



**OVER 900,000**  
**consumers tune in to KOOL 108 each week**

Source: Oct-Nov-Dec 2015 Nielsen Audio, Minneapolis-St. Paul Metro, Persons 6+, 924,400 Weekly Cumulative Persons; Persons 6+, AQH Audience Composition, M-Su 6a-12m

# KOOL 108 has Top Ratings



KOOL 108 reaches the third highest number of radio listeners in Minneapolis-St. Paul

**924,400 Weekly Cume Persons**

# KOOL 108 Audience Statistics



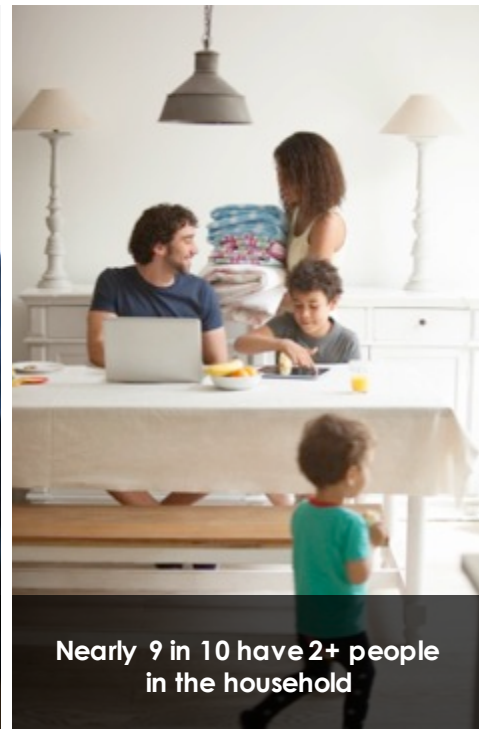
**69% of KOOL listeners have graduated or attended college**



**Approximately 8 in 10 KOOL 108 listeners are employed**



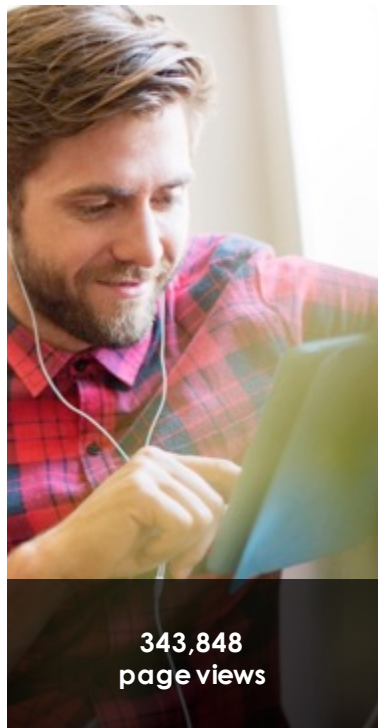
**49% of KOOL listeners live in households generating \$75,000+**



**Nearly 9 in 10 have 2+ people in the household**



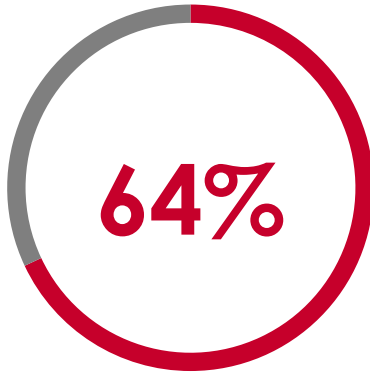
# KOOL 108 is Engaged



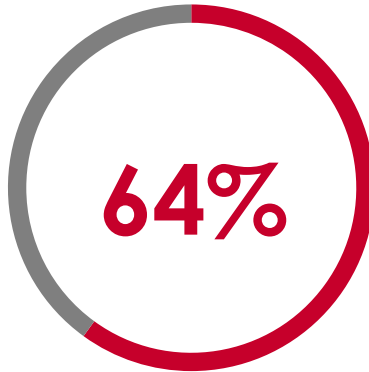
# The Power of Personality

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

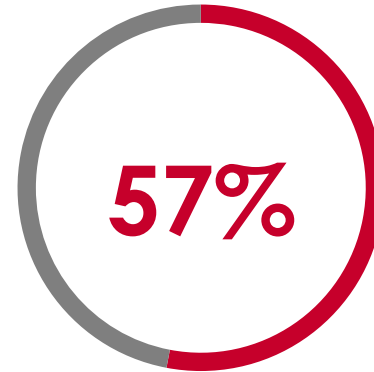
With on-air personalities having connections that feel like friendships, it's not surprising that most listeners value and trust their opinions.



"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%



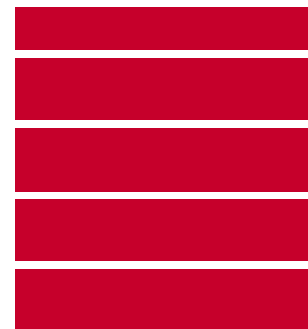
DJs use recommended brands, products and services

51%



I trust brands, products and services my DJ recommends

49%



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

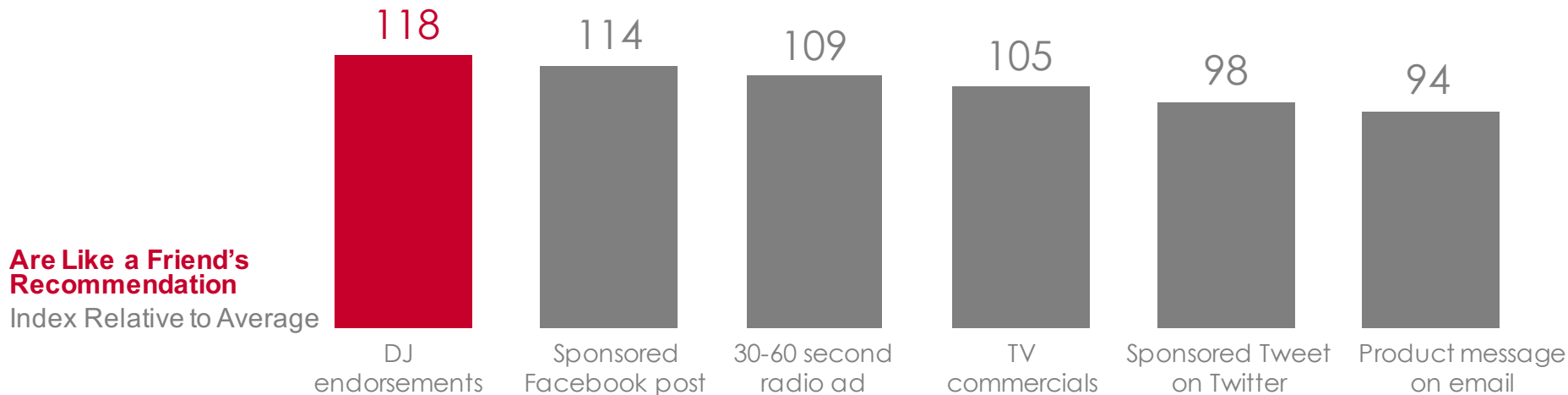
Source: USC Report 2013, N=1,520 iHeartMedia, Power of Personality 2014 | Radha Subramanyam, EVP, Research, Insights & Analytics

# 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.



# KOOL 108 Personalities

