

All Entrepreneurs, All the Time!



Where "Main Street America" speaks.



As an added service for our valued customers, twice a year, we run a full data report on our audience numbers for a 1 month period. We want you to have the best information available to help guide your branding and advertising efforts. Timely, objective data helps us accomplish that for you. Biz Radio US features "All Entrepreneurs, All The Time!" and Buzz Radio Asheville features 100% Asheville-area music artists of all styles and local comics. "Matt & Michele Outdoors" is a stand-alone Outdoor-themed travel platform featuring various destinations and outdoor economy businesses, innovators and influencers. We are 100% locally-owned and independent from any network affiliations.

Total Media Group Numbers for October 2022: 95,102

Biz Radio US October 2022 Analytical Data: Total Consumers: 46,865

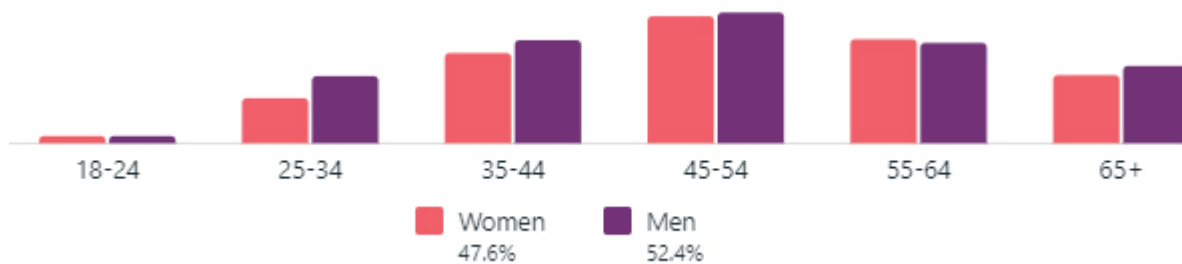
Top Ten Towns:

- | | |
|----------------------------------------------------------|-------------------|
| 1) Asheville (City Limits) (31% share of total audience) | 6) Weaverville |
| 2) West Asheville | 7) Black Mountain |
| 3) Leicester | 8) Fletcher |
| 4) East Asheville | 9) Waynesville |
| 5) Hendersonville | 10) Arden |

Avg Time Spent Listening Per Session: 49 Mins

Demographic Breakdown: Female: 48% Male: 52%

Age breakdown:



Biz Radio Consumer Device Information

Top User Categories

- Mobile - 72% Computers -22%
- Smart Speakers, Smart TV's, Watches, Etc

Mobile Device Utilization

- Apple Devices - 54%
- Android – 22% Windows - 17%

“Buzz Radio Asheville” features only Asheville Area Artists and Comics, 24/7. The demographic breakdown is quite a bit different than Biz Radio US, combined they provide a broader audience reach.

Buzz Radio Asheville October 2022 Analytical Data: Total Consumers: 43.463

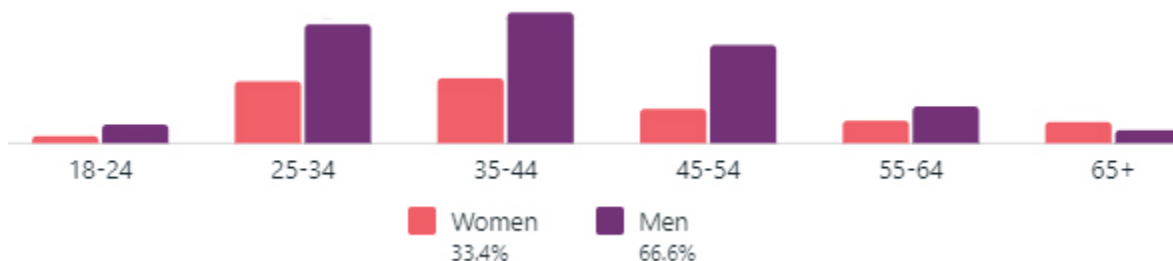
Top Ten Towns/Cities:

- | | |
|----------------------------------------------------|-------------------|
| 1) Asheville (City Limits) (32% share of audience) | 6) Fairview |
| 2) West Asheville | 7) Hendersonville |
| 3) East Asheville | 8) Weaverville |
| 4) Charlotte | 9) Fletcher |
| 5) Black Mountain | 10) Leicester |

30 Day Avg Time Spent Streaming Per Listener: 7 Hours 46 Minutes

Demographic Breakdown: Female: 33% Male: 67%

Age breakdown:



Buzz Radio Consumer Device Information

Top User Categories

- Mobile - 69% Computers – 25%
- Smart Smart TV's, Watches, Echoes, etc make up the rest.

Mobile Device Utilization

- Apple Devices - 42%
- Android – 26% Windows – 12%
- * Amazon Smart Speakers – 5%
- * Smart TV's – 3%

Our **“Matt & Michele Outdoors”** Platform had **4,774** additional consumers for October 2022.

We hope that this report helps you in planning your messaging strategies. Please don't hesitate to share questions or ideas with your Station Representative. Thank you for taking the time to review this data. Our next snap-shot report will publish in early May of 2023. You can find the full list of Advertising, Sponsorship and Special Event booking options listed at BizRadio.US/advertise

Yours in service,
Biz Radio US
Buzz Radio Asheville
Matt & Michele Outdoors