



The Power of Audio to Drive Results for CPG Brands

2025

We understand your challenges.

01

Increased competition from store brands and new brands.

02

Declining brand loyalty due to economic pressures/inflation.

03

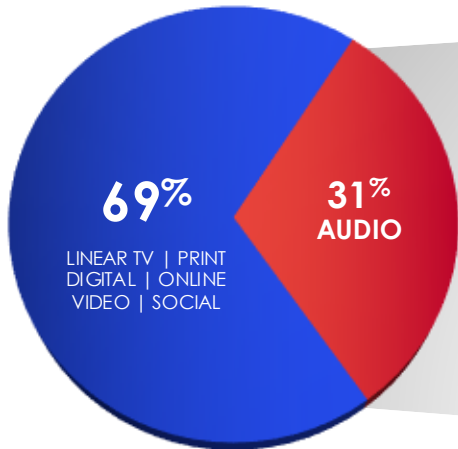
Growing your shopper base + reaching new shoppers given decline of TV and growing mistrust on social.

04

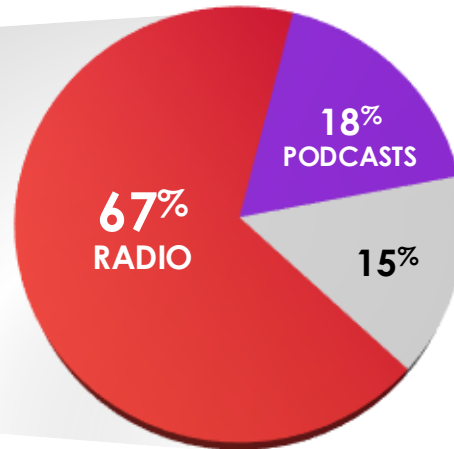
Growing ecosystem of shopping platforms – Instacart, Amazon, etc.

Audio is a major part of shoppers' lives, and broadcast and podcasts **generate incremental reach.**

DAILY MEDIA
CONSUMPTION SHARE



DAILY AD ENABLED AUDIO
LISTENING SHARE



DIGITAL AUDIO STREAMING

- Ad-Enabled Spotify
- Ad-Enabled Pandora
- Ad-Enabled SiriusXM
- Ad-Enabled iHeartRadio

Use **radio** to reach both the targeted shoppers and the ones who influence them.



82%

of consumers are influenced in their purchases by other people's opinions

PLUS...adding audio to your campaign increases the response rates of other media.

Bundling audio with other media will...

Increase Social Performance By

83%

Add Incremental Reach to CTV by

81%

Increase TV Ad Recall By

35%

Lift Google Search Activity

29%

iHeart Helps You Break-Through with Shoppers.

333M

Social Media Fans

#1 AUDIO SERVICE IN SOCIAL (7X THE NEXT)

20K+

Live Events

#2 IN LIVE EVENTS

167M

Podcasts

U.S. Monthly Downloads

#1 PODCAST PUBLISHER



**Reach Shoppers
Everywhere
With iHeart**

276M

Broadcast Radio

Ad-Supported Monthly Listeners

#1 AUDIO GROUP

2K

Influencers

#1 PREMIUM NETWORK

69M

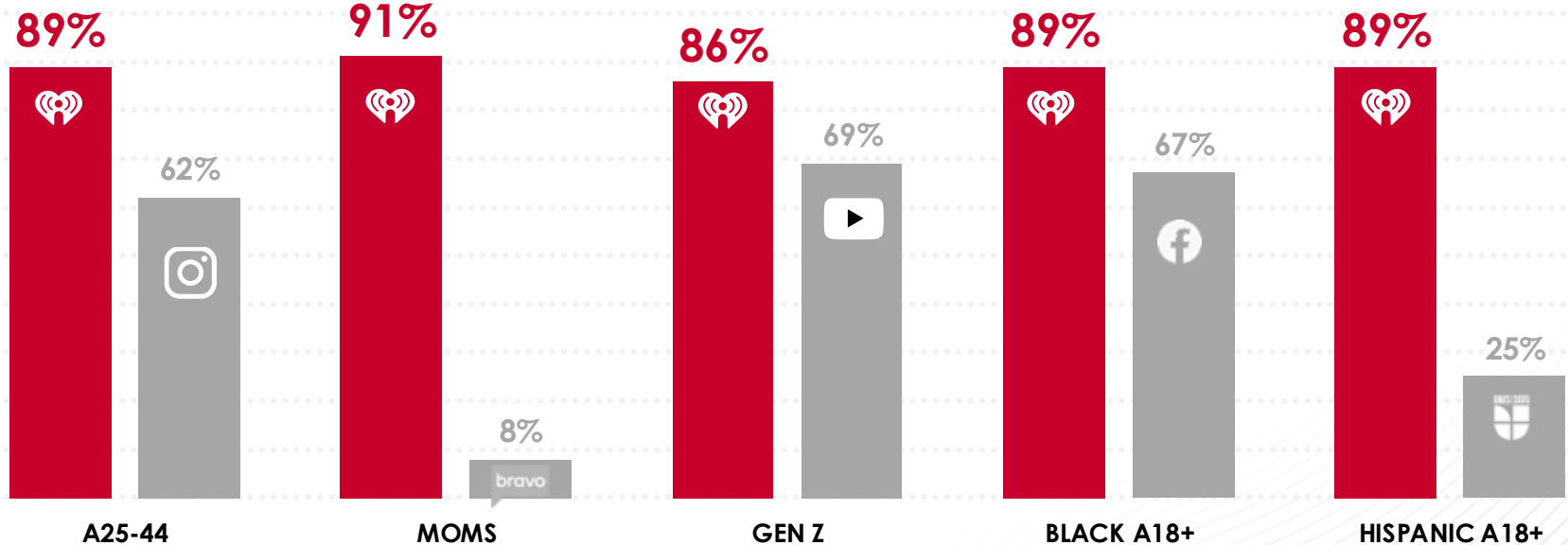
Digital Audience

#1 DIGITAL RADIO APP



iHeart is the reach leader with key audiences.

Monthly Ad-Enabled Reach %



And we connect with the all the Shoppers your brand wants to reach.

iHeartMedia Monthly Reach (% of Total Segment)



Gen Z **86%**



Millennials **89%**



Black Consumers **90%**



Dads **90%**



Healthcare
Consumers **90%**



Latino Consumers **90%**



Homeowners **91%**



Health Conscious **89%**



Moms **90%**



Beauty Consumers **89%**



Reach shoppers at the right time and with the right context.

