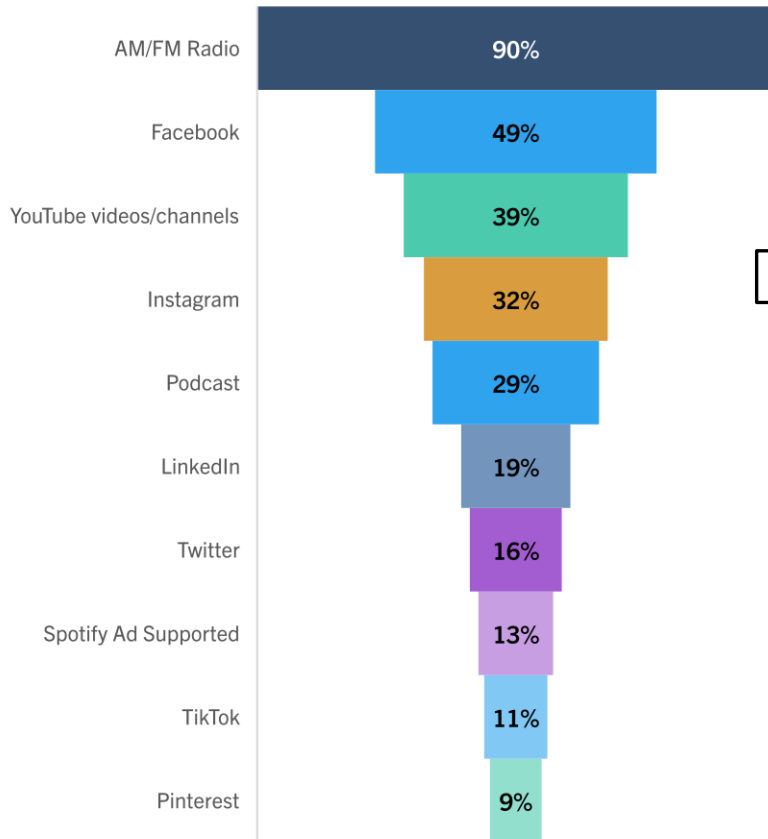


WANT TO REACH UPPER MIDDLE INCOME FAMILIES? INVEST IN AM/FM RADIO

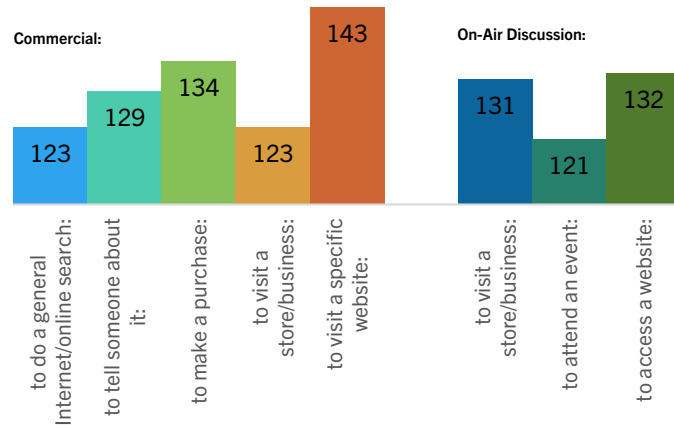
BASE 18+ CANADIANS: 35-54 YR OLDS HHI \$100K+ | W/CHILDREN 7-11 (5%)

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

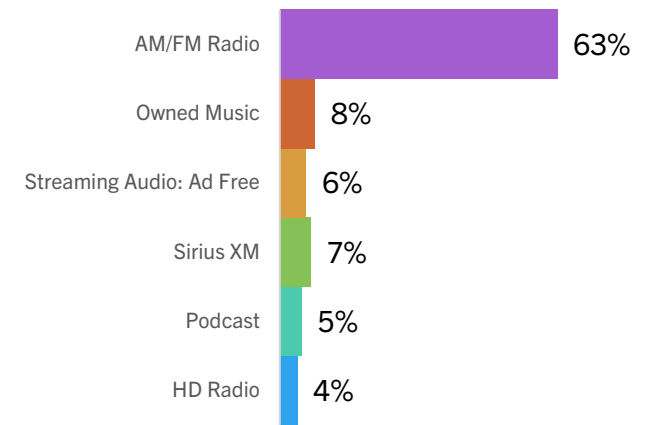
- +83% higher than Facebook
- +592% higher than Ad Supported Spotify



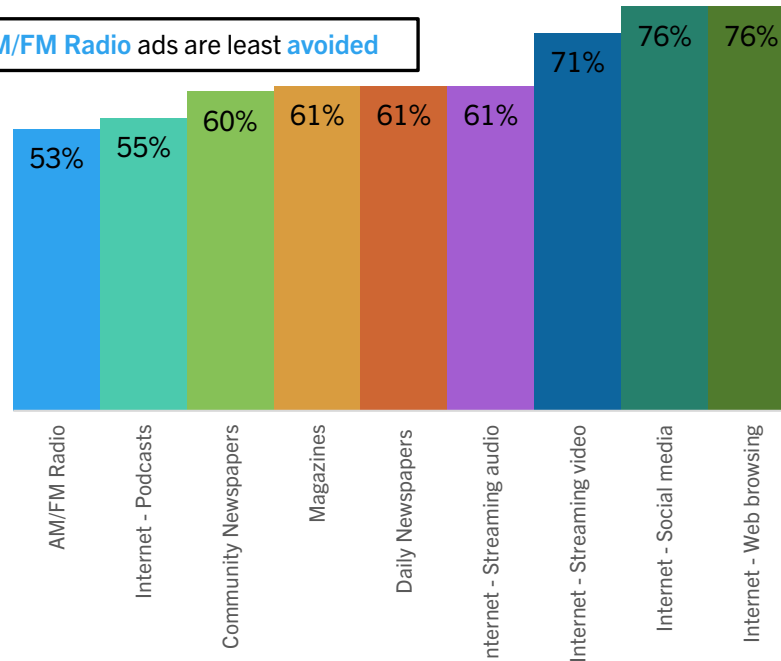
AM/FM Radio commercials and on-air discussions motivates consumers to act after hearing an ad : INDEX



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



AM/FM Radio ads are least avoided



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

