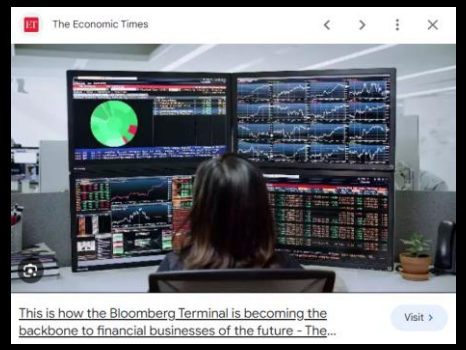
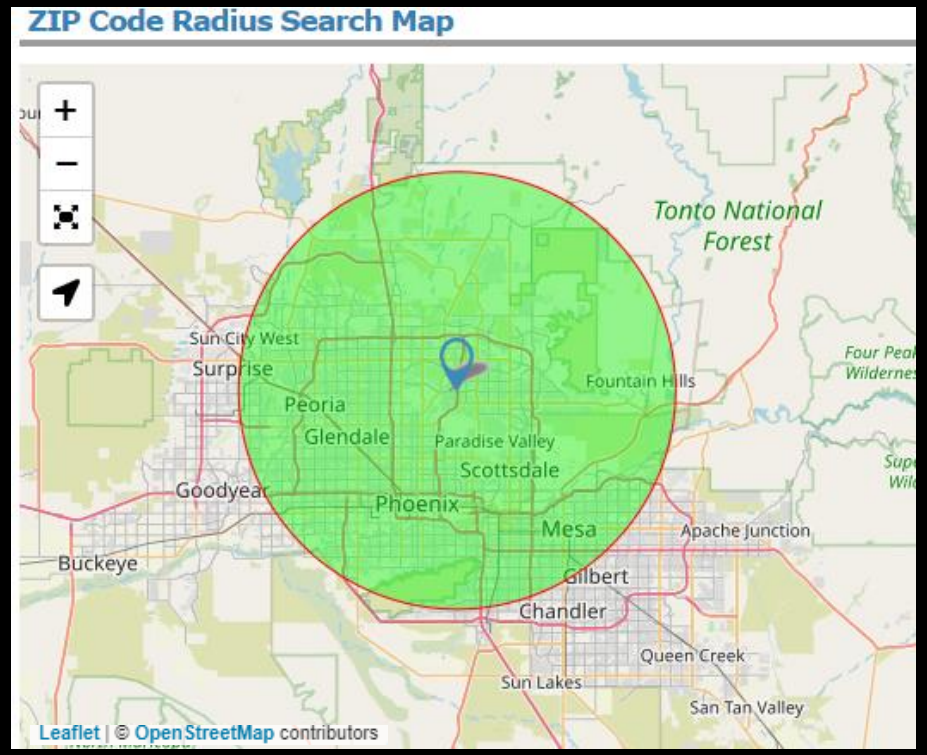
Phoenix –P45+ past 3 years DENTAL IMPLANT purchasers w/in a 20-mi radius of

ARIA DENTAL IMPLANT CENTER!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of Phoenix DMA P45+ past 3 years purchasers of DENTAL IMPLANTS within a 20-mile radius of ARIA DENTAL IMPLANT CENTER as of February 2024!





Aria
Dental Implant Center

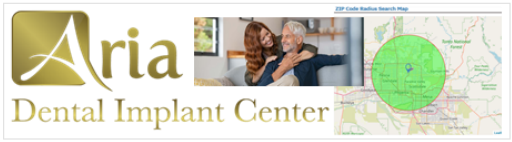


And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD RADIO

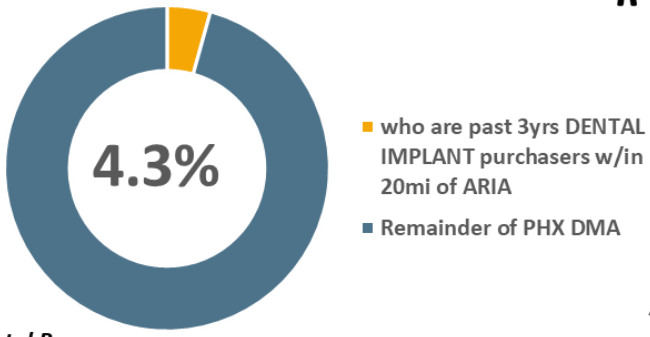
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