Imagine the daily audio journey of a **working mom**:



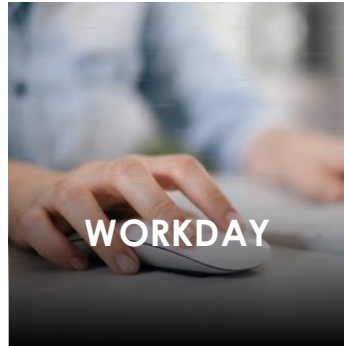
6:00AM

Listens to her favorite True Crime podcast as she preps lunch boxes before the kids wake up.



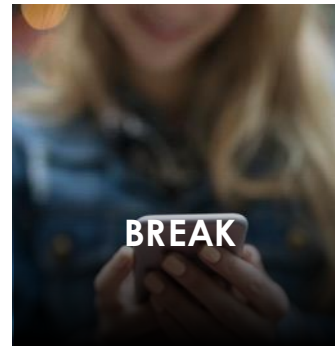
7:30AM

Tunes into her favorite morning show on the way to the office.



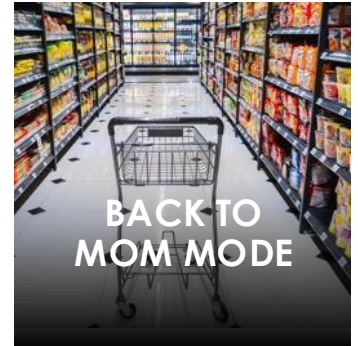
10:30AM

Logs into iHeartRadio.com to stream music to keep her energy and spirits high through a busy workday.



1:00PM

Best friend shares a social post from their favorite artist along with a promotion to enter a social contest for a chance to win tickets to the iHeartRadio Jingle Ball.



5:00PM

Hears about sale on dinner products during TTWN Traffic and Weather report and stops at grocery store on way home.



iHeartPodcasts: The #1 Podcast Network

More Podcasts Reaching Shoppers in Trusted Environments

Podcasts Reach Shoppers

131

iHeartRadio Podcast Listeners
Index vs. A18+:

“Shopped for Food/Beverage
in past 7 days”

Top Podcasts Across Shopper Audiences

Working Moms 25-54



Health-Conscious Moms 18-49



Multicultural Parents



Engage Shoppers with Trusted iHeart Hosts

To Drive Loyalty and Set Your Brand Apart from the Competition

Shoppers
trust our hosts'
recommendations
on radio and
podcasting.

78%

Trust Their Favorite
Radio Host's **Product**
Recommendations

80%

Trust Their Favorite
Station's Host **"To Speak**
For Me And My Community"

82%

Trust Their Favorite Radio
Host's **Recommendations**
For Local Events & Activities

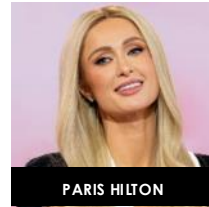
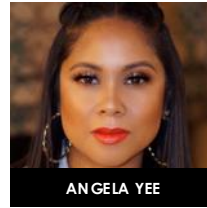
66%

Considered or purchased a
product recommended by
their favorite personality



Increase brand engagement through **trust, authenticity, & companionship.**

iHeart covers all shopper segments with the most trusted & influential personalities.



70% of our listeners consider our **hosts their friend.**

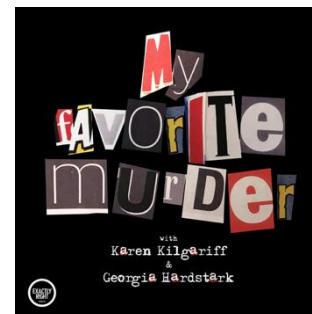
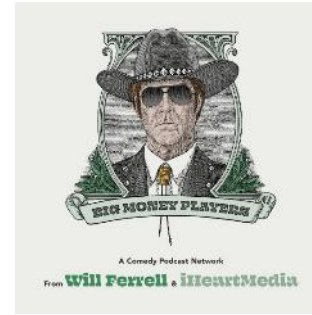


Drive deeper engagement with iHeartPodcasts.

#1 in unique U.S. listeners for 3+ years

100+ podcasts with more than 1MM+ downloads/month

The only network with shows ranked in all 19 Podtrac content categories including True Crime, Entertainment, Sports and Comedy.

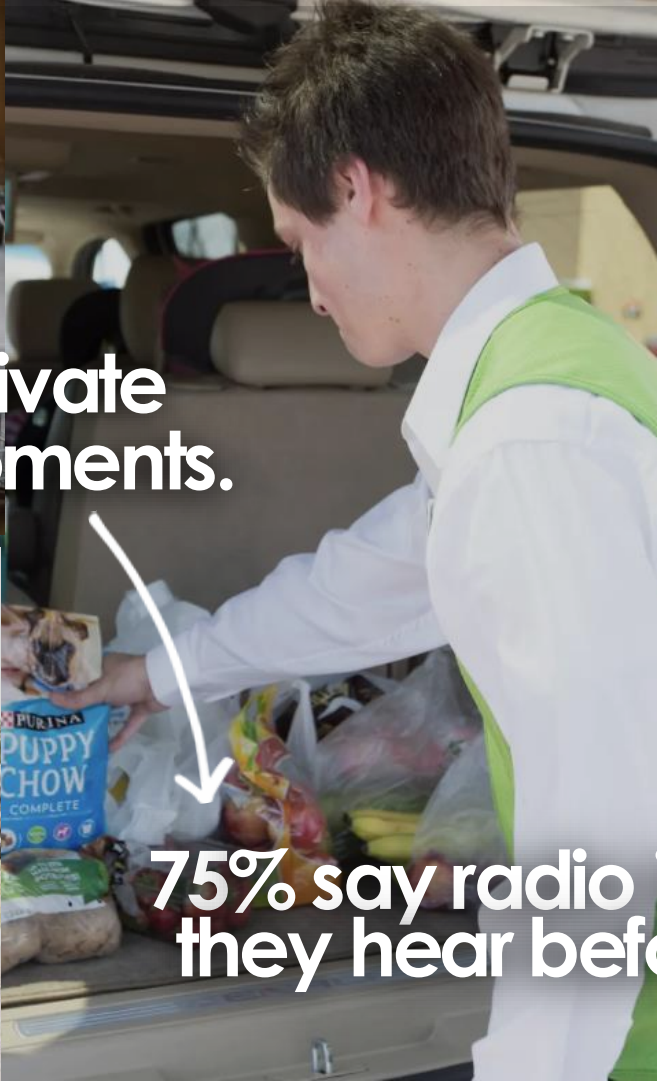


Get Heard at the Moments That Matter

The right audiences, at the right moments, with the right message.



iHeart can activate
at the right moments.



