

# FLAGLER RADIO



*Our listeners are **YOUR** customers*

Kirk Keller

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 386-986-9911 (call or text)

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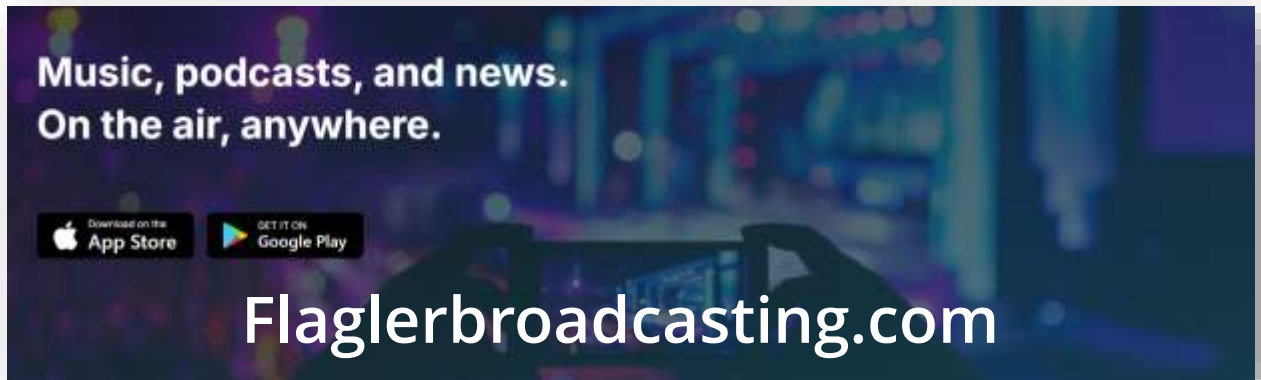
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## Digital Offerings

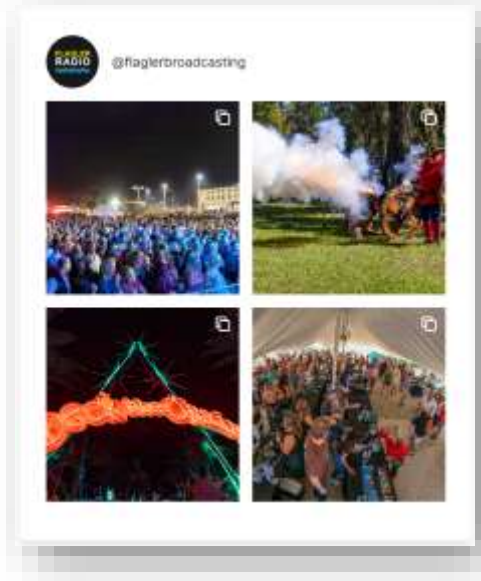


The online source for all Flagler Broadcasting stations and podcasts.

App Downloads: 90,000

Facebook Followers:

- BEACH 105.5.....10,000+
- Beach 92.7.....6,700+
- KIX 98.7.....10,000+
- News Talk WNZF 94.9.....4,000+
- KOOL 100.9.....1,600+
- Country 106.3.....2,500+
- 101.3 The Light.....New!



Ask Us About Our Digital Opportunities!

*Prices and availability are subject to change at any time.*



## Why use local radio?

**Broad reach, targeted impact**  
Wide reach to a diverse audience, still delivers targeted messaging

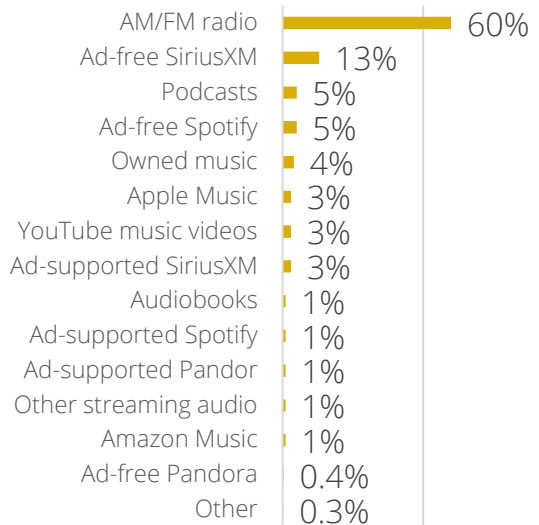
**Local connection, engagement**  
Connect directly with dedicated, loyal audience

**Cost-effective, high ROI**  
More predictable and manageable costs, excellent value for money

**Creative flexibility, brand storytelling**  
Tell engaging stories, trigger emotions, grab attention

**Complementary to digital strategies**  
Create cohesive brand experience, reinforce key messages

## AM/FM radio dominates in-car total audio share (Persons 18+)



91%

### Reach

Radio reaches 91% of US adults monthly

85%

### Share

In the car AM/FM radio share of ad-support services

19x

### Audience Share

AM/FM larger than ad-supported Spotify

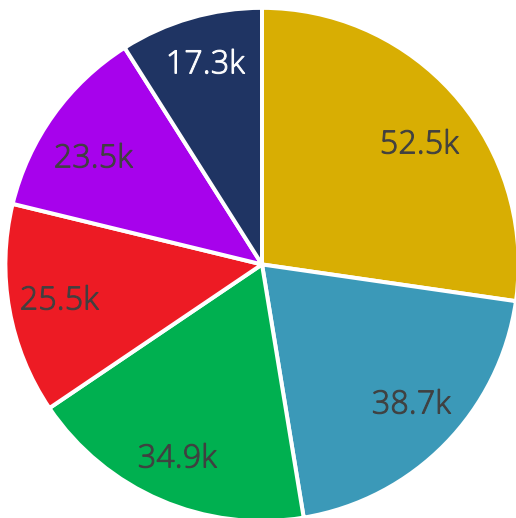
### Additional Benefits:

- Target audiences and tailor message for effective, efficient advertising
- Stand out – radio only offers about 10 minutes per hour of ads
- Access frequency – radio is an inexpensive way to get your message out
- Stir emotions – create demand, drive a specific action
- *Radio is the pulse of the community – live and local*

Edison Research, "Share of Ear," Q2 2023-Q1 2024. Persons 18+, in the car; podcasts on streaming platforms included in 'podcasts'  
\*Audacy, Local News Radio: Credible, Engaging, Mobilizing, Q3 2024  
\*\*data.census.gov

Why work with us? Access a large, affluent audience!

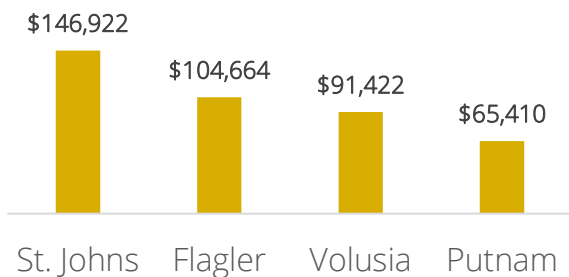
## Nearly 200,000 Listeners Across Seven Stations



- Beach 105.5  
St. Johns & East Putnam
- Beach 92.7  
Flagler & North Central Volusia
- KIX 98.7 Country  
Flagler & North Central Volusia
- News Talk WNZF 94.9  
Flagler County
- Kool 100.9  
Flagler County
- Country 106.3  
Saint Augustine



Our region has high average household incomes:



# 10%+

Projected population growth of our region by 2030.

# 11%+

Projected average household income growth by 2030.

\*Claritas 360 Pop-Facts Demographic Trend Report