



SEACOAST
radio network

Media Kit



WE ARE SEACOAST RADIO NETWORK

We make hope louder each day through a variety of touch points including **audio, digital media, live events, and our marketplace.**



AU D IO

Delivering positive & encouraging music and messages through The Star FM, online, and Original Podcasts.



LIVE EVENTS

Your business, face to face, with our communities via Star Productions concerts, community events, and radio station events.



D IGITA L

Target your ideal customer through geofencing, SEM, social media advertising, BMG websites, and more.



MA RK E TPLA CE

Give your business a boost with becoming a business impact partner and have your business listed on our marketplace.



THE STAR FM is the safe alternative for families and funded by listeners. Because of that, 300,000+ weekly listeners are very loyal and have a strong desire to support our business partners.

Every day, we aim to make our listeners' lives a little brighter through our positive music and relevant life messages.



Significant time spent listening



Very strong in women 35-54



300,000+ weekly listeners on terrestrial signals and online



Consistently deliver the market's most desirable demographics



Ways To Listen

30 terrestrial signals across the country, online at THESTARFM.com, Alexa Skill, My Star FM app



I love The Star FM. Your programming gets better every year. The Music, the **helpful advertisements**, it's cheeful and encouraging.

Debbie, St. Augustine



The Star FM listeners are Loyal

Our **listeners call us to ask which company they should use**. What does this mean for you?

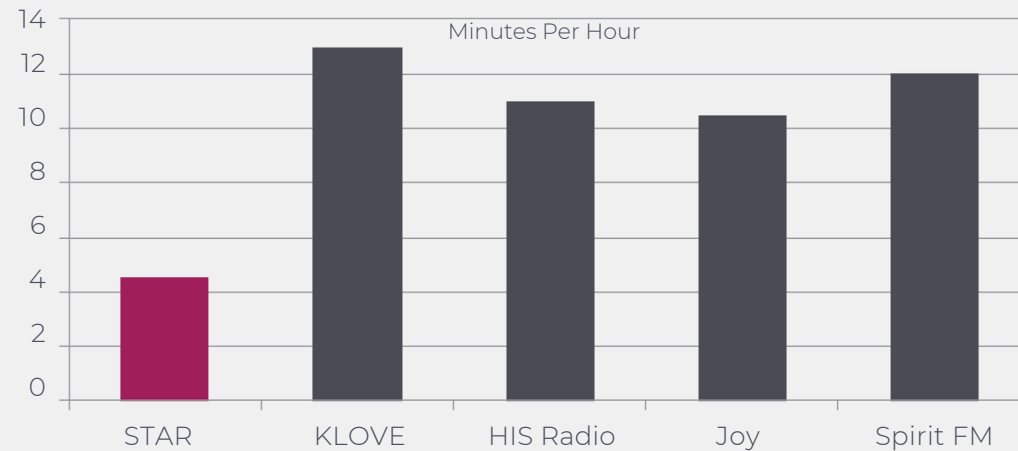
- ✓ Assumed trust
- ✓ Untested referrals
- ✓ High closing ratio
- ✓ Less competition
- ✓ Less price driven
- ✓ Phones ringing

Clutter Free Radio

The Star FM difference



The Star FM has **the fewest underwriting announcements in the country**, making it the best radio experience.



Source: As reported by Nielsen May 18, M-F, 6a-7p



The
Star FM
Difference



Clutter Free Radio

With clutter stripped away and **only** 5 minutes of underwriting per hour, your message is **guaranteed to stand out.**

As a result, you'll be part of an exclusive community of trusted companies. Our **listeners will think of you first, feel best about you, and desire to support you.**

Why Clutter Free Radio Is Good For YOU



Better listening experience

Competes favorably with other media and streaming options

Less Competition

You have the ability to dominate your category

Increased Audience

This means more potential customers!

More Time Spent Listening

Listeners hear your message more frequently

Active Listening

Your message will resonate more with an engaged audience

Category Exclusivity

Opportunity to be the sole advertiser in your industry in each break

Retention of Lead-In Audience

No reduction of audience while commercials play

Enhanced Loyalty

Listeners will have an even stronger desire to use your services

New points of engagement

Organically embed your company within the fabric of the station

Stronger Implied Endorsement

Fewer advertisers on the station suggests a higher standard



The Star FM delivers a **well-qualified audience**, connected in community.

