

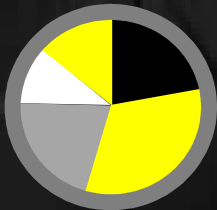
There's a Great Feeling about Music that is **Timeless!**

WDRV's audience is affluent, balanced and engaged as **THE DRIVE** enhances their day with programming that continually surprises and delights them.

A Coveted Audience
1.4 Million Weekly Cume
Median age: 46
Average HHI: \$79,231



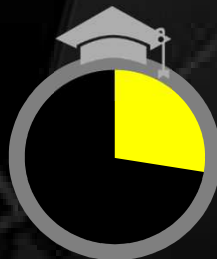
Gender
59% Male
41% Female



Age
15% 25-34
21% 35-44
31% 45-54
67% 25-54
52% 35-54



Income*
21% 25K-50K
71% 50K+
57% 75K+
40% 100K+



Education*
71% College
29% No College

15 YEARS OF TIMELESS ROCK

The Drive innovated the concept of timeless rock radio in 2001. Our no-hype celebration of the classic albums and hits of the rock era has resonated year after year with more than 1.4 Million listeners who make us their consistent choice for Rock Radio.



THE DRIVE LISTENER

College educated, employed, business decision makers, leading active lifestyles

