



Who listens to KVOI?

- KVOI listeners are primarily 35 - 65 year old adults
- 132% more likely to be a College Graduates and 26% more likely to have an Advanced College Degree.
- 96% more likely to make \$100,000 to \$149,000 a year
- 114% more likely to be a Business Owner or Partner

Why advertise on KVOI?

- Listeners to news/talk listen intently, it is not background music
- Your message sticks out because it is not lost in the background
- KVOI listeners are more likely to patronize businesses they hear on “their” station

What can you expect from KVOI?

- Total commitment to your success
- Delivering on our promises
- Great production of your commercial

**Demographic information from The Media Audit*

www.kvoi.com

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