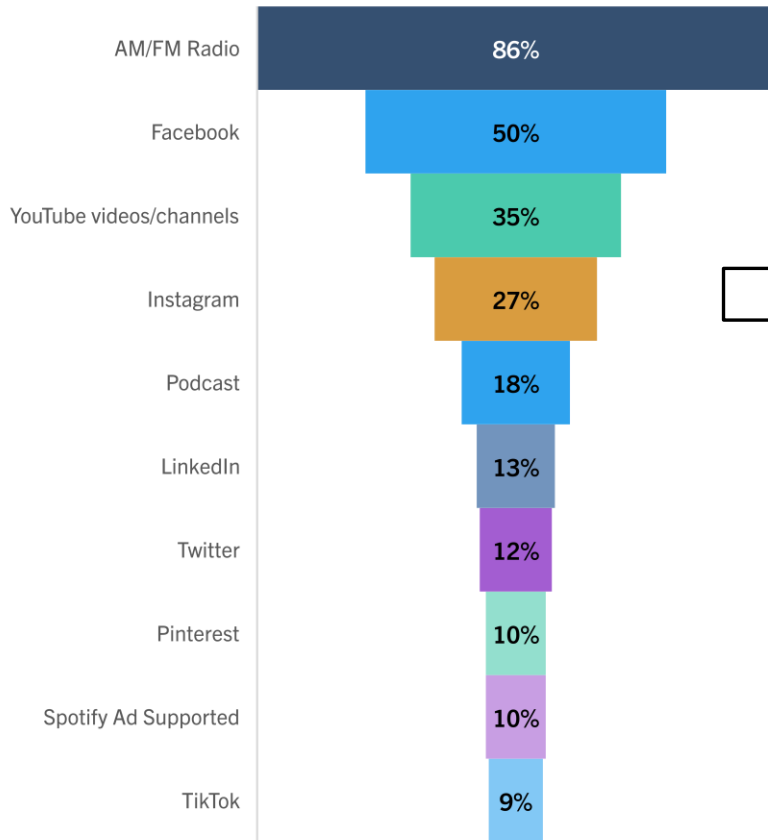


WANT TO REACH PEOPLE WHO MAKE DECISIONS ON WHICH BRANDS TO BUY IN THE GROCERY STORE? INVEST IN AM/FM RADIO

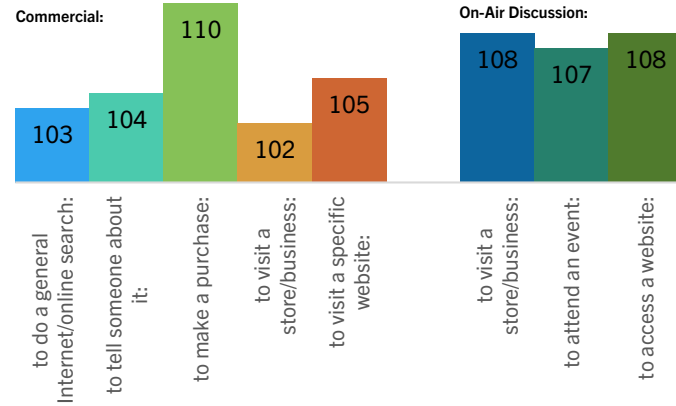
BASE 18+ CANADIANS GROCERY SHOPPING MYSELF MOST OF THE TIME (45%):

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

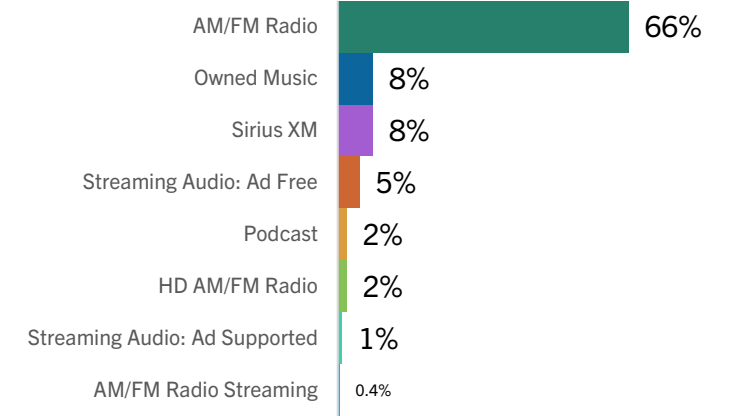
- +36% higher than Facebook
- +76% higher than Ad Supported Spotify



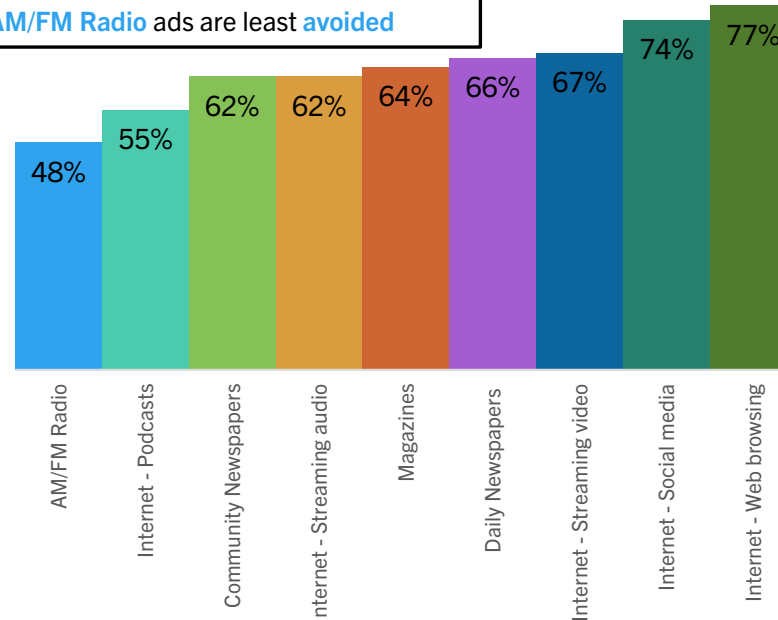
AM/FM Radio commercials and on-air discussions motivates consumers to act after hearing an ad : INDEX



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



AM/FM Radio ads are least avoided



They spend 18% of their media time weekly with AM/FM Radio : HOURS

