

## We Are All About Families and a Loyal Audience.

**Praise 88.7fm, is positive and encouraging music that's family friendly**, featuring artists such as Steven Curtis Chapman, Avalon, Mercy Me, Third Day, Jeremy Camp, Point of Grace, and Michael W. Smith.

Christian-formatted stations have perhaps **the most loyal listeners in all of radio**. It's not just about entertainment. **It's about lifestyle**. This gives us something that cannot be obtained with advertisement on any other radio format – **CREDIBILITY!**

**Praise 88.7** Business Supporter packages are available to fit almost any budget. Business Support of **Praise 88.7** is a **cost-effective** way to present your product and/or service to a loyal group of radio listeners while supporting a ministry that focuses on **promoting the values of the community**. No matter where you travel throughout much of East Central Alabama, our programming and your name can be heard.

## Contemporary Christian Music – Listener Profile & Facts

- 1 50% are 25-44, **71% are 25-54**
- 2 63% Women
- 3 45% have Children
- 4 76% are College Educated
- 5 **64% earn incomes of \$50K+**, 38% earn incomes of \$75K+
- 6 **46 out of every 100 adults listen to some Christian radio** programming during a typical month and **16 out of every 100 listen at least daily**.
- 7 **20.9% of Christian radio listeners listen exclusively to Christian radio**
- 8 The **highest % of principal shoppers among all radio audiences**
- 9 The **highest % of managers / administrators among all radio audiences**
- 10 Christian music is the **6<sup>th</sup>** largest music genre, representing 6.7% of total album sales.

## To Become a Business Partner with Praise 88.7

Contact

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