75% say radio is the last thing
they hear before shopping.

Align with moments big and small for your brand to connect with shoppers on a deeper level.

Q1

Q2

Q3

Q4

KEY SHOPPING MOMENTS/SEASONS

HEALTHY NEW YEAR HABITS
NFL PLAYOFFS/SUPER BOWL
VALENTINES DAY

SPRING CLEAN-UP
EASTER/PASSOVER
MOTHER'S DAY

SUMMER GRILLING
4TH OF JULY
BACK-TO-SCHOOL

HALLOWEEN
THANKSGIVING
HOLIDAY SEASON

NATIONAL IHEART EVENTS



LOCAL IHEART EVENTS



(country concert, Baltimore)



(country concert, DC)



(hip-hop concert, Chicago)



(pop concert, NYC)



(summer concerts, Jersey Shore)



(hip-hop concert, NY, Philadelphia, San Fran.)



rock concert, DC



Deliver dynamic, personalized messaging at scale

Reach Shoppers With the Right Message and When They Are Most Receptive

1

Personalize Your Creative

Design unique creative that is tailored and optimized for listeners in real-time based on multiple data points, helping to drive more effective results for your brand.

2

Deliver Relevancy Using Data

The right message is key. Deliver messages that are smart and contextually relevant, allowing for your brand to reach shopper segments when they are most receptive.

3

Enhance The Listening Experience

Complement a listener's audio experience through creative that feels natural and engaging across iHeart's vast broadcast, streaming and podcast network.

DYNAMIC CREATIVE TRIGGERS



IN THE MOMENT
DAY OR TIME



LOCATION
DMA/ZIP



WEATHER
SPECIFIC WEATHER
CONDITIONS



CULTURE/ECONOMIC
SPORTS SCORES,
GAS PRICES



BETTER RESULTS



Measurement & ROI:

Brands need partners that can deliver best-in-class measurement solutions that allow you to learn, optimize and drive results.

We make sure it's all measurable to learn fast and optimize.

iHeart Preferred Measurement Partners

KANTAR

SignalHill
insights

DISQO

Nielsen

#250
America's Mobile
Speed Dial

VERITONE.

NC Solutions

ArtsAI

MAGELLAN

motionworks

affinity
solutions

FOURSQUARE

claritas

dynata

Circana.

BRAND LIFT

Awareness | Affinity | Consideration
Purchase Intent | Recall

WEB LIFT / ECOMMERCE

Search | Website Visits | Leads/Conversions
Online Actions | App Downloads/Views

RETAIL TRAFFIC LIFT

Location Visits

SALES LIFT

Sales & ROAS | All Related Categories



Brands Winning: iHeart delivers for CPG brands.

The Silk logo is written in a blue, cursive script font.

Silk

Partnered with iHeart hosts to promote brand benefits and used TTWN messaging at key times during the day to remind consumers to buy product while close to point of purchase.

The BIOSSANCE logo is written in a gold, sans-serif font.

Biossance

Drove web traffic and online sales through iHeart's psychographic audience networks across podcasts and streaming audio to target W25-54 who are skin care enthusiasts.

The KIND logo features the word "KIND" in a bold, black, sans-serif font, with a horizontal bar above it divided into four colored segments: yellow, red, green, and blue.

Kind

Drove web traffic and sales via podcast plan including host reads & psychographic network, plus Artsai pixel tracking allowed for tracking of performance and optimization throughout the campaign.

The CeraVe logo features the word "CeraVe" in a blue, sans-serif font, with a registered trademark symbol. Below it, in smaller text, is "DEVELOPED WITH DERMATOLOGISTS".

CeraVe

Drove incremental sales of skincare and lotion brand through a targeted iHeart streaming audio campaign which proved that sales lift was mostly driven by new customers.

The Kellogg's logo is written in a red, cursive script font.

Kellogg's

Drove deeper connection with Hispanic Moms through iHeart host read messaging, custom My Cultura podcast creative, Fiesta Latina event activations and co-branded retail activation in key markets.

5 Ways to Reach & Engage Shoppers with iHeart Right Now.



Get Campaign Scale with Broadcast Radio

Reach Shoppers through national and local market broadcast radio to get the scale your brand needs.



Target Shoppers Wherever They Listen

Target Shoppers based on demo, geo, and more across streaming, podcasting, and broadcast to drive relevancy and action/store traffic.



Drive Brand Conversations Through Trusted iHeart Hosts

Tap into broadcast and podcast hosts to start a brand conversation that drives trust, awareness and affinity across all audio platforms with Shoppers.



Target Shoppers with Audience Cohorts and Psychographic Audience Networks

Amplify retail media strategies by leveraging retail specific audience cohorts and psychographic audience networks.



Reach Shoppers at the Right Moments and with the Right Message

From key cultural moments to everyday shopping occasions, iHeart will help you get the right message heard when it matters most with dynamic ad messaging and iHeart IP at retail.

Drive Results with iHeart.





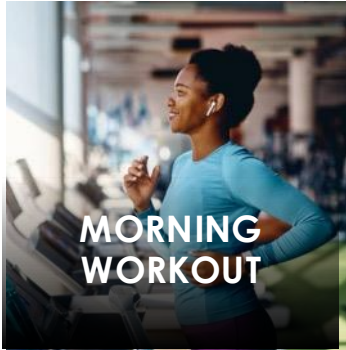
Let's Talk.



Appendix: Alternate Version Slides

Reach shoppers at the right time and with the right context.

Imagine the daily audio journey of a **health-conscious mom**:



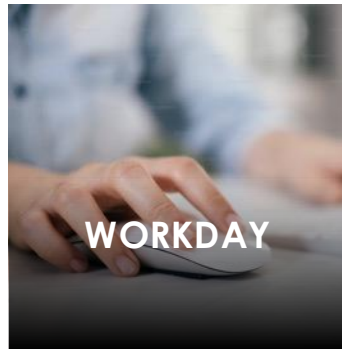
6:00AM

Listens to The Ben & Ashley Almost Famous podcast as she works out before the kids wake-up,



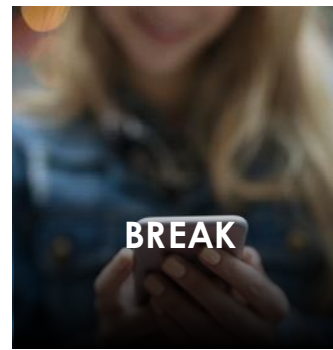
7:30AM

Tunes into The Bobby Bones Show on the way to the office.



