



# The Business Radio Network

## BUSINESS RADIO NETWORK

Presented exclusively from Westwood One





# The Business Radio Network

Because you want *your clients* to be represented by the most trusted brands in business reporting.

**THE WALL STREET JOURNAL.**  
RADIO NETWORK ((•))

**DOW JONES**



Market**W**atch.com  
RADIO NETWORK

Turn the Dial to... *The Business Radio Network*



# The Business Radio Network

## The Most Comprehensive Package of Financial Programming

**THE WALL STREET JOURNAL**  
REPORT

*The Wall Street Journal Report* is recognized as the most in depth up-to-the-minute business news broadcasts on radio today.

**DOWJONES**  
**Money Report**  
Business news. On the radio.

Delivered in a "news you can use" style, these twice hourly one-minute updates offer the latest economic news, numbers and lifestyle trends.

**MarketWatch**  
From **DOWJONES**

Get the best in business, as it happens, from the Internet's leading source of business reporting, MarketWatch.com. Reports 24 hours a day, 5 days a week, plus weekend features please listeners and advertisers alike.

**CNBC**  
BUSINESS RADIO

Make it your business to get your news from the global leader in business news with *CNBC Business Radio*. Anchored by leading CNBC anchors and reporters, *CNBC Business Radio* consists of one-minute weekday business reports.



Start your day with the most extensive business coverage of the morning on The Wall Street Journal Daybreak

**Strong Brands, Great Content, Good Business**





# The Business Radio Network



## The Wall Street Journal Daybreak



Wake up each weekday morning with the newest, liveliest look at business and the business of life. One hour of early morning news and information exclusively from *The Wall Street Journal*, hosted by Michael Wallace.

Create and sponsor customized segments in *The Wall Street Journal This Morning*. Current segments include: personal finance, small business, health, technology, real estate, furniture, home design, travel, careers, cranky consumer, automotive, entertainment, & Barron's on stocks.



Breaking news, sports, business, weather and features engagingly hosted by one of America's favorite radio personalities and 2003 Radio Hall of Fame inductee Jim Bohannon. Monday-Friday, 5-6am ET and PT. Contains seven network :60s and live read sponsor billboards.



Top news with actuality and analysis, conversational sports, weather, business, interviews and listener calls on a hot issue of the day. Dirk Van hosts Monday-Friday, 5-6am ET, CT and PT. Contains seven network :60s and live read sponsor billboards.

**Strong Brands, Great Content, Good Business**



# The Business Radio Network

## Why Choose The Business Radio Network?

Because BRN will...

**\$ Differentiate you from your competitors**

Break out of the clutter in print, radio, and television business reports.

**\$ Attract your current and potential investors**

Make sure Wall Street sees and hears your company all day long.

**\$ Extend your message throughout the day**

Have your message heard during drive time after your clients have read the paper.

**\$ Escape the clutter**

Your ad may be blending in with the rest. Stand out, get noticed, and have your message heard with a customized ad in *The Business Radio Network*.

**\$ Reach a bigger audience**

Get targeted reach in an environment programmed for your ideal customer.

**\$ Maximize your print budget**

Retain the majority of your print advertising plan and extend your consumer reach with a multi-quarter schedule on *The Business Radio Network*.



# The Business Radio Network

**Westwood One Delivers Business – Related Programming to Nearly 900 Radio Stations in Top Markets and Across the U.S.**

Network/Program	U.S. Coverage	Number of Unique Stations			
		Total U.S.	Top 10 Markets	Top 25 Markets	Top 50 Markets
Business Network Combined Coverage	99.5%	895	96 10 of 10	218 25 of 25	360 50 of 50

## Audience reach

More than 31 million 25-54 gross impressions per week

1.4 average 25-54 rating per commercial





# The Business Radio Network

## Audience facts and figures

Two-thirds of the top 50 markets have the highest rated news outlet in their marketplace.