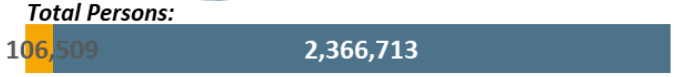
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital



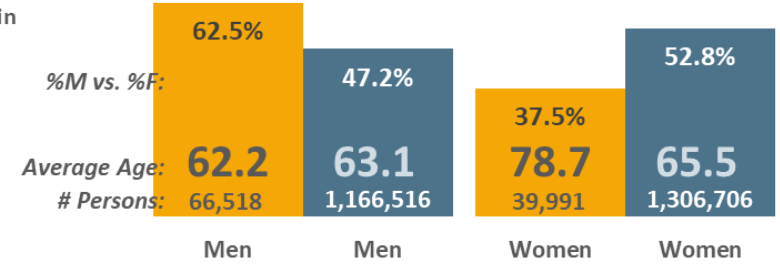
4.3% or 106,509 of PHX DMA Adults 45 or older are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA . Typical Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA are 65.9 years old (2.6% older than average) and have a $96,681 (3.4% higher than average) annual household income.

Percent of Market: Adults 45 or older

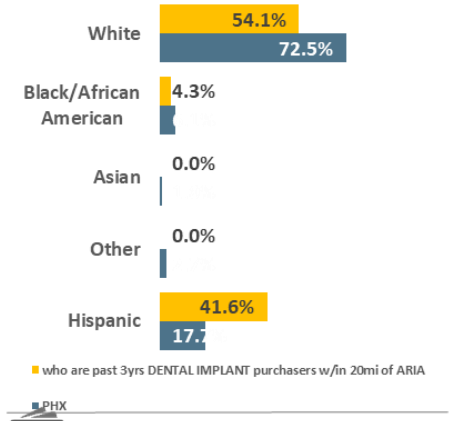




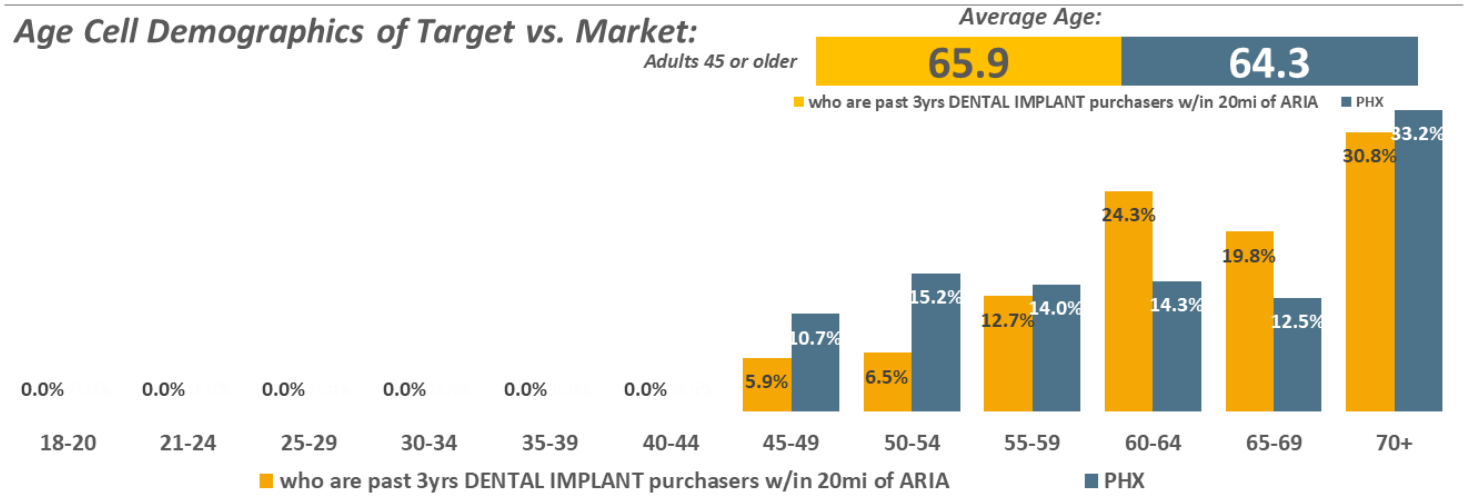
Gender of Target vs. Market: Adults 45 or older



