

## Kentucky Public Radio Now Reaches More Than 640,000 Kentuckians Weekly

Kentucky Public Radio is an association of all of Kentucky's public radio stations, which combine to reach ALL 120 Kentucky counties. It delivers custom marketing opportunities that reach media's largest audience of the well educated, upper income households and business influencers.

Kentucky Public Radio offers one stop schedule placement, copy writing, invoicing and expertise.

More information is available with one contact at (502) 814-6544.

### Weekly Audience

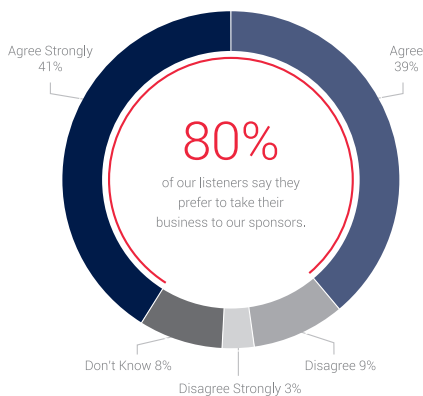
Kentucky Public Radio has a weekly audience of more than 640,000 people, including:



Media Audit

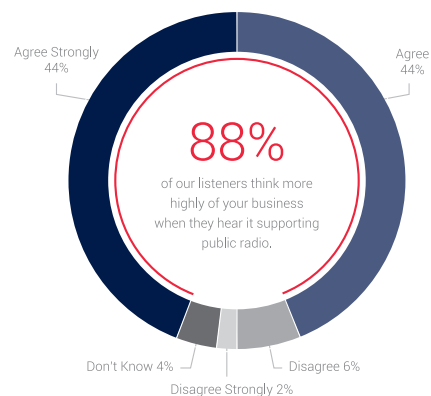
### Higher Esteem & Loyalty

#### PUBLIC RADIO = LOYALTY



"When price and quality are equal, you prefer to buy products from companies that support public radio."

#### PUBLIC RADIO = ESTEEM

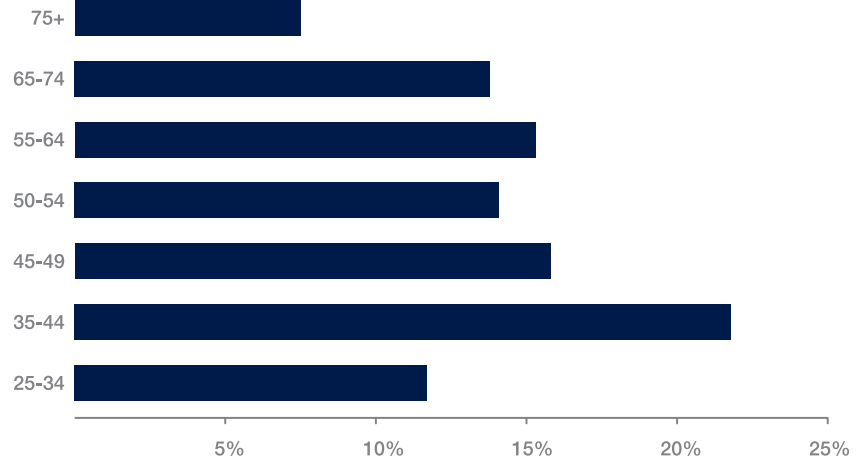


"Your opinion of a company is more positive when you find out it supports public radio."

## Balanced Audience



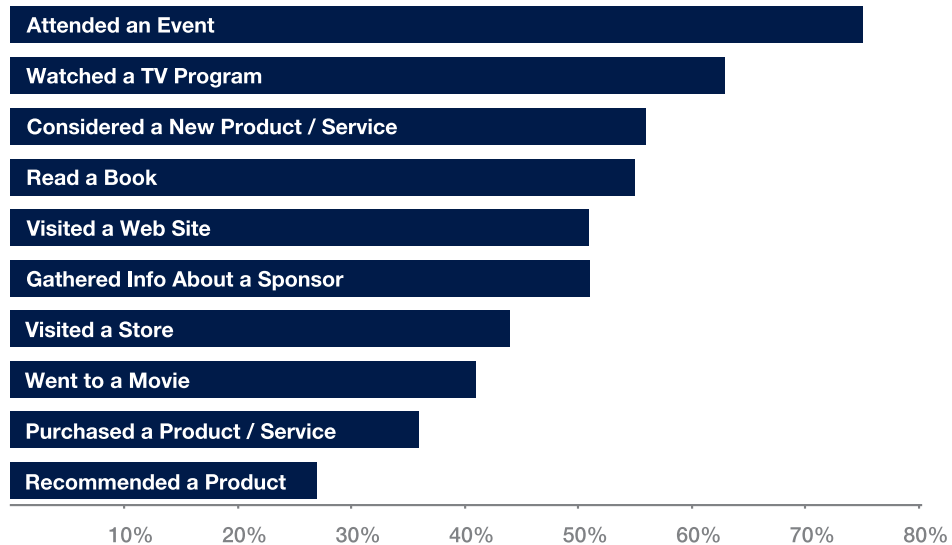
55% MALE  
45% FEMALE



Media Audit March-April 2011

## Inspires Action

94% of Public Radio listeners have taken a particular action as a result of something heard on Public Radio.



EdisonMedia Research 2007