

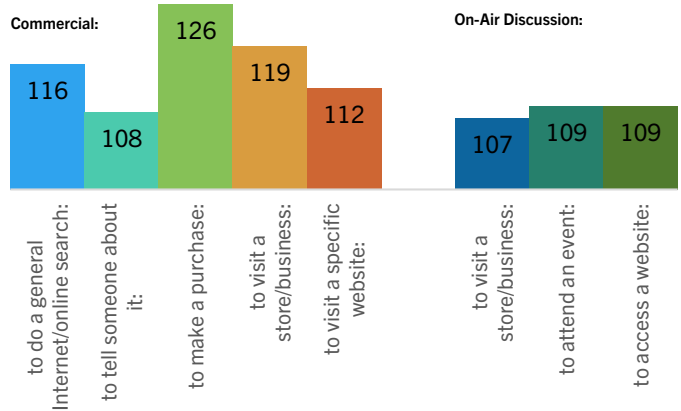
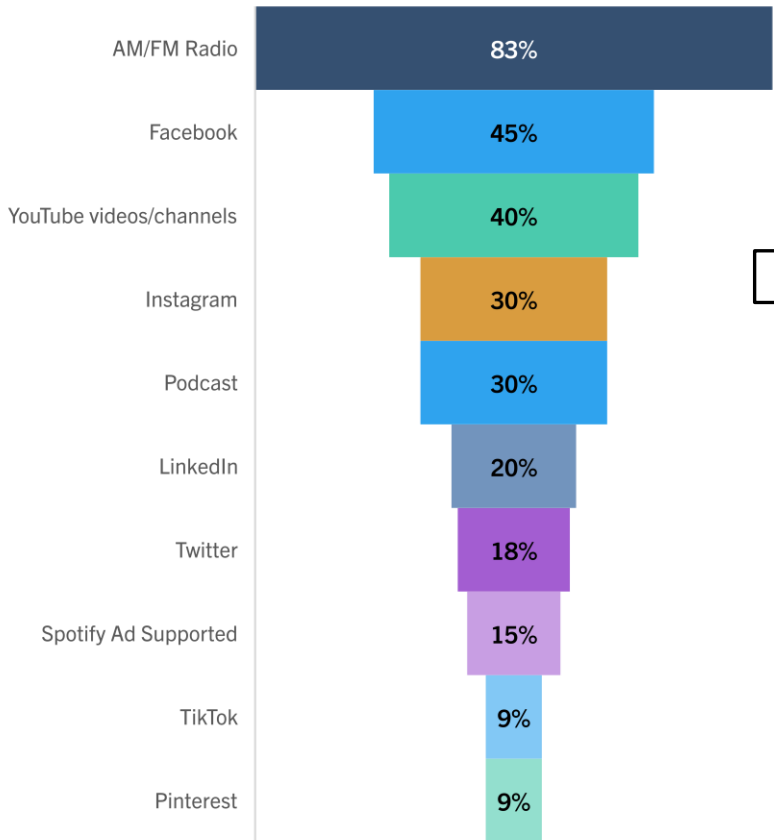
WANT TO REACH PEOPLE THAT ARE AFFULENT? INVEST IN AM/FM RADIO

BASE 18+ CANADIANS: 25-54 YR OLDS WITH SAVINGS \$100K+ & DEBTS \$0 (4%)

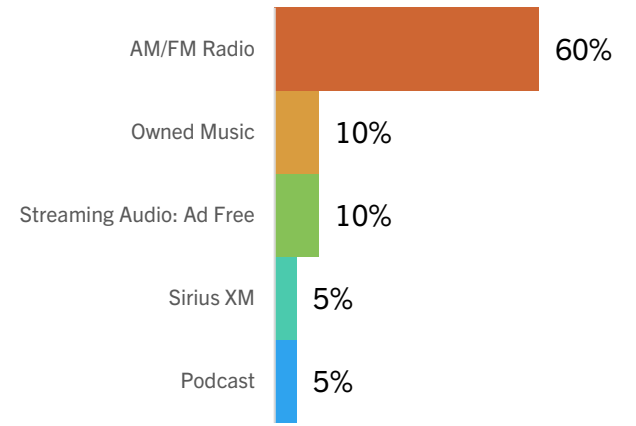
AM/FM Radio commercials and on-air discussions motivates consumers to **act** after hearing an ad : INDEX

AM/FM Radio has higher **weekly reach** with them then any social media platform or ad supported Spotify:

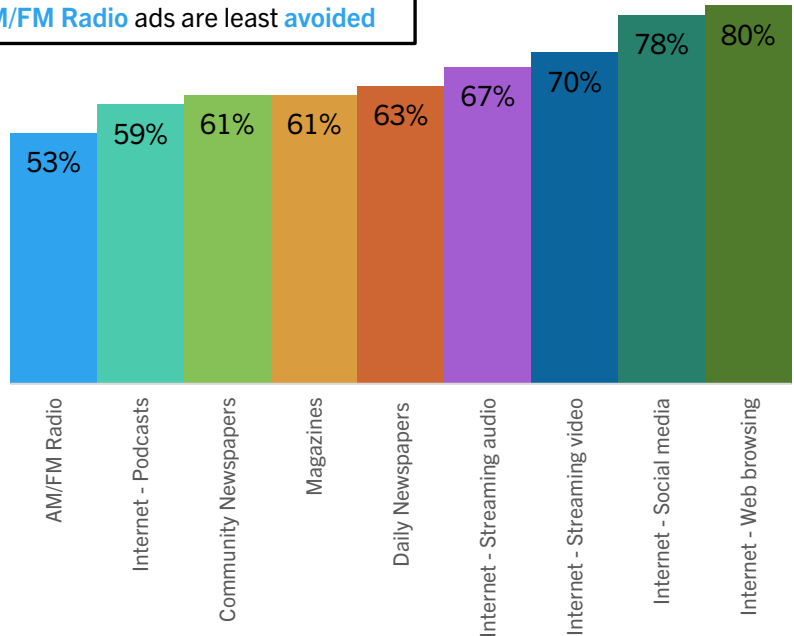
- +84% higher than Facebook
- +453% higher than Ad Supported Spotify



When they are **in their car** they are listening to **AM/FM Radio**



AM/FM Radio ads are least **avoided**



They spend **15%** of their media time weekly with **AM/FM Radio** : HOURS

