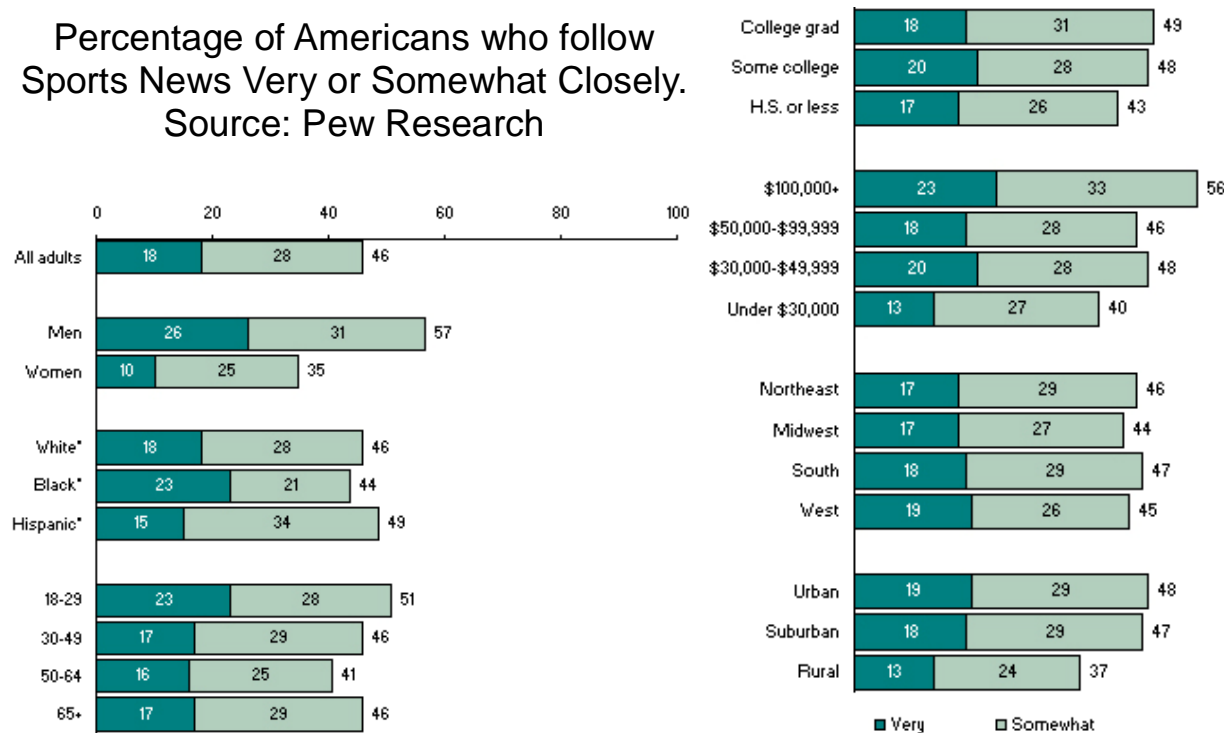


The Heart of New England's **PULSE**
WPKZ 105.3FM
WTKZ AM 1280
TALK • SPORTS • NEWS • INFORMATION

SPORTS RADIO

In the Heart of New England, Sports Programming attracts listeners of every group and attracts men especially well.

Percentage of Americans who follow Sports News Very or Somewhat Closely.
 Source: Pew Research



Sports Radio Listener Facts:
 (source WEEI)

- More men than women
- Very Strong 25-54
- Higher Household income
- More Managers
- More Professionals
- More Educated Consumers

According to WEEI, the typical listener/consumer is “A Dad with 2 kids and a mortgage.”

New England Sports such as Red Sox, the Celtics, the Patriots, the Bruins are Mass Appeal, transcending all demographic, socio-graphic and psychographic groups.

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