

**98.7wfmt**

Engaging...  
Classical...  
Chicago!

*Chicago's only Classical Music Radio Station*

WFMT and The  
WFMT Radio  
Networks continue to  
broadcast the full  
spectrum of classical  
music -- including live  
broadcasts from  
around the world -- to  
our listeners in  
Chicago and around  
the world.



For 65 years, WFMT has  
remained dedicated to  
presenting the best of classical  
music and Fine Arts  
programming to the widest  
possible audience.



**With the strongest FM signal in the Chicago market at 133,000 watts, 98.7/WFMT reaches more than 292,000 different listeners weekly over a four state area**

Source: Nielsen Audio

WFMT reaches some of the most highly-educated and well-qualified listeners in the Chicago market and around the world. These active and engaged listeners tend to support the advertisers and sponsors – the businesses, services and not-for-profit and cultural institutions – who support their favorite radio station.

Why Advertise with WFMT?

# Exclusivity and Exposure

*Reaching more than a half million listeners weekly*

## Live Radio Broadcast

via 98.7-FM

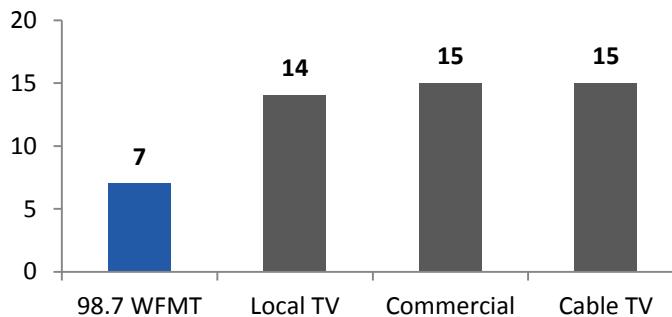
**292,000 different persons weekly**  
(Nielsen Audio)

## Live Audio Stream

via [www.wfmt.com](http://www.wfmt.com), Android and iPhone apps and aggregator sites (TuneIn Radio)

**300,000 different listener weekly**  
(Google Analytics)

### Commercials Min/Hour Average



Source: Nielsen October, 2015

WFMT has ***fewer commercials per hour than any radio station in Chicago***, ensuring that your commercial messages are heard, are top-of-mind and are retained!

**Click. Listen. Enjoy.**

[wfmt.com/streaming](http://wfmt.com/streaming)

WFMT  
Broadcasting & Media Production

Timeline About Support Photos More



**98.7**

WFMT

@WFMTclassical  
Chicago's classical music radio powerhouse, WFMT 98.7—playing works in their entirety, as they were meant to be.

Chicago  
wfmt.com  
Joined May 2009

Tweet to WFMT

Tweets 3,376 Following 971 Followers 5,027 Likes 7

Tweets Tweets & replies Photos & videos

WFMT @WFMTclassical 29m WFMT's first announcer, Mike Nichols, was recently featured on American Masters. Watch the full episode at the... fb.me/1vLQgeFe

WFMT @WFMTclassical 19h I posted a new photo to Facebook fb.me/5ZfH3mVNH

WFMT @WFMTclassical 24h

WFMT connects with listeners everywhere via Facebook and Twitter!