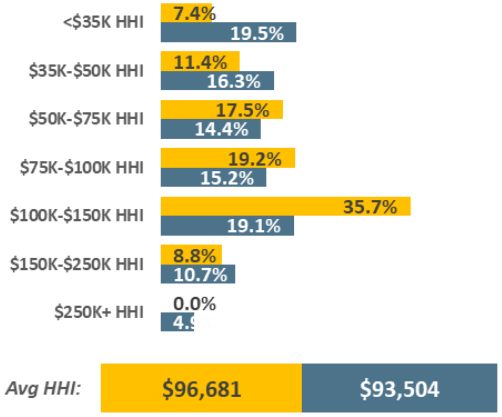
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

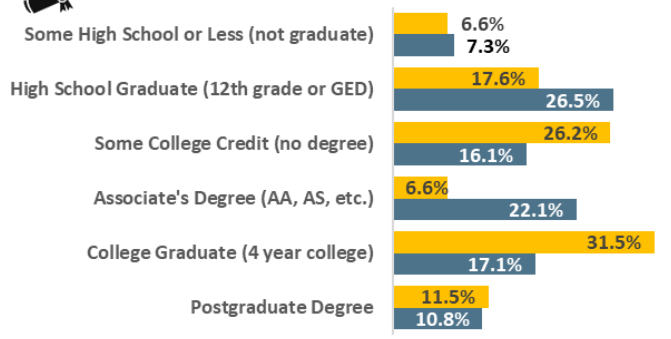
Aria Dental Implant Center



4.3% or 106,509 of PHX DMA Adults 45 or older are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA . Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA are 54.1% more likely to be a college graduate, 38.3% less likely to work full-time, 2.1% less likely to be married, 12.8% less likely to be a grandparent of 1 or more child