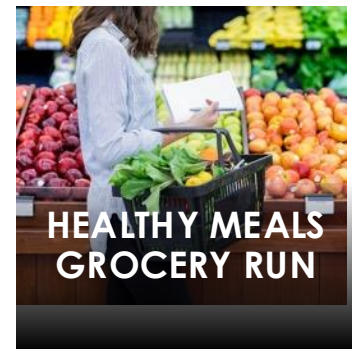
10:30AM

Logs into iHeartRadio.com to stream music to keep her energy and spirits high through a busy workday.



1:00PM

Sees a social post from her favorite artist along with a promotion to enter a contest for a chance to win tickets to the iHeartRadio Music Festival



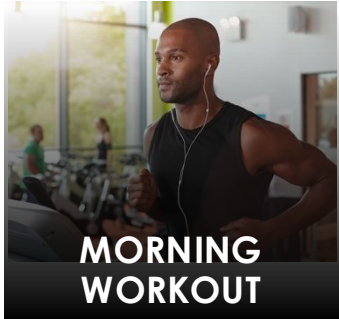
4:00PM

Hears tips on healthy dinner ideas during TTWN Traffic and Weather report and stops at grocery store on way home.



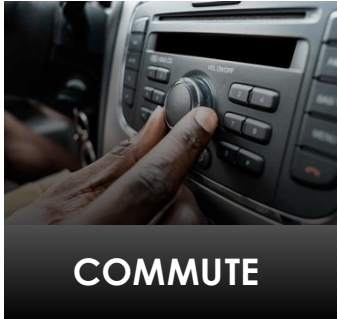
Reach shoppers at the right time and with the right context.

Imagine the daily audio journey of a **multicultural dad**:



6:00AM

Listens to The Daily Zeitgeist podcast as he works out before the kids wake-up,



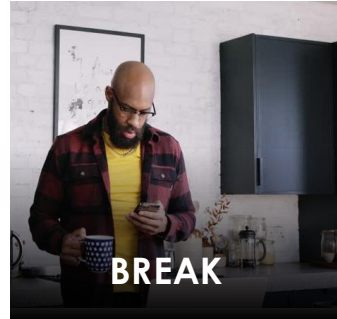
7:30AM

Tunes into his favorite morning show on the way to the office.



10:30AM

Logs into iHeartRadio.com to stream music to keep his energy high throughout a busy workday.



1:00PM

Sees a social post from his favorite iHeartSports host along with a promotion to enter a contest for a chance to win tickets to a local NBA game,



5:00PM

Hears about sale on his kids' favorite organic ice cream brand on TTWN Traffic and Weather report and stops at grocery store on way home.



Brands Winning: iHeart delivers for CPG Food & Beverage brands.

The Silk logo is written in a blue, cursive script font.

Silk

Partnered with iHeart hosts to promote brand benefits and used TTWN messaging at key times during the day to remind consumers to buy product while close to point of purchase.

The Nature Valley logo features the words "NATURE VALLEY" in a yellow, serif font inside a green, arched banner.

Nature Valley

Partnered with Nature Valley on custom 5-minute themed podcasts distributed within daily podcasts aimed at busy professionals.

The Kind logo consists of four colored squares (yellow, red, green, blue) stacked vertically above the word "KIND" in a bold, black, sans-serif font.

Kind

Drove web traffic and sales via podcast plan including host reads & psychographic network, plus Artsai pixel tracking allowed for tracking of performance and optimization throughout the campaign.

The DiGiorno logo features the words "DIGIORNO" in a white, serif font inside a dark red, rectangular banner. Above the banner, the tagline "IT'S NOT DELIVERY. IT'S DIGIORNO." is written in a smaller, white, sans-serif font.

DiGiorno

Drove awareness for DiGiorno products in key markets and at specific retail locations through targeted digital campaign including email, mobile location ads, and in-app display.

The Kellogg's logo is written in a red, cursive script font.

Kellogg's

Drove deeper connection with Hispanic Moms through iHeart host read messaging, custom My Cultura podcast creative, Fiesta Latina event activations and co-branded retail activation in key markets.



Brands Winning: iHeart delivers for CPG Health & Beauty brands.

The logo for Biossance, featuring the brand name in a gold, serif font.

Biossance

Drove web traffic and online sales through iHeart's psychographic audience networks across podcasts and streaming audio to target W25-54 who are skin care enthusiasts.

The logo for ColourPop, featuring the brand name in a purple, handwritten-style font.

ColourPop

Leveraged the powerful iHeartPodcast Psychographic Networks to reach ColourPop's core target nationwide and included an Artsai pixel to track site visits and purchases.

The logo for CeraVe, featuring the brand name in a blue, sans-serif font with a registered trademark symbol, and the tagline "DEVELOPED WITH DERMATOLOGISTS" below it.