**wfmt.com**

**98.7wfmt**



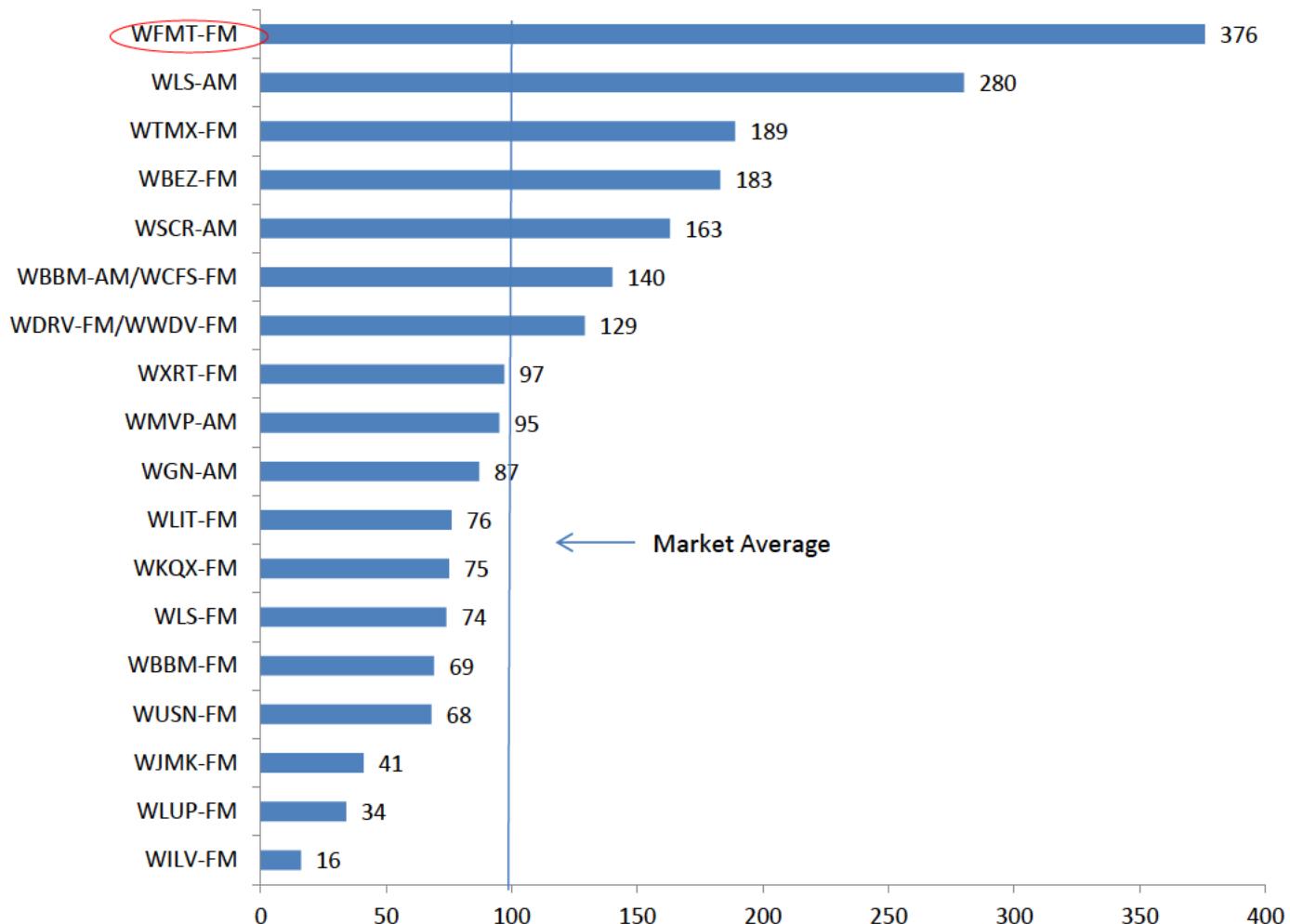
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### WFMT listeners are...

- **Affluent:** WFMT listeners are twice as likely than the market average to have liquid assets of \$250K+; are one and a half times more likely than the market average to have household incomes of \$150K; and rank #1 in the Chicago market in its composition of listeners who own homes valued at \$1M+
- **Educated:** WFMT leads the market in its composition of listeners with an advanced college degree.
- **Format Exclusive:** WFMT is Chicago's only classical music radio station and is a market leader in Time Spent Listening and Exclusive Listening.
- **Vital and Engaged:** During the most recent Membership Drive, WFMT received more than 7,000 phone calls and raised 1.2 million dollars from listeners in more than 20 states and seven countries. These are listeners who support the advertisers and sponsors that support their favorite – and often-times their only – radio station!

