



Growth | Integration | Innovation

Radio Marketing Guide

Grow your business with the power of Connoisseur Media



Let's Talk about growing your business!
Call Connoisseur Media Sales: 203-783-8243 or Sales@connoisseurct.com

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Reaching Connecticut with Radio



FOR DANBURY CHOOSE
STAR 99.9 WEZN

- Danbury
- Ridgefield
- Redding
- Bethel
- Newtown
- Brookfield
- New Fairfield
- Sherman
- Bridgewater
- New Milford

For STAMFORD/NORWALK choose
95.9 WFOX and STAR 99.9 WEZN

- Greenwich
- Stamford
- New Canaan
- Darien
- Wilton
- Norwalk
- Weston
- Westport

For Bridgeport Metro Choose
STAR 99.9/WEZN & 99.1 WPLR

- | | |
|-------------|----------------|
| • Fairfield | • Monroe |
| • Shelton | • Beacon Falls |
| • Easton | • Stratford |
| • Ansonia | • Bridgeport |
| • Milford | • Trumbull |
| • Derby | • Seymour |
| • Oxford | • Southport |

For New Haven Choose 99.1
WPLR, 94.3 WYBC and STAR
99.9 WEZN

- West Haven
- New Haven
- Bethany
- Guilford
- North Branford
- Wallingford
- Northford
- Hamden
- East Haven
- Waterbury
- Orange
- Cheshire
- Branford
- Madison
- Clinton
- North Haven
- Woodbridge



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- Why Radio?... It's The most listened to in-car audio choice so your ads are heard.



RADIO IS THE TOP IN-CAR DEVICE

82% of drivers use **am/fm radio** while **in-car**

More than ...

- CD Player – 52%
- MP3 Player / Owned Digital Music – 45%
- Online Radio – 26%
- Satellite Radio – 22%
- Podcasts – 19%

% currently ever using medium

Base: Age 18+ and driven/ridden in a car last month

Source: The Infinite Dial 2017 – Edison Research/ Triton Digital

RAB RADIO ADVERTISING BUREAU



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- Why Radio?... It's because what you hear makes what you see more effective. Radio increases impact of your visual media and your brand awareness.

RADIO AMPLIFIES CAMPAIGN IMPACT

Campaign Awareness Lift
Among Radio Exposed Adults

Four Study Summary
Mobile App Study
AFI Study



Sources: Nielsen AFI study 2015; New ResearchIAB 2016 case study; series of studies by Nielsen for 4 advertisers in BtoB, Auto Aftermarket and Motorcycles 2015-2016



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- Why Radio?... Because radio will drive traffic to your website–
- Radio will generate more searches for YOUR business.
-

RADIO DROVE 29% INCREMENTAL GOOGLE SEARCHES

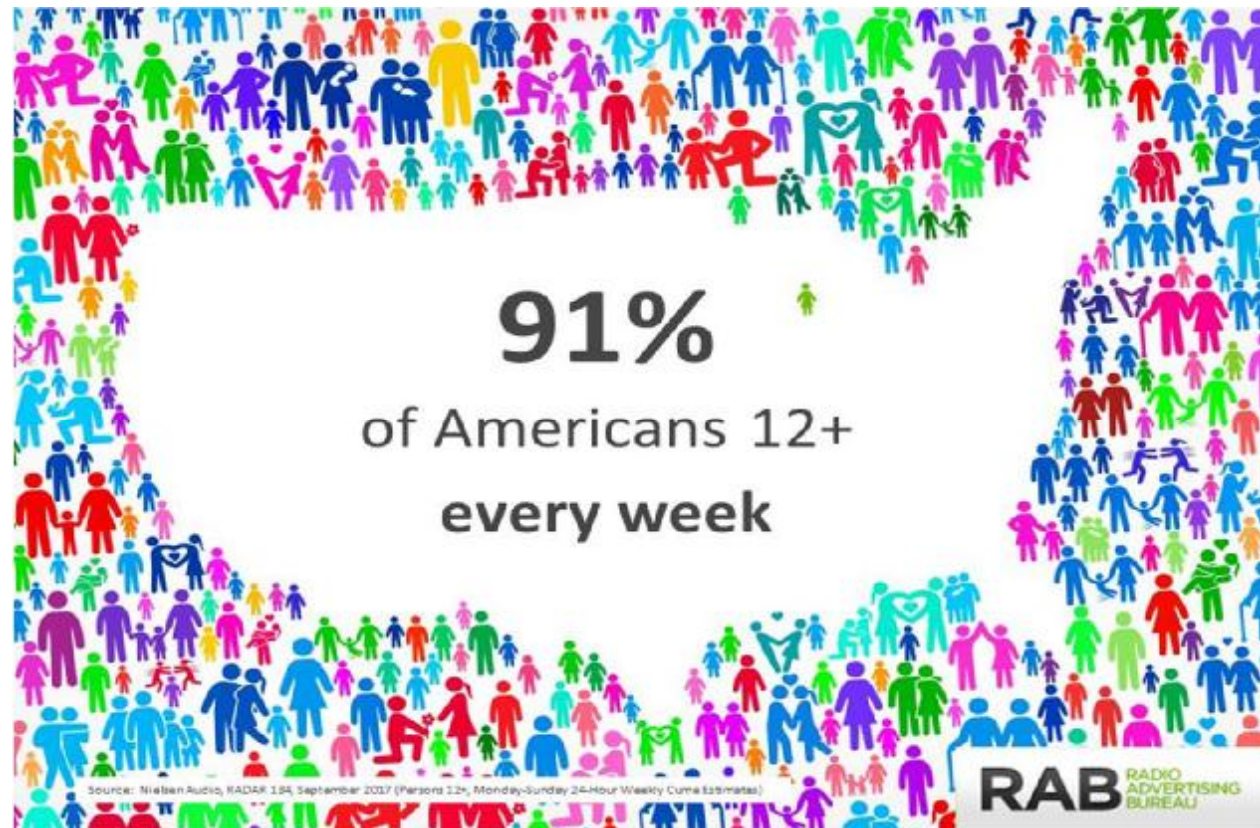
Across 8 Brands and 2157 Ads Studied



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- Why Radio?... It's universal and it's ON! Radio is one of the
- largest reach media connecting you to new customers.



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At Connoisseur Media , we work with hundreds of Connecticut companies. Our goal is to develop impactful and cost-effective marketing campaigns that helps grow your business.

To get started, just give us a call. We'll set-up a no obligation meeting and then design a custom program to deliver results.

Now it's time to talk about YOUR business. Call Connoisseur Media at 203-783-8243 or Sales@Connoisseurct.com



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