CeraVe

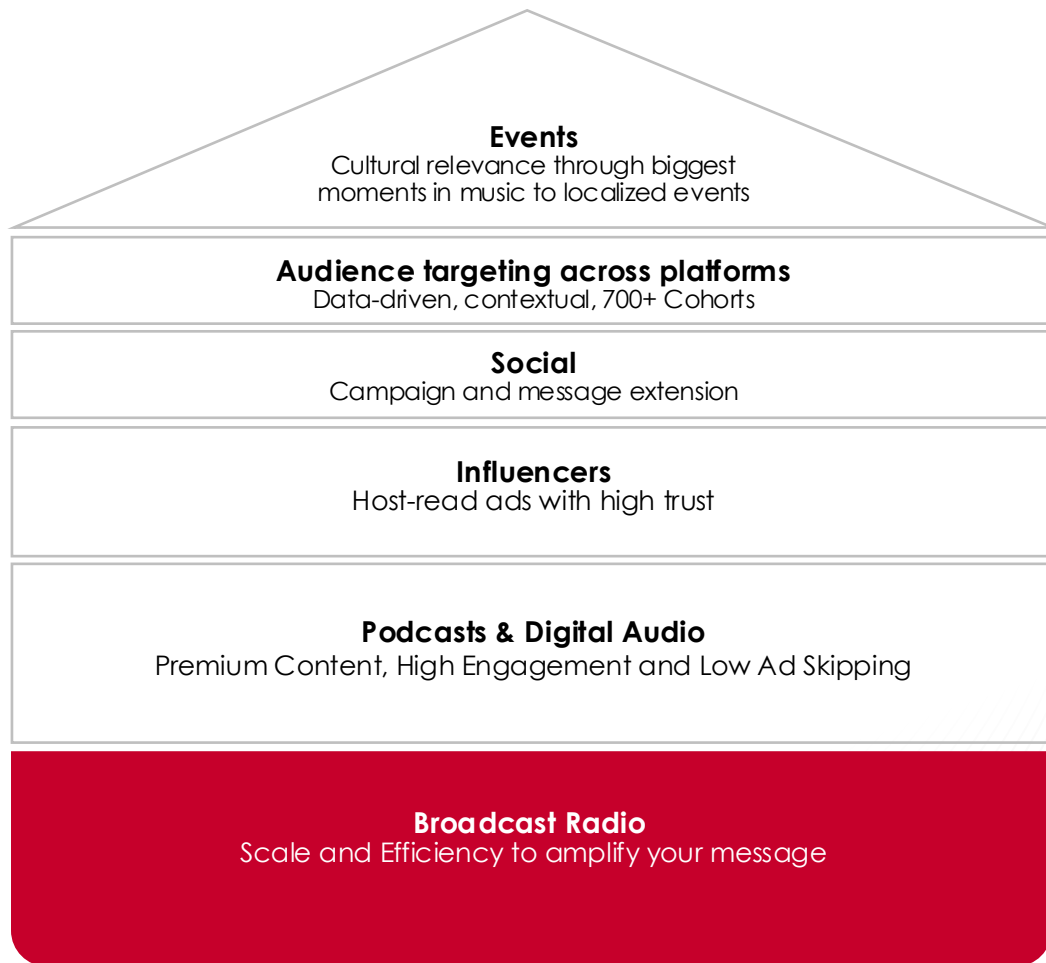
Drove incremental sales of skincare and lotion brand through a targeted iHeart streaming audio campaign which proved that sales lift was mostly driven by new customers.





Appendix: Optional Slides

How to plan audio effectively for every brand.



iHeart Programmatic: The Only Total Audio Marketplace

1

Premium, brand safe inventory

Ads run in trusted environments: FTC-regulated broadcast radio, FCC-governed streaming digital, IAB standards in podcast

2

Advanced audience targeting

Use iHeart's 1P data, behavioral and psychographic data, or build custom segments across all audio inventory

3

Reach your audience at scale

Access the unmatched scale and reach of broadcast radio

4

Unified platform

Buy, measure, optimize, report on all audio inventory types in one place

5

Real-time bidding for broadcast

Plus, activation of broadcast assets within 30 minutes



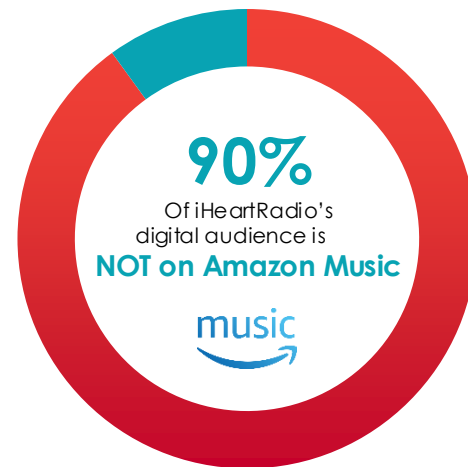
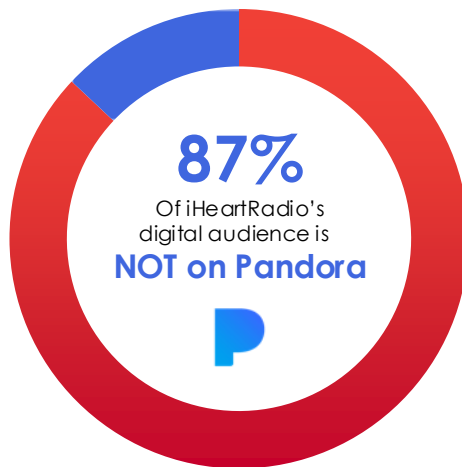
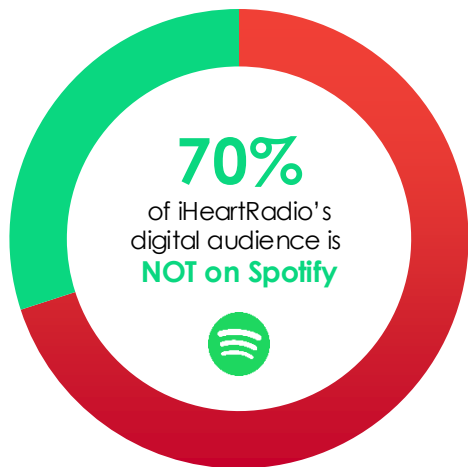
iHeart Programmatic audience targeting capabilities

TARGET	BROADCAST	STREAMING	PODCASTING
Brand Safety/Privacy COPPA/LMT/DNT/US Privacy/GDPR	✓	✓	✓
Broadcast Genre/Formats Prebuilt station domain lists	✓	✓	✓
iHeart 1P Segments Informed by iHeart 1P data	✓	✓	✓
Custom Data Matching Informed by brand partner's 1P data	✓	✓	✓
Geo/Location State, DMA, Radius, Long/Lat, Location of Station, *Zipcode	✓	✓	✓
Daypart/Time Segment/exact hours in the day	✓	✓	✓
Demo Age, Gender, HHI, Children, Income, Education, Occupation	✓	✓	✓
Prebuilt Audience Segments Ready-made segments informed by iHeart and data partners;	✓	✓	✓
3P IP-Based Segments 40+ prebuilt Neustar segments		✓	✓
Device/OS/Brand Smart Speakers, Wifi/Bluetooth enabled, iOS/Android, device brand		✓	✓
Predictive Language Target by browser or device language		✓	✓
Content Type Station formats/genres or podcast categories		✓	✓
Contextual Ads delivered based on content			✓



We have a **unique & unduplicated** digital streaming audience.

