

Radio: The Ultimate Medium

- ❑ **Radio hits YOUR market:** For an advertiser, one of radio's greatest strengths is its ability to deliver a selective audience. The mere touch of a button can put you in touch with listeners who favour pop, hard rock, easy listening, country, or talk radio. And if you know your market you know which format is best to target.
- ❑ **Radio gets them all and is everywhere:** Radio reaches **more than 90% of teens and adults weekly**. Canadians 12+ spend about **22 hours a week with radio**. **99% of Canadian households have radios and 90% of all automobiles have a radio**. Radio is able to reach your customers as they go about their busy, mobile lives, especially while they are doing something else: eating, jogging, in the shower, at work, on the beach, or perhaps most effectively of all, in the car.
- ❑ **Get 'em when they are ready to buy:** Studies show that the best time to reach consumers is within one hour before they make their purchase. Who else is going to be in contact with consumers during that critical hour? **Among the five primary media, the elapsed time between exposure and the purchase is shortest with radio**. And the closer the media impression can get to the cash register, the better chance of actually influencing the purchase.
- ❑ **It stands alone:** Don't want to have your advertising overshadowed by a competitor's identical merchandise? Your radio commercial will be front and centre: no distractions. After all, radio can only play one thing at a time!
- ❑ **Radio is a "team player":** Not only does radio work as a stand-alone medium, but it is also highly effective in combination with other mediums such as newspapers, magazines and television. **Demands on consumers' time make it virtually impossible to read a newspaper or magazine from cover to cover everyday, creating a very selective reader**. The same can be said for television. Yet, **almost 90% of light newspaper readers, for example, are reached weekly by radio!** Imagine the frequency gains your company can make if you combine radio into your advertising mix!
- ❑ **"Zip" or "Zap" proof:** Canadian media studies show that of all the traditional medias, **radio advertising is the least avoided**. Potential customers will hear your message.
- ❑ **Get them where they live:** People listen to the radio to find out what is happening in their community. Traffic problems, school closings, special events, local news and weather are all reported regularly on radio. Add your message to that mix and you've got 'em! Radio stations are also masters at putting together local, regional and national market promotions. You can gain high awareness and increased traffic by tying in with promotions offered by your radio station.
- **It is cost effective:** **Radio can deliver more advertising impressions than any other medium for the same budget**. With its ability to reach so many consumers on a frequent basis they make advertising very cost-effective. Add to that, it has lower production costs and fewer deadline delays than any other medium. No other medium allows advertisers the ability to pinpoint targeting as cost efficiently as radio.

