



**REACHING OVER 1,395,000 LISTENERS IN THE REGION,
CONNOISSEUR MEDIA CONNECTICUT
HAS SOUTHERN CONNECTICUT COVERED.**



SOUTHERN CONNECTICUT METROS



CONNOISSEUR MEDIA, LLC

Danbury

New Haven

Bridgeport

Stamford/Norwalk



For New Haven Choose
99.1 WPLR/94.3 WYBC
STAR 99.9 WEZN/WEBE 108
WICC 600

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

FOR DANBURY CHOOSE

STAR 99.9 WEZN
WEBE 108
99.1 WPLR

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

For STAMFORD/NORWALK choose

WEBE108/ 95.9 WFOX
Star 99.9 WEZN

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

For Bridgeport Metro Choose

WEBE108/STAR 99.9 WEZN
WICC 600/99.1 WPLR

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



Why Radio?... The most listened to in-car 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

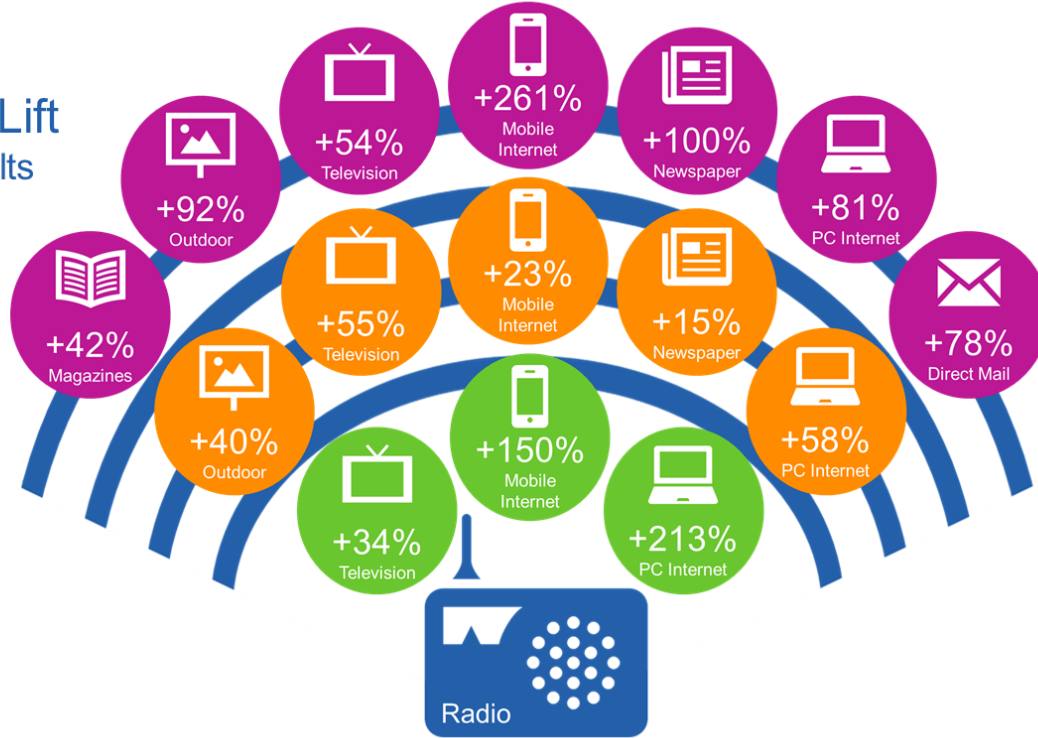


Let's Talk about growing your business!
Call Connoisseur Media Sales: 203-783-8200

Why Radio?... What you hear makes what you see more effective. Radio increases 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 Research/IAB 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.



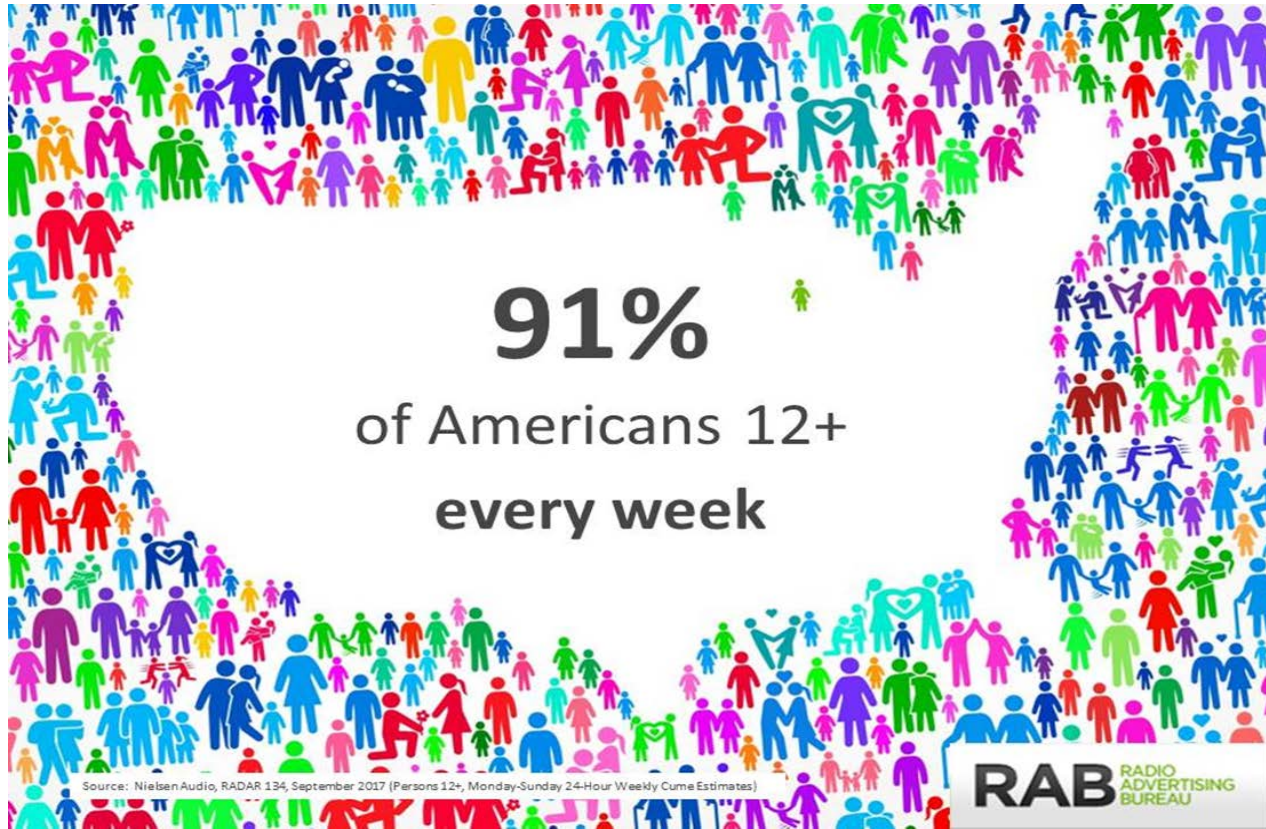
RADIO DROVE 29% INCREMENTAL GOOGLE SEARCHES

Across 8 Brands and 2157 Ads Studied



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Why Radio?... It's universal and it's ON!



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