Incremental reach on our digital platform gives brands access to more consumers



iHeart's Digital Ad Products



PODCASTS

- Host-Read Ads (Audio/Video)
- Extended Mid-Rolls
- Themed or Branded Episodes
- Branded Podcast Studio (RUBY)
- Dynamic and 3D Audio
- Podblock Takeovers
- Best of Moments
- Psychographic Audience Networks
- iHeart Audience Network
- Podcast Programmatic



STREAMING

- Streaming Audio
- Dynamic Ad Creative
- 3D Audio
- Sponsored Listening
- Sponsored Station or Playlist
- Custom Station or Playlist
- Psychographic Audience Networks
- iHeart Audience Network
- Streaming Programmatic



VIDEO

- Artist and Cultural Moments Alignment via Video Pre-Roll
- iHeartPodcasts Video Network on YouTube
- Influencer Social Video
- Branded Content
- Original Video Franchises
- X Amplify Pre-Roll



SOCIAL

- iHeart Creator Network
- iHeart Ignite (Paid Social Amplification)
- iHeart Station Generated Social (Paid Local Station Amplification)
- Psychographic Audience Networks



INFLUENCER

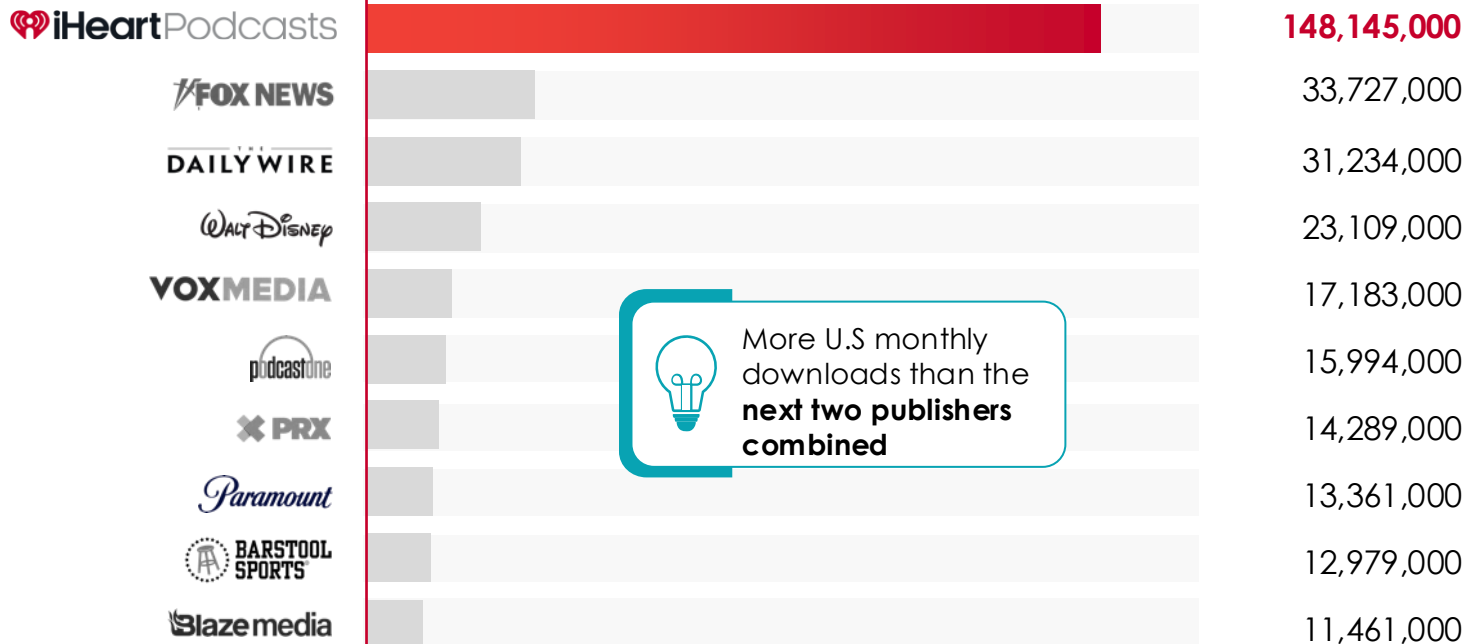
- Influencer Total Access
- Influencer Voice Extension
- Host Endorsements
- Branded Content
- Product Placement
- Live Event Appearances & Integrations



We get you more audience with podcasts too - iHeart is the **#1 podcast publisher.**