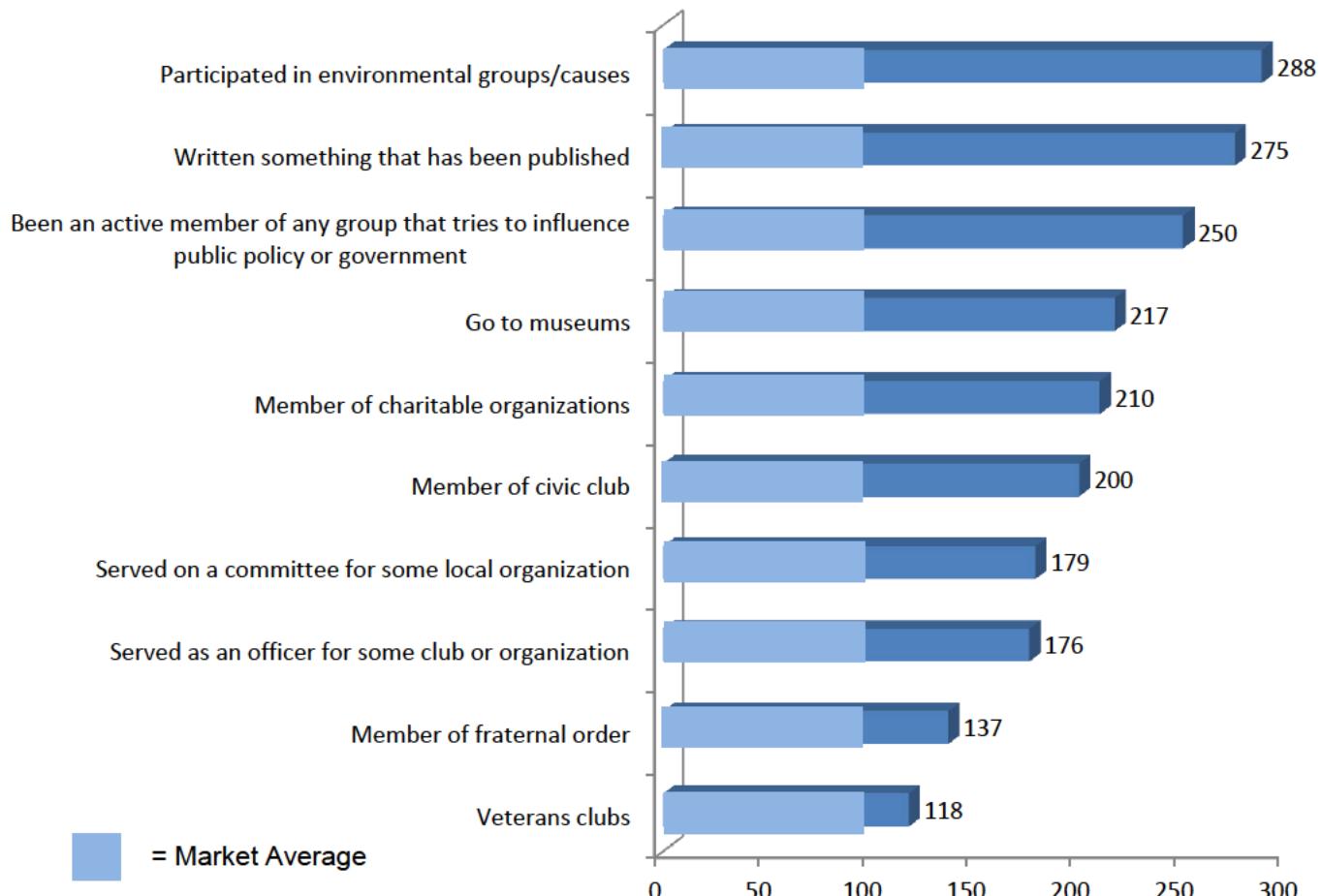
Source: Media Audit Report Spring/Fall 2016 Chicago Market

WFMT listeners lead the market in its composition of listeners who have a HHI of \$100,000+, an Advanced College Degree, have a home valued at \$1M+ and attend the Opera/Symphony and Theater



Source: Media Audit Report Spring/Fall 2016 Age 21+

# WFMT listeners are involved in their Communities



WFMT listeners are more than twice as likely than the market to have been published, to have participated in environmental causes and are members of charitable organizations.

Source: MRI Doublebase 2016



The WFMT Radio Network is the largest syndicator of classical music programming in the world. Offerings include leading opera companies, major American symphony orchestras, international festivals and jazz, folk and spoken word programming.

### Exploring Music



Peabody Award-Winner Bill McGlaughlin explores classical music through astutely selected musical selections matched with insightful commentary. Domestically *Exploring Music* is heard each weeknight by more than 400,000 listeners on 481 radio stations throughout North America. Internationally, *Exploring Music* is currently broadcast via MBS Radio Australia, China Radio International and DZFE Radio in the Philippines reaching 450,000 listeners.

### The Studs Terkel Radio Archive



Studs Terkel had a daily radio program exclusively on WFMT for almost five decades and produced a remarkable archive consisting of more than 7,500 interviews with world-famous artists, musicians, actors, heads-of-state, politicians, statesmen and hundreds of ordinary people with extraordinary stories. This archive is available to everyone through The WFMT Radio Network and The Chicago History Museum.



## Summary of Advertiser Benefits

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### *Time Spent Listening*

- WFMT has one of the highest TSLs in the market.

### *Limited Commercial Clutter*

- WFMT limits the number of commercial announcements to an average of only 6-8/hour, guaranteeing significant listener awareness...and high retention of the advertising message.

### *Strongest Signal*

- Broadcasting at 133,000 watts, WFMT's signal is the strongest in the Chicago market reaching a four state area with depth and clarity unrivaled by other stations.

### *Format Exclusivity*

- WFMT is the only classical station in the market, reaching listeners who are difficult to reach anywhere else.

### *Additional Reach*

- Everything broadcast on 98.7/WFMT is also heard in a real-time 24/7 simulcast on [www.wfmt.com](http://www.wfmt.com). Your commercials reach listeners locally, nationally, and globally!