Attractive Demos

Women and adults 25+

Homeowners

High household incomes

Family

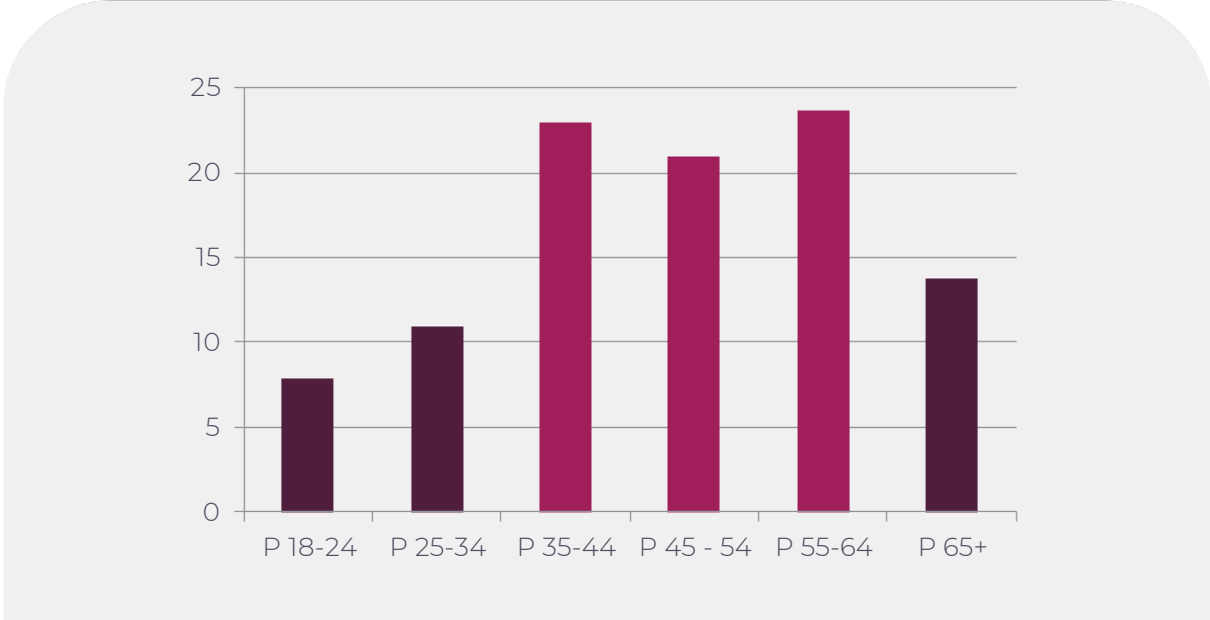
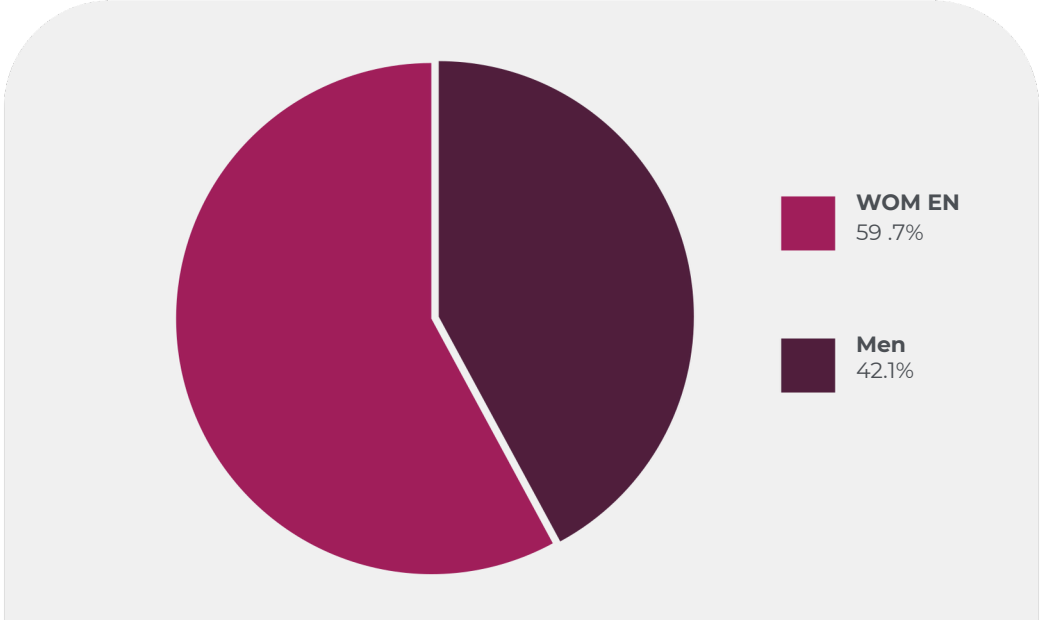
More are married & we're the safe choice for kids in the car

