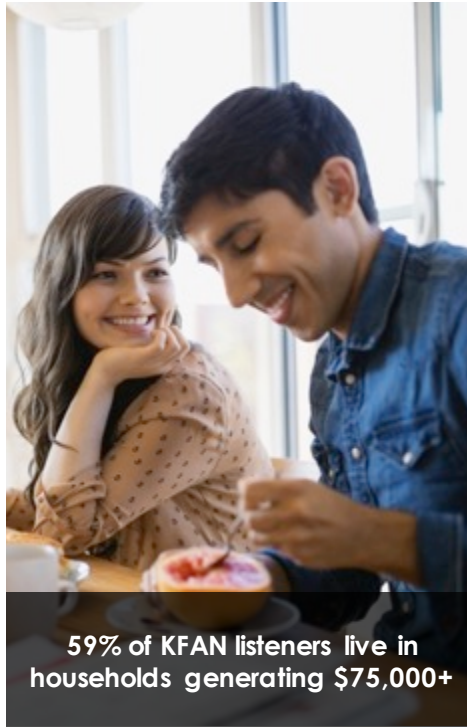
KFAN Audience Statistics



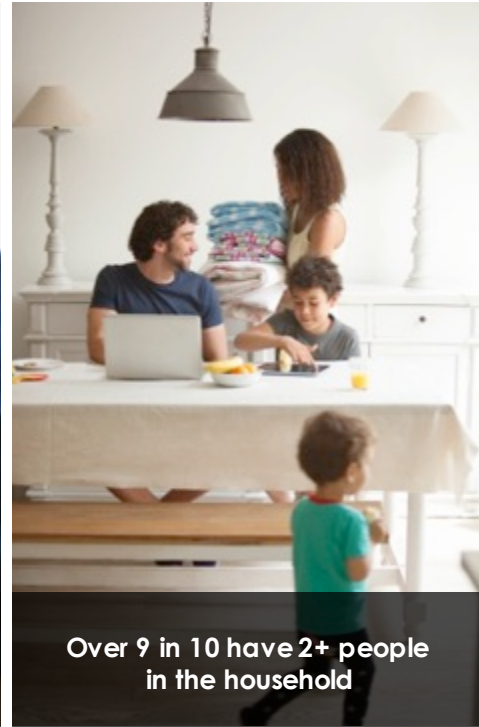
83% of KFAN listeners have graduated or attended college



