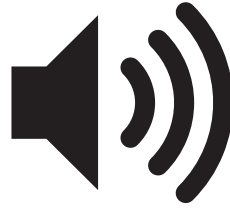
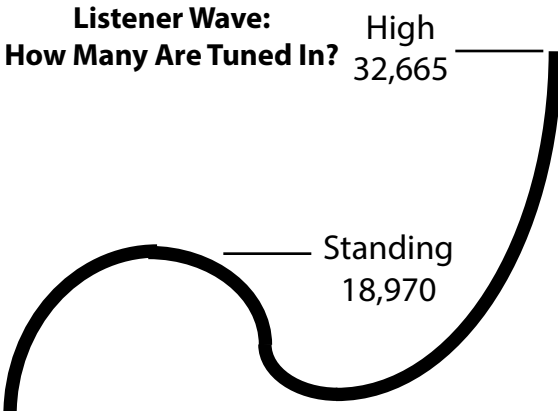




Listener Data-3rd Quarter 2016



8 hours/week
Persons 25-54/ 6am-Midnight
Time Spent Listening

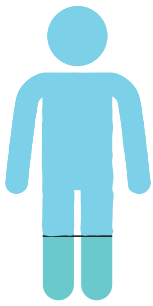


91,000+
**Webpage Views/
Banner Ad Impressions**

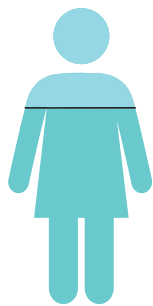
*3-Year Nielsen TSL Study

*Google Analytics

High: % of Format Audience v. All Formats (RAB v. US Census)
Standing: Nielsen 2015 National Format Listening Avgs.

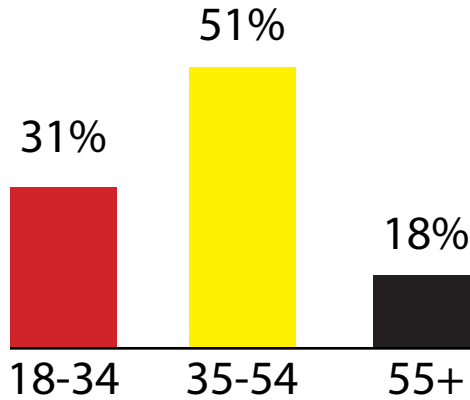


24%

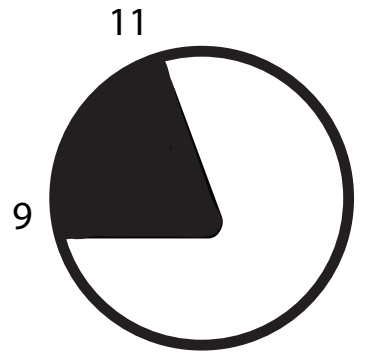


76%

Gender Reached



Ages Reached



Top Engagement Time
9 pm-11 pm

*All statistics in this row from Google Analytics

Top 10 Interests

(based on 65% reporting*)

- | | |
|----------------|--------------------|
| 1. News | 6. TV |
| 2. Movies | 7. Home Decor |
| 3. Photography | 8. Family-Friendly |
| 4. Politics | 9. Cooking |
| 5. Music | 10. Travel |

*Google Analytics

Locations

*Facebook

St. Joseph		Northern Indiana	4%
Benton Harbor	35%	Berrien Springs	
Stevensville/Baroda		Eau Claire	4%
Bridgman	12%	Paw Paw/Lawrence	
Coloma/Watervliet	10%	Decatur	4%
Hartford/Bangor	5%	New Buffalo/Sawyer	
Niles/Buchanan		Three Oaks	2%
Galien	5%	Chicago Area	1%
South Haven/Covert	5%		