According to Podtrac

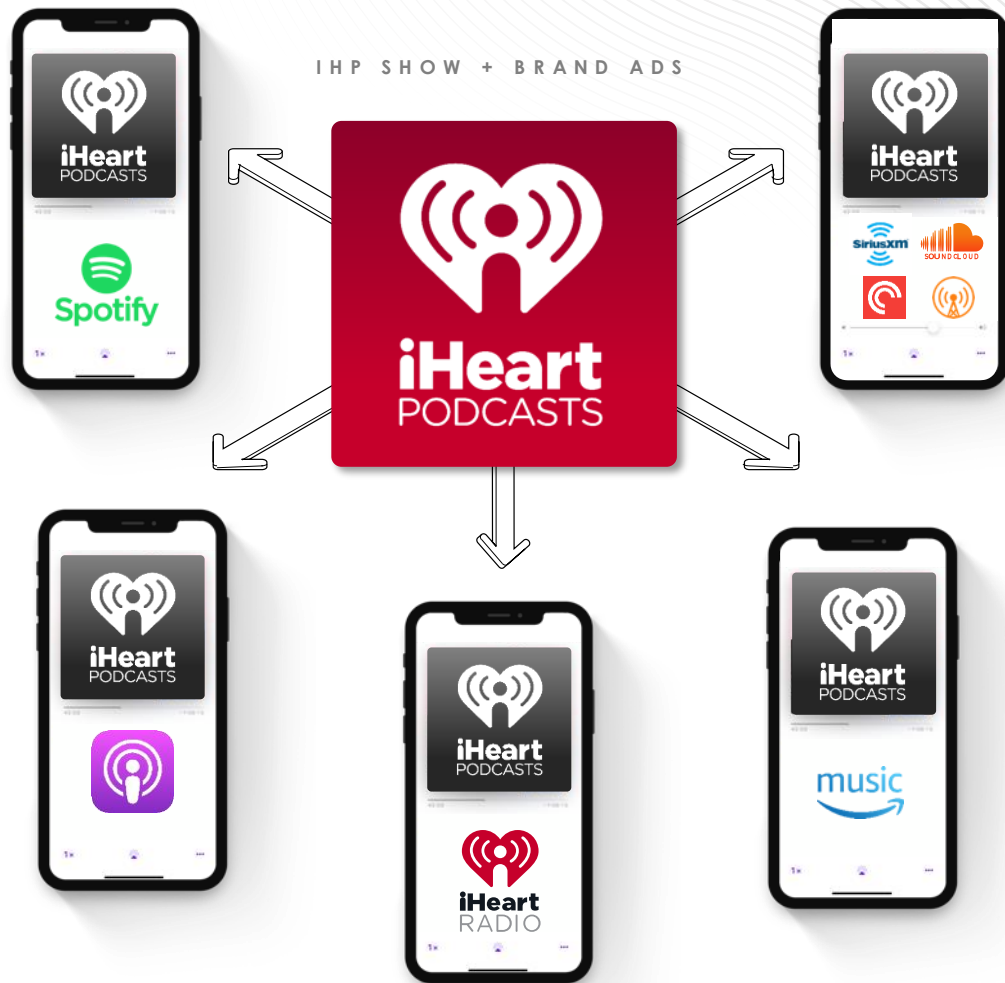
U.S. Monthly Downloads



iHeartPodcasts Are Available Everywhere

The only way to buy ads
in iHeartPodcasts is
through iHeart

Brand ads travel with
iHeart content





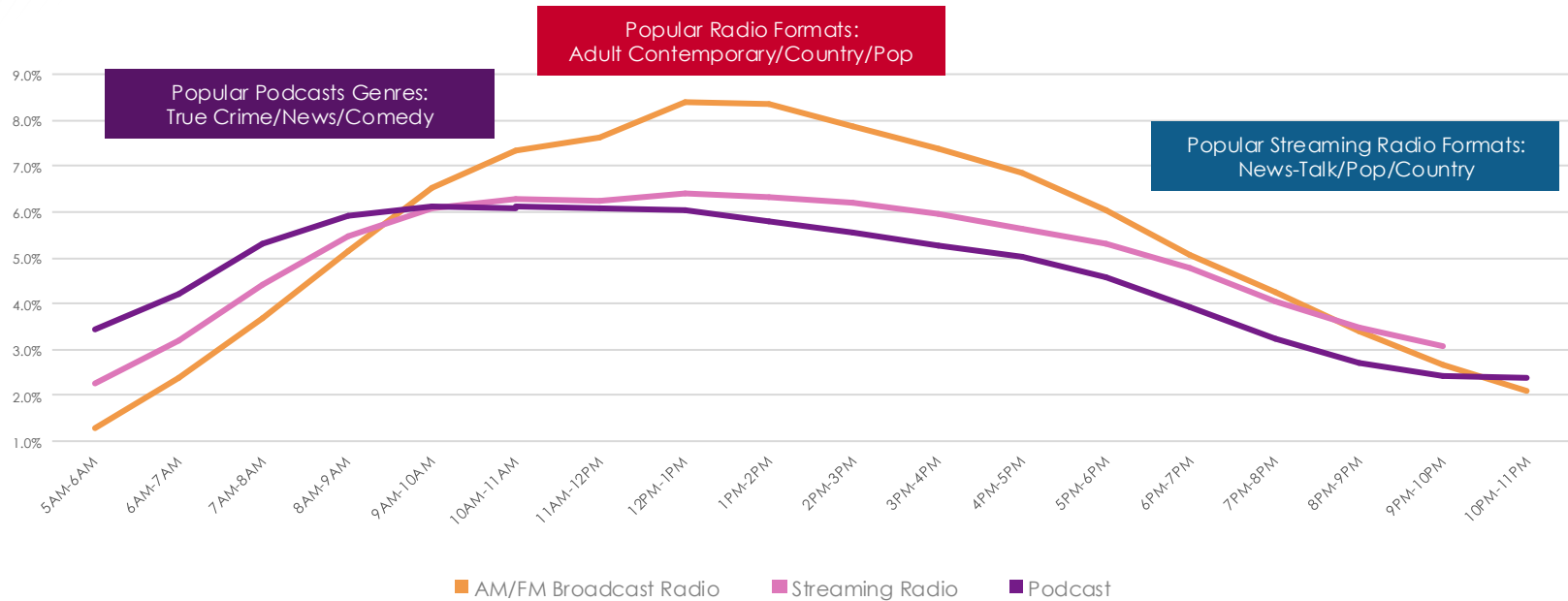

870 Owned Radio Stations
6000 Affiliated Stations
148M Monthly Podcast Downloads
1160 Trusted On-Air Personalities

**iHeart is a national brand,
with deep connections in local communities.**



A18+ Listen Throughout The Day

A18+ Weekend Hourly Listening By Audio Platform



***Reads as: 8% of total daily radio listening occurs 12-1p**





Appendix: Thought-starters



How to Engage Food & Beverage Shoppers

Our hosts inspire listeners who are shopping for the best foods and beverages to keep themselves and their families nourished and give them the inspiration they need to cook up something good.

Content Partnership Opportunities

Backyard BBQ

iHeart show hosts who love hosting and serving up great food for their family and friends will share some recipe ideas for favorite dishes ahead of their weekend Backyard BBQ.

My Meal Plan

Our hosts will talk about their go-to meals for themselves and their families as they prep for their busy days and weeks, while also trying to keep things nutritious and delicious.

Guest Chef

On our Curiosity Podcast Network our hosts will share recipes for their go-to appetizers and main courses when entertaining.

How Brands Get Involved

- In-show segment sponsorships
- Custom content creation
- Influencer voicing partnerships
- Social and video solutions
- Live and experiential activations
- Total audio audience targeting

Note: All brand partnerships subject to final editorial approval.



How to Engage Household Goods Shoppers

Our hosts inspire listeners who are shopping for the best household products to keep themselves and their families in a clean and healthy environment.

Content Partnership Opportunities

Spring into Action

Our on-air radio and/or podcast hosts will share a series of home improvement tips and tricks to connect with listeners tackling spring cleaning projects.

Clean House

Our on-air and/or podcast hosts will create an on-going dialogue around weekend organization projects they are tackling in their own homes giving your brand the ideal opportunity to integrate your brand message.

How Brands Get Involved

- In-show segment sponsorships
- Custom content creation
- Influencer voicing partnerships
- Social and video solutions
- Live and experiential activations
- Total audio audience targeting

Note: All brand partnerships subject to final editorial approval.



How to Engage Health & Beauty Shoppers

Our hosts inspire listeners who are shopping for the best health & beauty products to stock up on all the essentials to make themselves feel and look good.

Content Partnership Opportunities

Glow On-the-Go: Daily Beauty & Wellness Tips from Your Favorite Hosts
iHeart on-air and podcast hosts seamlessly weave quick, practical beauty and wellness tips into their regular segments. Whether it's a morning show host sharing their go-to skincare hack or a podcast host discussing self-care routines, the tips are ideal content for your brand to align with.

Beauty & the Beats: iHeart hosts break down trending beauty and wellness topics in a fun, digestible way—whether it's "skin cycling," "slugging," or the latest celebrity wellness routine— with the opportunity to tie in your brand as a trusted solution.

