



**1260AM and online and
Smart Phone apps!**



All Comedy All the Time

FOREGROUND ENVIRONMENT

Comedy Radio, unlike most music radio, is a “**Foreground**” medium....listeners are more engaged in both the Comedy and the advertising, making your ads work better! We currently reach an estimated 185,000 weekly listeners and another 54,000 who listen online or on their Smart Phone!

CONSISTENCY

An estimated 72% of Today's Comedy Listeners are Adults 18-54, demonstrating the influence of a Comedy-intensive format on active adults who live an active, time crunched lifestyle. Approximately over **90% have at least 1 child** living at home to buy things for...the breakdown is as follows: 17% at least 3 kids, 25% at least 2 kids, 49% at least 1 kid, and 9% no kids.

UNIVERSAL APPEAL

Approximately **60%** of Today's Comedy listeners are men, **40%** are women.

ETHNIC DIVERSITY

Today's Comedy format delivers a **diverse audience** from all ethnic groups. The great thing about Comedy is that it breaks down all ethnic walls and appeals to everyone. And unlike music or Talk radio formats, there are no “sides” to lean to....no right and left....no rap or rock....everyone is on an equal playing field enjoying their favorite Comics.

BUYING POWER

More than 75% of the Today's Comedy audience has an annual income of **over \$50K**. Nearly 80% of our listeners are employed full time...over 70% have attended or completed college.

VALLEY COVERAGE

Today's Comedy reaches the Valley areas of Phoenix, Tempe, Chandler, Gilbert, Scottsdale, Mesa, Glendale, Apache Junction, Gold Canyon, San Tan Valley, Queen Creek, Casa Grande, Fountain Hills, Florence, Globe/Miami....and more!

LISTENING THAT IS RARE:

The **instant stress relief** and health benefits of laughter ensures that the Comedy audience is in a good mood when they hear your ads and are more **receptive** to the messages in those ads.