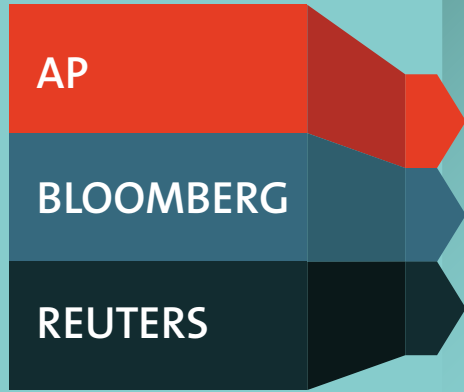


VALUE OF WIRE SERVICE INTERVIEWS

WIRE SYNDICATION



NEWS

REPRESENTATIVE SYNDICATED PARTNERS 1800+

Regional Business

Boston Globe
Boston Herald
Chicago Tribune
Denver Post
Houston Chronicle
Kansas City Star

LA Times
New York Times
Pittsburgh Tribune
San Francisco Chronicle
St. Louis Dispatch
Washington Post

National

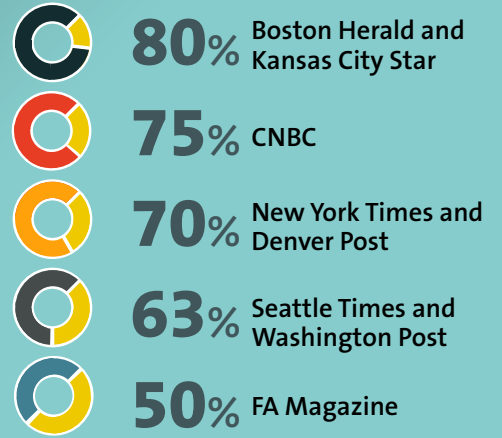
ABC News
Business Insider
CNBC
US News & World Report

Financial

Fortune
Fox Business
Investment News
Wealth Management



WIRE STORIES FOUND ON PAGE 1 OF ONLINE PUBS: SEARCH "STOCK MARKET"



READERSHIP DEMOGRAPHICS



>20 mil

2x

More likely C-level

2.5x

More likely top management

\$5 mil

Net worth

Baby Boomers



own **63%** of US financial assets wealthiest generation to 2030

... and spend more time than any other group:



4.3 hours/DAY with traditional TV | Radio | Newspapers



75% also consume on laptops and desktops **20 hours/WEEK**



CONTENT CONSUMPTION

BLOOMBERG RADIO

2.4x more likely to work in financial services and investments

1.3 mil US listeners
\$1.3 mil median net worth
3x more likely to be C-level

ALL RADIO

News/talk is 1 of top 3 formats

58 mil Baby Boomer listeners/week
95% of Baby Boomers reached weekly

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