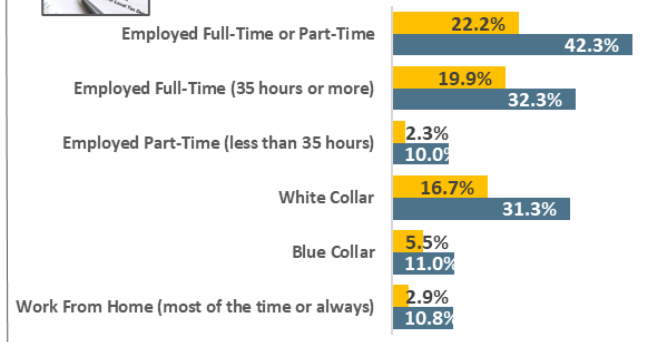
Education Levels: Adults 45 or older





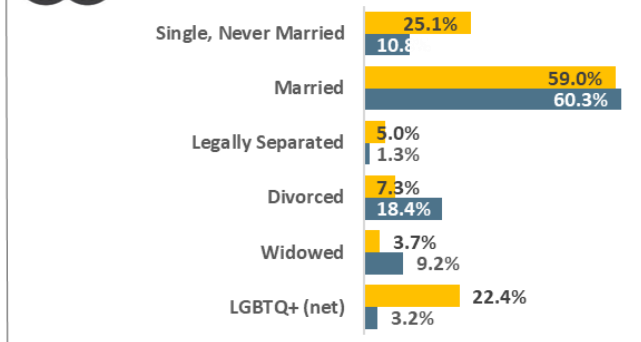
Employment: Adults 45 or older





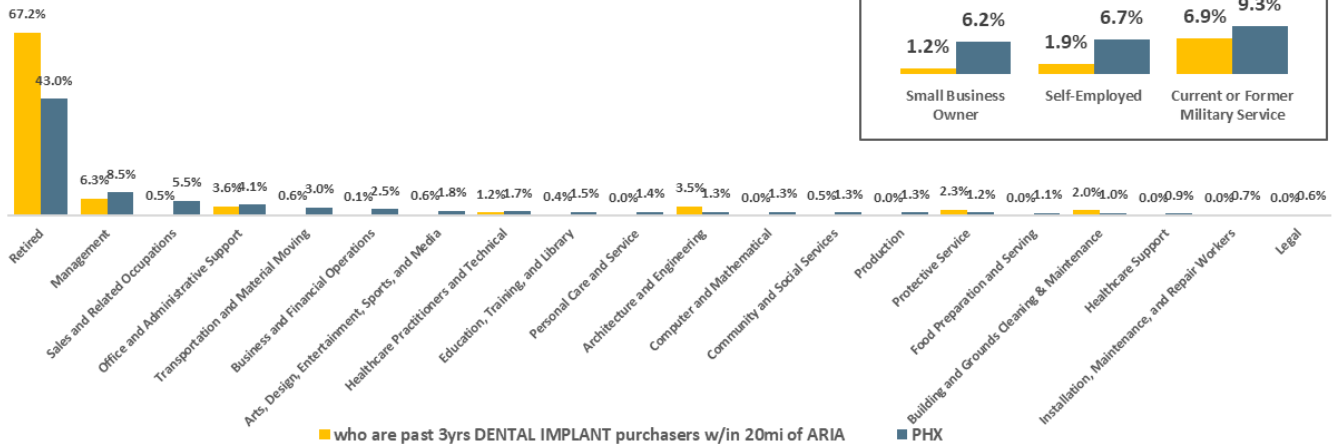
Marital Status: Adults 45 or older





Top-20 Occupations: Adults 45 or older

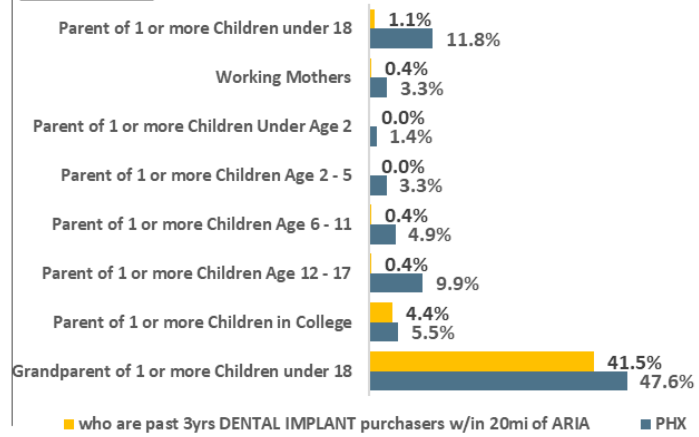




Entrepreneurs/Military Experience

Stage in Life: Adults 45 or older





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

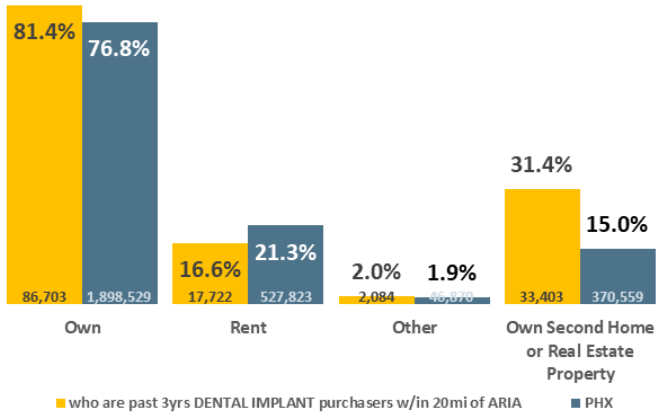
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

