

WHKO / WZLR...

A Giant Audience of Consumers with Money to Spend

WHKO / WZLR reaches 229,500 Adults 18+ in the Dayton market, or 30% of all adults in Dayton, providing advertisers with the largest audience of consumers to hear their message!

These people have \$ to spend!

WHKO / WZLR listeners spend annually...

- Ø \$8,245,000 with Chiropractors
- Ø \$19,815,000 with Fitness Centers
- Ø \$36,696,000 with Continuing Care Retirement Communities
- Ø \$44,552,000 with General Auto Repair
- Ø 102,021,000 with Lawyers
- Ø \$18,654,000 with Computer and Software Stores
- Ø \$182,438,000 with Full Service Restaurants
- Ø \$9,593,000 with Pet and Pet Supply Stores
- Ø \$395,055,000 with Gas Stations
- Ø \$22,424,000 with Sporting Goods Stores

Put this powerful group of consumers to work for you!



*Source: Arb SP '07, A18+, M-Su 6a-12mid, Cume, RSP

For businesses that want to make the cash register ring...

According to the most recent audience
measurement survey, WHKO / WZLR reaches...

- Ø 1/3 of all Adults 25-54 in Dayton, Ohio
 - ü 37% of all Women 25-54 in Dayton, Ohio
 - ü 30% of all Men 25-54 in Dayton, Ohio

- Ø 1/3 of all Adults 18-49 in Dayton, Ohio
 - ü 38% of all Women 18-49 in Dayton, Ohio
 - ü 29% of all Men 18-49 in Dayton, Ohio

- Ø 1/3 of all Adults 18-34 in Dayton, Ohio
 - ü 39% of all Women 18-34 in Dayton, Ohio
 - ü 27% of all Men 18-34 in Dayton, Ohio

**WHKO / WZLR targets consumers in primary
spending modes, from the age of acquisition
to the age of replacement.**

**Put WHKO / WZLR's purchasing power to work
for YOU!**



*Source: Arbitron SP '07, cume persons, Mon-Sun 6 am – 12 mid, Dayton Metro