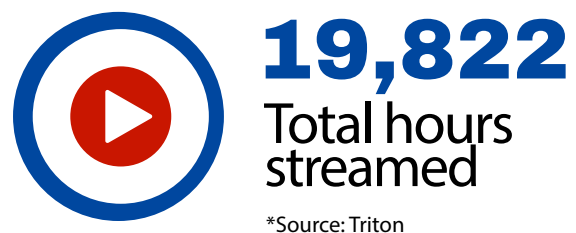




AVERAGE LISTENER DATA

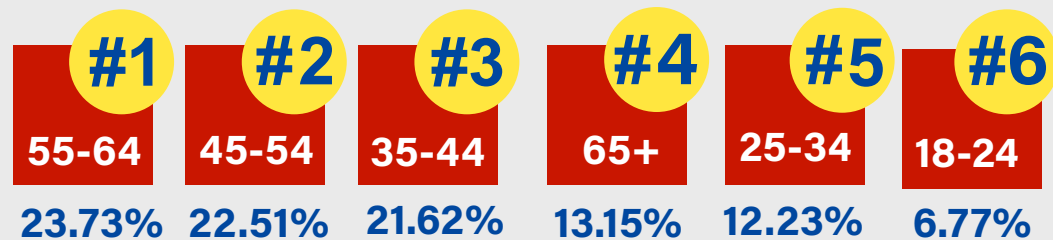
Q2 | 4/1/2023 - 6/30/2023



TOP 5 POTENTIAL TO BUY INTERESTS

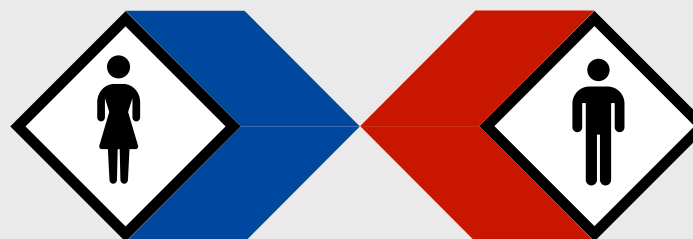
- Home & Garden/Home Decor
- Real Estate/Residential Properties/Residential Properties (For Sale)
- Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre-owned Houses (For Sale)
- Gifts & Occasions/Gift Baskets
- Gifts & Occasions/Holiday Items & Decorations

AGES REACHED



*Source: Google Analytics

60.9%
of avg. listeners are women

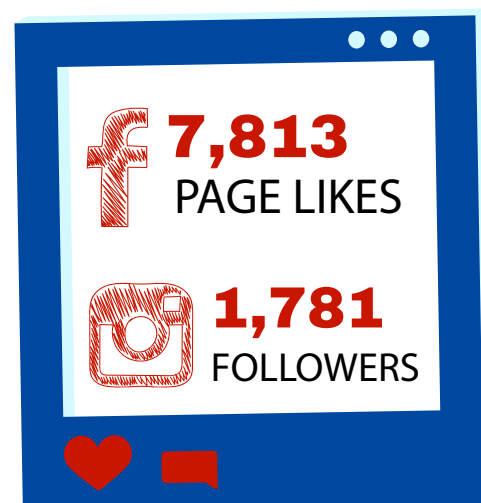


*SOURCE: GOOGLE ANALYTICS

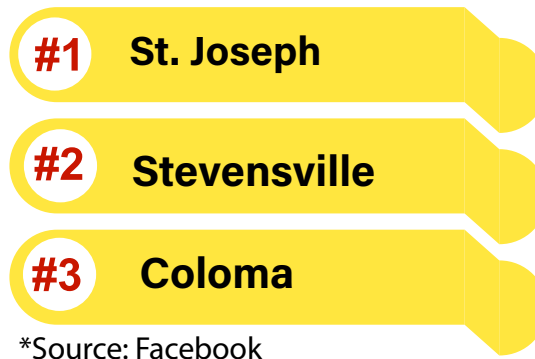
39.1%
of avg. listeners are men

SOCIAL MEDIA AUDIENCE

*Source: Facebook

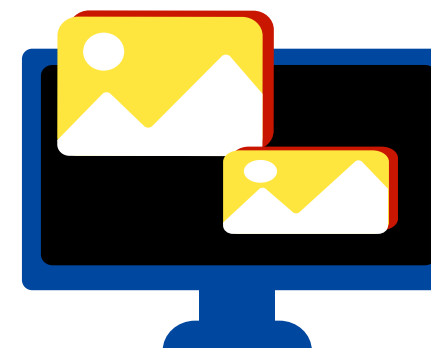


AUDIENCE LOCATIONS



*Source: Facebook

67,340
Webpage Views



*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

- News & Politics/Avid News Readers/Entertainment News Enthusiasts
- Media & Entertainment/Movie Lovers
- Media & Entertainment/Light TV Viewers
- Food & Dining/Cooking Enthusiasts/Aspiring Chefs
- Home & Garden/Home Decor Enthusiasts