



TWIN CITIES  
**NEWS TALK**  
AM 1130

# Minneapolis-St. Paul Is Listening To Twin Cities News Talk AM 1130

Source: Oct-Nov-Dec 2015 Nielsen Audio, Minneapolis-St. Paul Metro, Persons 6+, 232,800 Weekly Cumulative Persons; Persons 6+, AQH Audience Composition, M-Su 6a-12m

# News Talk has Influence



News Talk is the most likely to reach Minneapolis-St. Paul's most influential people

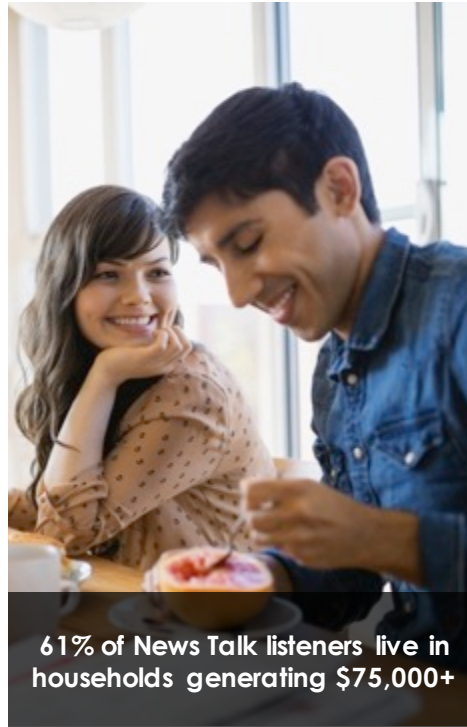
# News Talk Audience Statistics



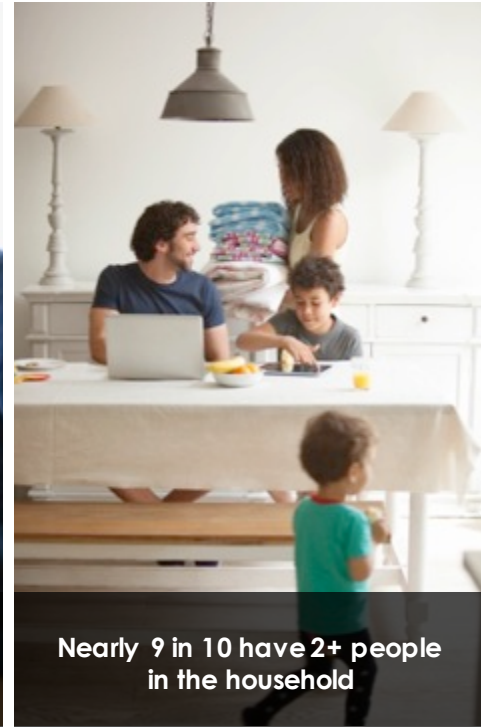
**77% of News Talk listeners have graduated or attended college**



**News Talk takes your message to business decision makers**



**61% of News Talk listeners live in households generating \$75,000+**



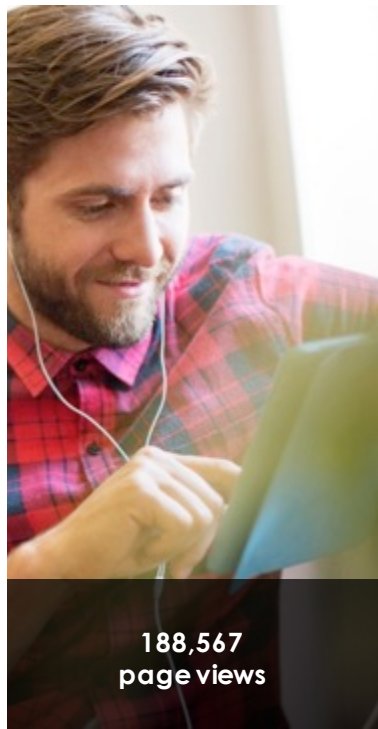
**Nearly 9 in 10 have 2+ people in the household**