Educated

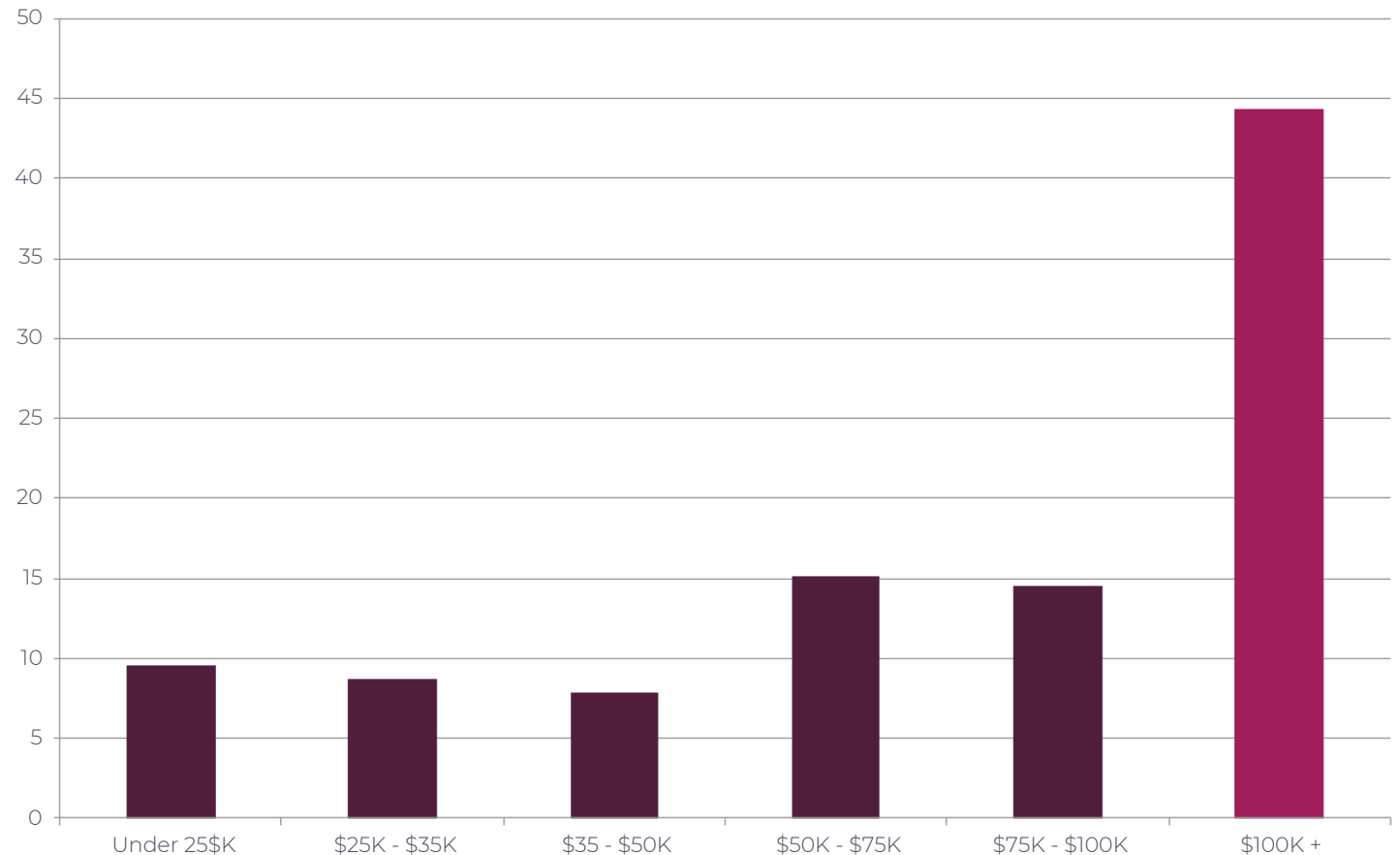
Nearly 70% are college educated



78% of listeners are between ages 25-64,
prime ages with disposable income.



The Star FM listeners have high household incomes



Source: Scarborough R1 2018: Jan 17 – Mar 18

More

high income professions

fewer

high income

7 out of 10 Star FM listeners own their own homes.

Market value of home
indexes

\$350,000 - 499,999 114

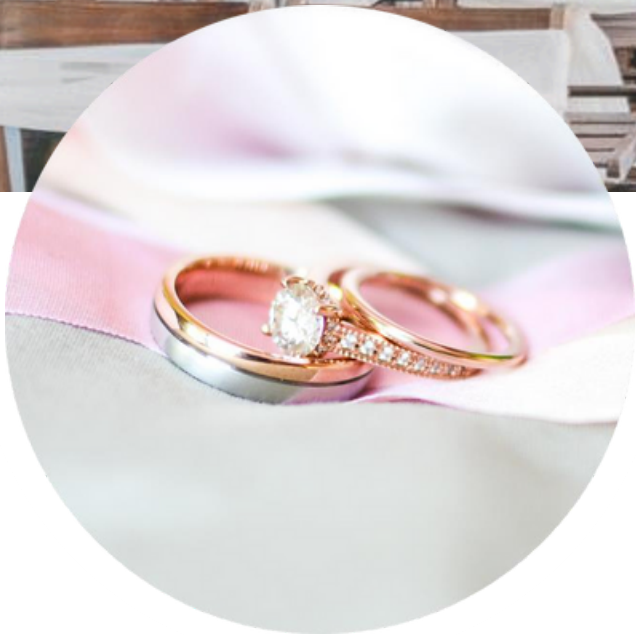
\$500,000 - \$749,999 115

\$750,000 - \$999,999 247

Indexes - what does this mean for you?

Our listeners are **147% more likely** to own a \$750,00 - 999,999 home than the average person in the market!





Star FM listeners are **19% more likely** than the average person in the market to be married.



30%
HIGH SCHOOL GRADUATE



32.4%
COLLEGE DEGREE OR MORE



31%
SOME COLLEGE



14.7%
POST GRADUATE DEGREE



listeners are **21% more likely** to have a post graduate degree than the average person in the market.

267,000

AVERAGE MONTHLY
WEBSITE VISITS



55,000

ACTIVE TEXT
SUBSCRIBERS



244,000

TOTAL STREAMING
HOURS PER
MONTH



43%

STREAMING
THROUGH SMART
SPEAKERS (AMAZON
ALEXA)



Our digital stats

We **connect** digitally with our Star FM community in a number of impactful ways.

Two ways to increase your digital reach.

Radio Digital Advertising

- Banner Ads
- Business Impact Partners
- Streaming Sponsorship
- Exclusive Text Code BMG
- Original Podcasts



BMG Digital Services

- SEM and SEO
- Website
- Social media advertising
- Programmatic and display ads
- Geofencing, retargeting, and more!



Meet the BRIGHT-FM DJs

Endorsements: Additional fee per live read



Tracey, Tiff & John

Mornings
6AM – 10AM



Christina James

Middays
10AM – 3PM



Jack Larkin

Aft ern oo ns
3PM – 7PM



Brant & Sherri

Evenings
7PM - Midnight