



RADIO INSIGHTS

RADIO: A LEADING MEDIA DESTINATION FOR WEALTHY AMERICANS

Forbes. Bon Appétit. Town & Country. The New York Times. These media brands have always been considered ideal environments for advertisers seeking to engage with affluent consumers. But in reality, Radio also deserves a place in this conversation.

Katz Radio Group is conducting an ongoing analysis of wealthy Americans to gain a better understanding of how select Radio formats fit into their lifestyle. Higher-end brands have traditionally invested in Print and TV properties that cover interests that are synonymous with wealth: travel, finance, fine dining, home decorating, as well as sports such as tennis and golf.

But how do Radio’s most affluent genres stack up?

When taking into account the HH Net Worth of listeners vs. readers and viewers, the evidence is overwhelming: **Radio formats such as News, Talk, Sports and Adult Album Alternative (AAA) attract consumers who are as affluent as the most well-known, upscale media brands.**

In fact, Radio’s most affluent format, All News, has listeners with comparable HH Net Worth to the highest performing properties in Newspaper, Magazine and Television. (*Wall Street Journal, Architectural Digest* and the Golf Channel)

RADIO HAS THE ABILITY TO CONNECT UPSCALE BRANDS WITH UPSCALE CONSUMERS!

Brian McElroy | Marketing Strategist, Katz Media Group

HH Net Worth in Thousands (\$000) Average Reader, Viewer or Listener

Wall Street Journal	\$576
Architectural Digest	\$565
All News Radio	\$541
New York Times	\$541
Conde Nast Traveler	\$525
The Economist	\$513
Delta Sky Magazine	\$499
Wine Spectator	\$499
Golf Channel	\$495
Bloomberg Television	\$492
Golf Magazine	\$484
Bon Appétit	\$484
News/Talk Radio	\$476
Travel + Leisure	\$473
Tennis Magazine	\$466
House Beautiful	\$454
Food & Wine	\$454
Cigar Aficionado	\$449
All Talk Radio	\$440
Tennis Channel	\$425
AAA Radio	\$423
Sports Radio	\$422
Ski Magazine	\$419
BBC America	\$418
HGTV	\$415
Elle Decor	\$415
CNBC	\$414
Martha Stewart Living	\$401
Forbes	\$391
Town & Country	\$375
Average U.S. Adult	\$323

Source: 2015 Fall GfK MRI. Based on data collected for 24,251 U.S. adults 18+.