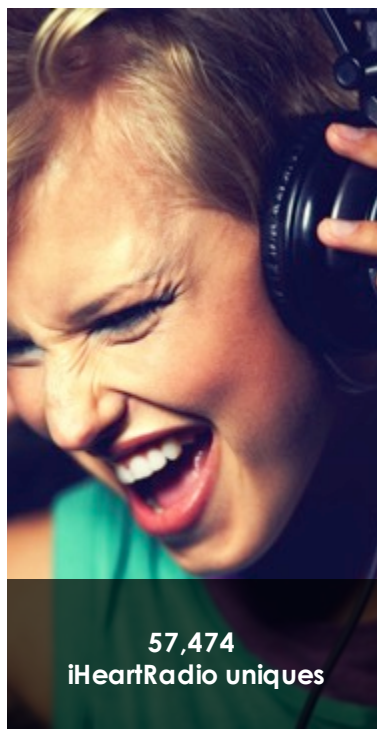
# News Talk is Engaged



37,622  
website uniques



188,567  
page views



57,474  
iHeartRadio uniques



12,942  
Facebook likes

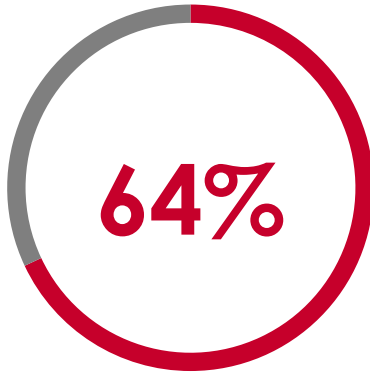


9,950 E-news  
subscribers

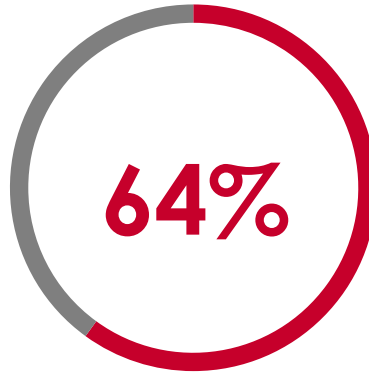
# The Power of Personality

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

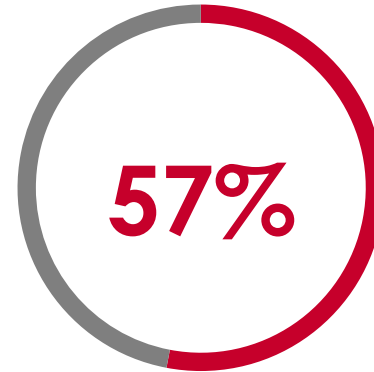
With on-air personalities having connections that feel like friendships, it's not surprising that most listeners value and trust their opinions.



“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%



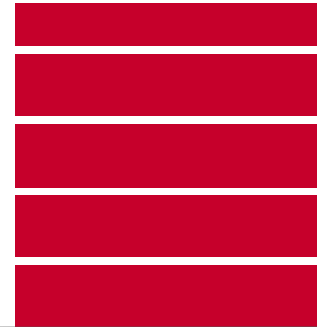
DJs use recommended brands, products and services

51%



I trust brands, products and services my DJ recommends

49%



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

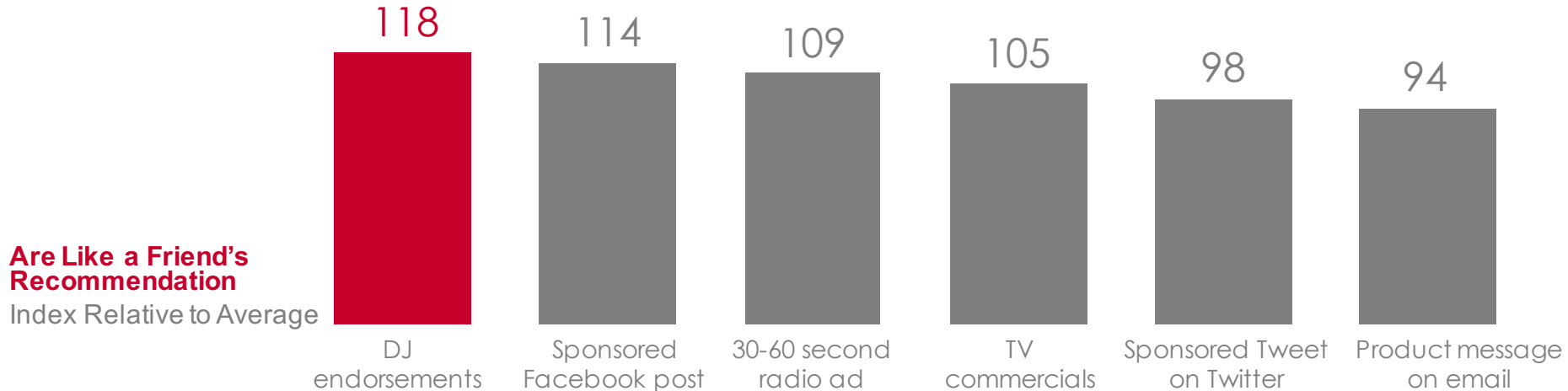
Source: USC Report 2013, N=1,520 iHeartMedia, Power of Personality 2014 | Radha Subramanyam, EVP, Research, Insights & Analytics

# 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.



# News Talk Personalities



Up & At 'Em  
Weekdays 6a-9a



Glenn Beck  
Weekdays 9a-11a



Rush Limbaugh  
Weekdays 11a-2p



Sean Hannity  
Weekdays 2p-5p