

Demographics



EDUCATION

WLRN profiles #1 with people who have a Post Graduate Degree or Four Year College Degree – 73% of the total audience!

OCCUPATIONS

WLRN profiles #1 with people employed as CEOs, CFOs, Top Management Executives, Attorneys, Judges, Legal Professionals
30% of the total audience!

AGE/SEX

57% of WLRN's Audience is 25-54 yrs
75% of WLRN's Audience is 25-64 yrs
60% of WLRN's Audience is 35-64 yrs
56% of WLRN's Audience is Male
44% of WLRN's Audience is Female

HOUSEHOLD INCOME

WLRN profiles #1 in households earning over \$250,000 per year
30% of WLRN listeners earn over \$100,000 per year

HOME VALUES

12% of the WLRN audience lives in homes valued at \$500,000 or more
WLRN's audience ranks #1 in homes valued at \$1,000,000 or more
80% of WLRN's audience owns their own home



Miami/Ft. Lauderdale Weekly Audience = 366,100 Dec '09
Palm Beach/Boca Weekly Audience = 54,000 Sum '09

WHERE YOU REACH THE AUDIENCE THAT COUNTS!

Scarborough Research Corporation, 07/09 & The Media Audit, Apr – May 2009

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OTHER FACTS ABOUT WLRN'S AUDIENCE

58% made five or more purchases on the internet last year

91% voted in the last local/state/national election

70% are married

87% own a foreign car

70% have an IRA/Keogh Account

36% traveled internationally in the past two years

43% Exercised over twelve times at a health club in the past year

20% dined out four or more times in the past 2 weeks

61% own an HDTV

36% have liquid assets over \$100,000

73% have a single or advanced degree

50% have lived at their present address over 10 years



DO THESE PEOPLE SOUND LIKE YOUR CUSTOMERS?

BECOME A PROGRAM UNDERWRITER TODAY!

The Media Audit, APR – MAY 2009



Rates are stated net (direct) and gross (agency).
For more information on underwriting opportunities, please contact:
Patrick Harris (305) 350-7975
Michael Peyton (305) 350-7978
Fax# (305) 371-7179
EFAX# (305) 468-6270