How Brands Get Involved

- In-show segment sponsorships
- Custom content creation
- Influencer voicing partnerships
- Social and video solutions
- Live and experiential activations
- Total audio audience targeting

Note: All brand partnerships subject to final editorial approval.



Appendix: Psychographic Networks

Nest

Suburban Homeowners Who Enjoy Spending Time With the Family and Home Improvement



THEY'RE LISTENING TO

Mix & Variety, Classic Rock and 80s & 90s Hits

They're the suburbanites who are always looking for ways to improve their homes and their lives. They're the ones who are always up for a DIY project, whether it's painting the living room or adding a new deck and are always looking for ways to stay healthy, both physically and mentally. They prefer content that enriches their lives.

Total Estimated Audience – By Platform:

83.9M BROADCAST RADIO
12.6M PODCAST
6.2M STREAMING

Social Platforms:



*GfK MRI Audiences and Podcast Study Aug 2023

Behavior/Interests

- Homeowner, likely to own second home and/or real estate property
- Has publicly traded stocks
- Bought airline tickets/hotel/vacation packages
- Belongs to a health club/gym
- Buys organic food
- Pet Owner; Bought pet products supplies on internet
- Uses apps to stay informed/get news (20+ hr/week on the internet)

Audience

- Parents, Older, Wealthy
- A35-54
- HHI \$100K+
- Married
- Suburban
- Kids in HHLD
- Social Media User
- Streams Amazon Prime Video, Hulu, and Netflix

Top Podcast Shows



*Podcasts shown are representative examples of the types of shows within the network and subject to change

The Conqueror

Working Moms 25-54 Who Strive To Be Their Best Selves



SHE'S LISTENING TO

80s & 90s Hits, Top 40 & Pop, and Country

Meet our superhero: She's a working mom who tackles career and family life while striving to look and feel her best self. She's active in fitness and lives a healthy lifestyle. She prefers "one-stop shopping" at big box stores and regularly uses Instagram and Pinterest for health, fitness, and wellness inspiration.

Total Estimated Audience – By Platform:

54.8M
BROADCAST
RADIO

8.3M
PODCAST

5.3M
STREAMING

Social Platforms:



*GfK MRI Audiences and Podcast Study Aug 2023

Behavior/Interests

- Heavy Grocery Spender
- Health & Beauty Enthusiast
- Gives Parenting Advice
- Big Box Shopper
- Physically Active
- Pet Lover
- Streams Amazon Prime/Hulu

Audience

- Women, Kids in HH, Diverse
- F25-54
- Working Mothers
- Young Kids Under 5 in HH

Top Podcast Shows



*Podcasts shown are representative examples of the types of shows within the network and subject to change

The Cultivator

Healthy and Eco-Conscious News Moms F18-34



SHE'S LISTENING TO

Dance/Rhythmic and Top 40 & Pop

She's a new mom who is always thinking about the future of the planet. She eats organic food, donates to environmental causes, and often consumes and shares parenting & family related content.

Total Estimated Audience – By Platform:



Social Platforms:



*GfK MRI Audiences and Podcast Study Aug 2023

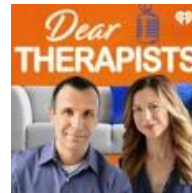
Behavior/Interests

- Eats at organic/health foods restaurants
- Donates time or money to environmental causes
- Deal Seekers; Shops at Kmart or TJ Maxx
- Active in soccer, yoga and tennis
- Plans to go back to school

Audience

- F18-34
- HHI \$100K+
- Moms
- College Graduate
- Streams Hulu or Max

Top Podcast Shows



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Decider

A Working Mom F25-54 Who Values Efficiency In Everything She Buys



SHE'S LISTENING TO

Top 40 & Pop and Spanish Language

She's a working mom who is looking for efficiency both in time and in value from products she buys. Her priority is her family, and she consumes content that features time-saving hacks, personal finance, entertainment, and more.

Total Estimated Audience – By Platform:



Social Platforms:



*GfK MRI Audiences and Podcast Study Aug 2023

Behavior/Interests

- Plans to take a family vacation
- Big Box Shopper at Target/Costco
- Pet owner who buys pet supplies/products
- Going back to school for degree/certification
- Cooking enthusiast; watches Food Network, BuzzFeed Nifty, Tasty, DIY video topics and easy weekday meal prep content

Audience

- F25-54
- Hispanic
- Working mothers
- Active in social media and streams Hulu & YouTube

Top Podcast Shows



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Thriver

Health-Conscious Mom 18-49 Focused On Her Career and Family, yet Values Experiences



SHE'S LISTENING TO

Country, Top 40 & Pop, and 80s & 90s Hits

Female skewing, engages in various cultural activities and content. While focused on career and her family, she's interested in the latest entertainment news, books, music & fashion. She's an online shopper and active on social media.

Total Estimated Audience – By Platform:



Social Platforms:



*GfK MRI Audiences and Podcast Study Aug 2023

Behavior/Interests

- Socially Active; Bought wine at a sit-down restaurant or liquor at a nightclub or bar
- Values experiences; attended concerts, visited museums, plans to take a vacation
- Belongs to a health club or gym
- Bought clothing/accessories, health & beauty items online
- Gives parenting advice

Audience

- F18-49
- Children In HHLD
- HHI \$100K+
- Employed Part-Time
- Socially Connected
- Video Streamer (Netflix & Amazon Prime Video)

Top Podcast Shows



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Progressive

Multicultural Parents Who Are Passionate About Giving Back To Their Communities



THEY'RE LISTENING TO
Spanish Language and Mix & Variety

They're the affluent, educated, multicultural, and working parents who are raising the next generation of changemakers. They're the ones who are demanding the best for their children, from eco-friendly products to early exposure to technology. They're passionate about giving back to their communities and the causes they believe in.

Total Estimated Audience – By Platform:

77.1M **28.6M** **17.1M**
BROADCAST RADIO PODCAST STREAMING

Social Platforms:



*GfK MRI Audiences and Podcast Study Aug 2023

Behavior/Interests

- Pays more for eco-friendly products
- Buy organic food
- Owns a smart speaker/smart watch
- Planning for lifestyle changes like buying a house/condo/co-op
- Activist; donates money to political or social causes
- Belongs to a gym/health club, jogging/running

Audience

- Multicultural, Affluent, Educated, Parents
- A25-54
- Graduate Degree
- Household Income \$100K+
- Video Streamer (YouTube/Hulu)

Top Podcast Shows



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