Top news outlets in the top 10 markets include:



Los Angeles



Chicago



New York



Boston



San Francisco



Washington, DC



Dallas-Ft. Worth



Los Angeles



Chicago



New York



Philadelphia



Houston



Detroit



# The Business Radio Network

## Benefits Beyond the Numbers

**Commercial adjacencies:** More than 90% of the commercial inventory runs adjacent to the business reports.

**Foreground environment:** Decision makers seek out these business reports, turn up the volume and actively listen to this foreground media platform.

**Day & daypart:** Inventory may be purchased by day and/or daypart.







# The Business Radio Network

## BUSINESS RADIO NETWORK Vs. The Competition





# The Business Radio Network

## BUSINESS RADIO NETWORK vs. Print

- Adding **The Business Radio Network** to major business print publications substantially increases reach.
- The Business Radio Network** delivers more consumers who invest than some of the leading business/financial magazines.
- The Business Radio Network** delivers more consumers with investments totaling \$150,000+ than some of the leading business/financial magazines.
- Buying a spot during **The Business Radio Network** is much more cost efficient than buying an ad in the leading business/financial magazines.







# The Business Radio Network

## BUSINESS RADIO NETWORK vs. Radio and TV

- \$ One Morning Drive unit on **The Business Radio Network** delivers far more Adult 25-54 rating points than four primetime units on the major news/business cable networks.
- \$ During Morning Drive, one unit on **The Business Radio Network** delivers far more Adult 25-54 rating points than four units on the major news/business cable networks.
- \$ Listeners of **The Business Radio Network** are more likely to be financially active than listeners of NPR and/or Bloomberg Radio network.
- \$ Listeners of **The Business Radio Network** are more likely to be financially involved than viewers of Bloomberg TV, CNBC, and/or MSNBC Networks.







# The Business Radio Network

## How Your Commercial will Run On The Business Radio Network?



New York



Los Angeles



Dallas-Ft. Worth



San Francisco



Philadelphia



Chicago



Houston



Detroit



103.5 FM 820 AM

Washington, DC

### AM Drive Unit

(1) Super unit = (11) Spots

(1) Super Unit in AM Drive includes:

#### Business Radio Network:

- (2) Units in Wall Street Journal Report
- (1) Unit in Dow Jones Money Report
- (1) Unit in MarketWatch.com
- (1) Unit in CNBC Business Report

#### Wall Street Journal Daybreak:

- (2) Units in Wall Street Journal This Morning
- (2) Units in First Light
- (2) Units in America in the Morning

The Business Radio Network has **895 unique affiliates** and The Wall Street Journal Daybreak has **619 unique affiliates**. AM drive has a total of 880 **unique affiliates**.



New York



Los Angeles



Chicago



Boston



# The Business Radio Network

## How Your Commercial will Run On The Business Radio Network?



New York

**Mid-day Drive Unit**  
**(1) Super unit=(5) Spots**

**Business Radio Network:**

- (2) Wall Street Journal Report
- (1) Dow Jones Money Report
- (1) MarketWatch.com
- (1) CNBC Business Report



Los Angeles

**PM Drive Unit**  
**(1) Super unit=(5) Spots**

**Business Radio Network:**

- (2) Wall Street Journal Report
- (1) Dow Jones Money Report
- (1) MarketWatch.com
- (1) CNBC Business Report



New York



Los Angeles



Dallas-Ft. Worth

**Weekend Unit**  
**(1) Super unit=(5) Spots**

**Business Radio Network:**

- (1) Wall Street Journal Report
- (1) Dow Jones Money Report
- (1) MarketWatch.com
- (1) CNBC Business Report
- (1) Wall Street Journal This Weekend



Chicago



San Francisco



Boston



Philadelphia



Chicago



Houston



Detroit



103.5 FM 820 AM

Washington, DC





# The Business Radio Network

**Thank you for your time  
Now lets get Down to Business!**



**I look forward to hearing *your client* on  
The Business Radio Network**

