

 **29,297**
Total streaming sessions started
*Source: Wide Orbit

 **219,257+**
Facebook post engagements
*Source: Facebook

AUDIENCE LOCATIONS

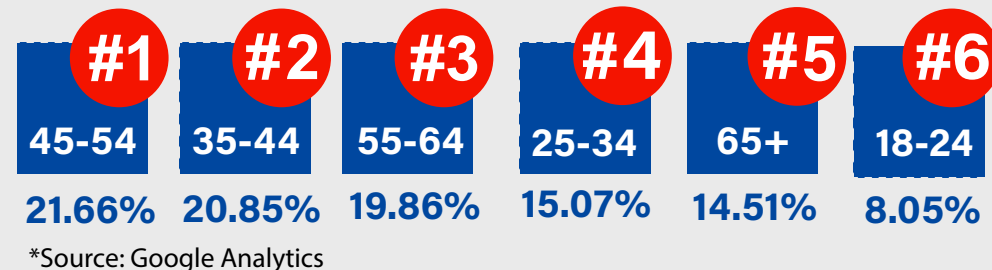
- #1 St. Joseph: 1,060**
 - #2 Benton Harbor: 873**
 - #3 Stevensville: 692**
- *Source: Facebook

 **13,166**
Hours
Listened on average
*Source: Wide Orbit

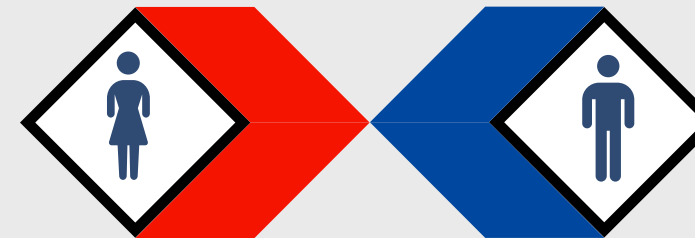
TOP 5 POTENTIAL TO BUY INTERESTS

- Financial Services/Investment Services
- Real Estate/Residential Properties
- Employment
- Autos & Vehicles/Auto Repair & Maintenance
- Financial Services/Banking Services

AGES REACHED



48.3%
of avg. listeners are women



51.7%
of avg. listeners are men

*Source: Google Analytics


SOCIAL MEDIA AUDIENCE

*Source: Facebook, Instagram

1,510
Email subscribers reached each month

*Source: Drip



18,041
Total podcasts played and downloaded

*Source: Blubrry

849,719
Webpage Views

*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

- News & Politics/Avid News Readers
- Banking & Finance/Avid Investors
- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Sports & Fitness/Sports Fans
- Lifestyles & Hobbies/Business Professionals