More than 8 in 10 KFAN listeners are employed



59% of KFAN listeners live in households generating \$75,000+

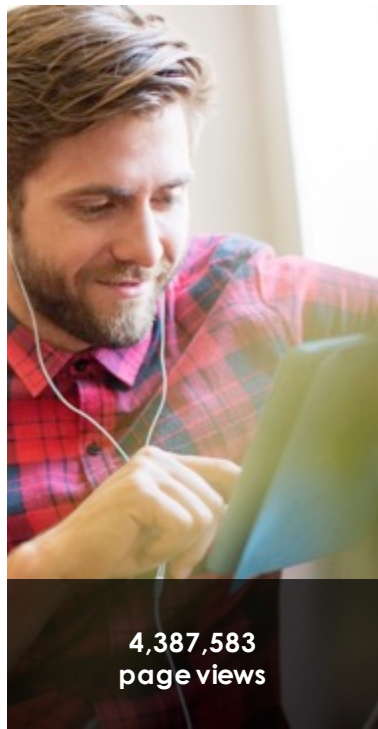


Over 9 in 10 have 2+ people in the household

KFAN is Engaged



333,591
website uniques



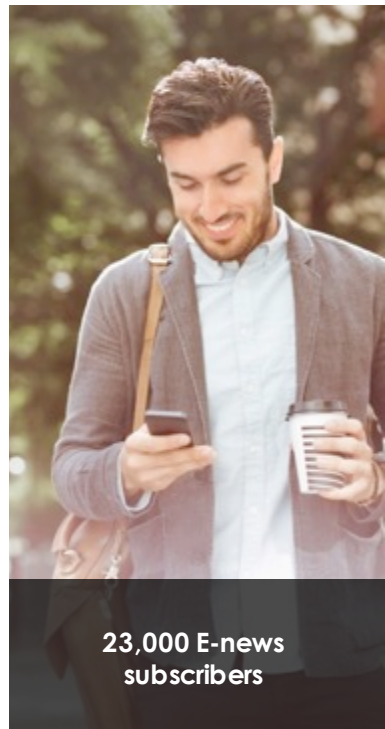
4,387,583
page views



206,211
iHeartRadio uniques



52,604
Facebook likes

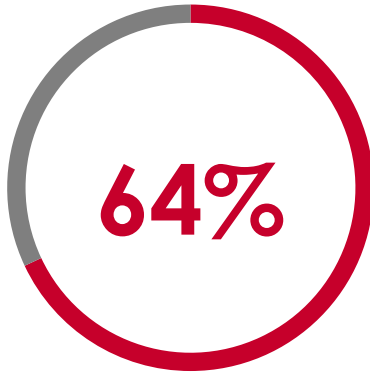


23,000 E-news
subscribers

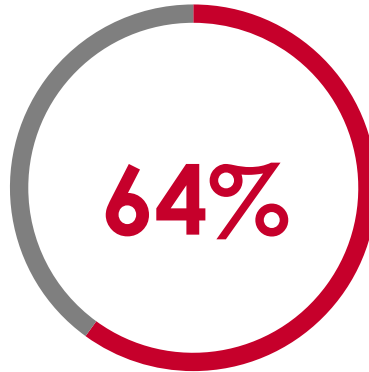
The Power of Personality

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

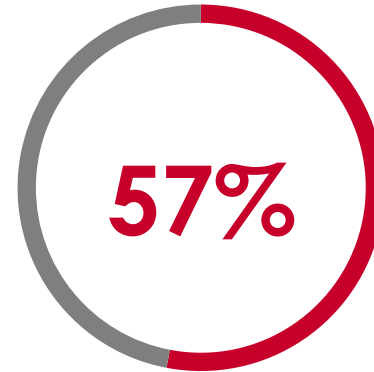
With on-air personalities having connections that feel like friendships, it's not surprising that most listeners value and trust their opinions.



"I am interested in their opinion."



"I value their opinions and perspectives."



"I would trust them."

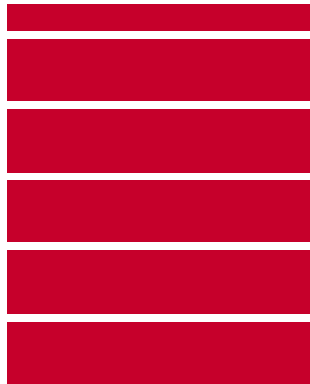
The Power of Personality

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%



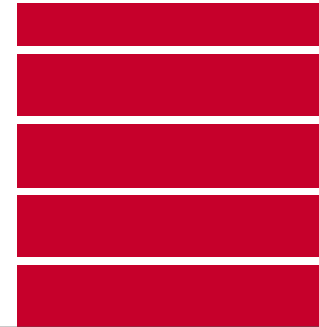
DJs use recommended brands, products and services

51%



I trust brands, products and services my DJ recommends

49%



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

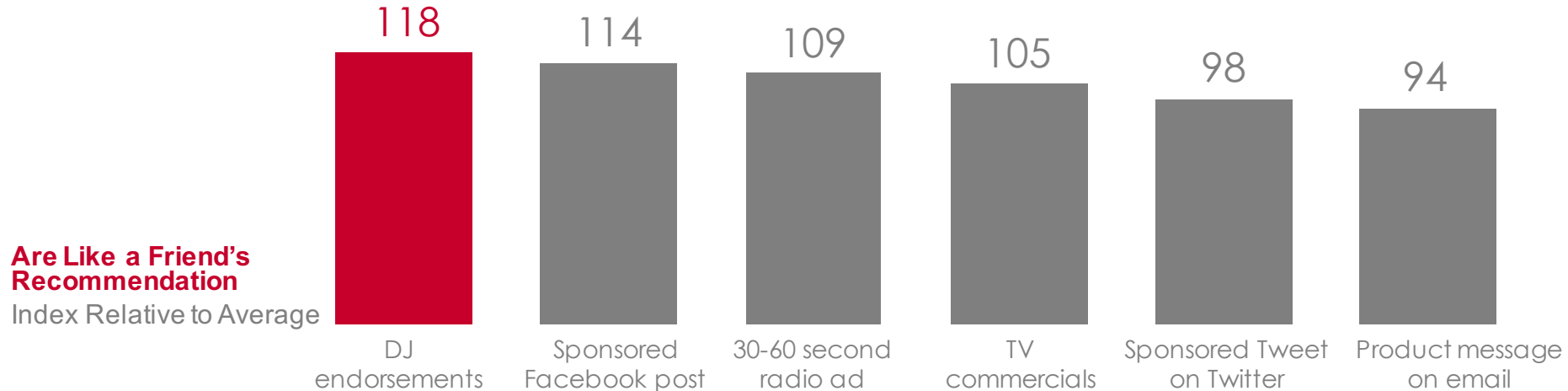
Source: USC Report 2013, N=1,520 iHeartMedia, Power of Personality 2014 | Radha Subramanyam, EVP, Research, Insights & Analytics

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.



KFAN Personalities



The Power Trip Morning Show
Weekdays 5:30a-9a



Paul Allen
Weekdays 9a-Noon



The Common Man
Weekdays Noon-3p



Dan Barreiro
Weekdays 3p-6:30p