



FACT SHEET

Who Listens to Christian Radio?

- 29% of all adults in America listen to Christian radio every week
- Christian radio skews towards female listeners
- KGMS delivers Loyal Listeners and a tremendous word of mouth network

Audience breakdown on Christian Radio

- Targets adults 25-65
- 72% more likely to have Annual Income of \$25,000 - \$34,999
- 54% more likely to be retired

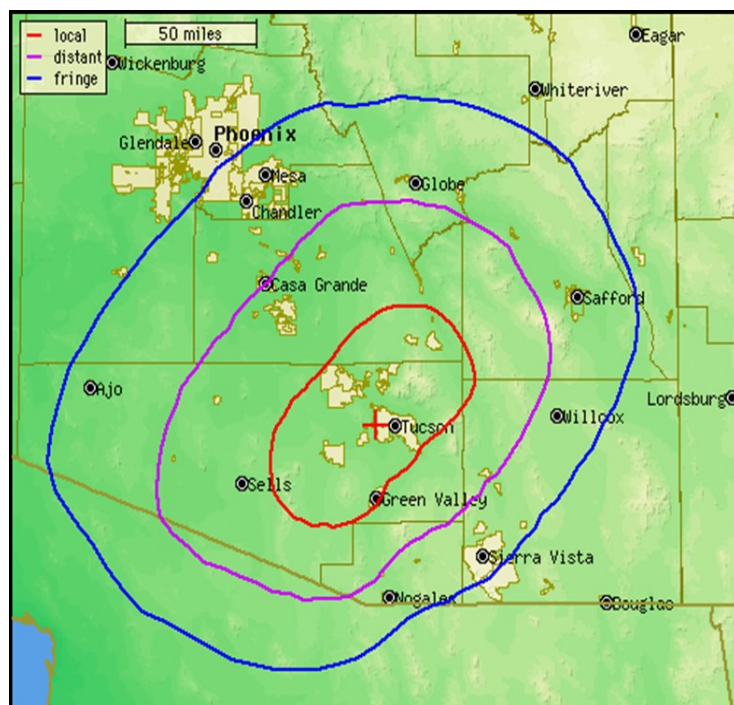
What Can You Expect from KGMS?

- Total commitment to your success
- Delivering on our promises
- Great production of your commercial

*Demographic information from
The Media Audit
Revised April 2013*

Contemporary Christian Reaches A New Ratings High. With more than 14.5 million listeners each week (up from 14.3 million in Spring 2007), Contemporary Christian earned a 2.5 share in Fall '08, the most in the seven years the format has been studied in *Radio Today*. The number of AM and FM stations carrying the format rose from 724 to 781 during that time period.

There are more Internet simulcasts of FM Contemporary Christian stations than of any other format; nearly 12 percent of all FM simulcasts online are Contemporary Christian outlets. It is one of two English-language music formats that is a Top 5 time-spent-listening performer across all demographics.



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