Aria Dental Implant Center

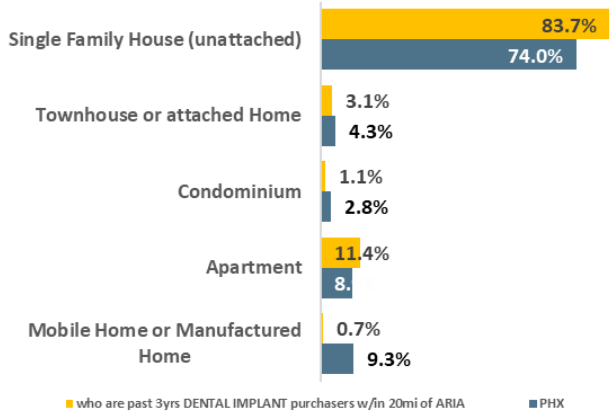


4.3% or 106,509 of PHX DMA Adults 45 or older are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA. Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA are 6.4% more likely to own their home, 29.% more likely to own a higher valued home, 13.1% more likely to have a single-family home, 7.% more likely to have a dog.

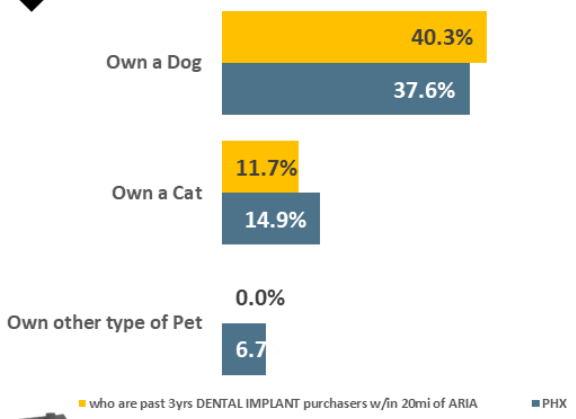
Own/Rent/Other: Adults 45 or older



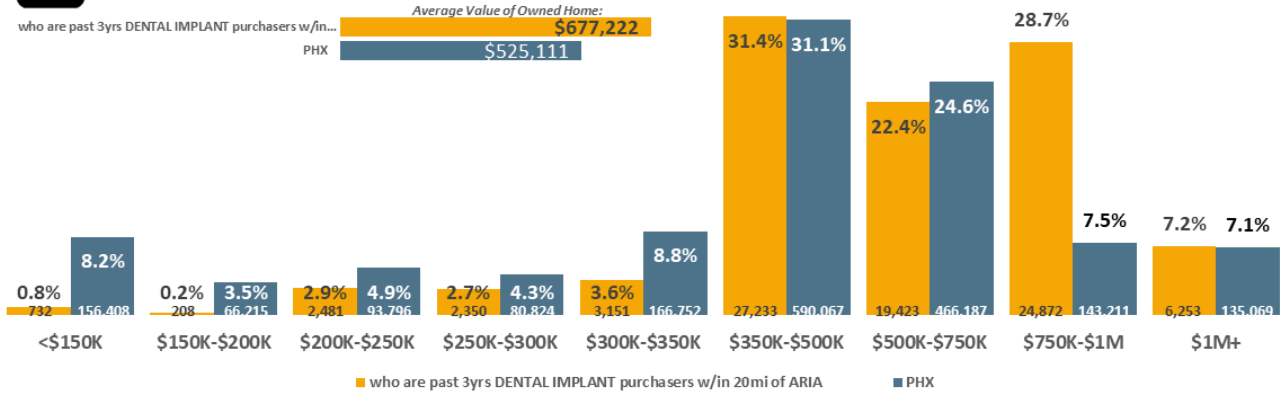
Type of Home: Adults 45 or older



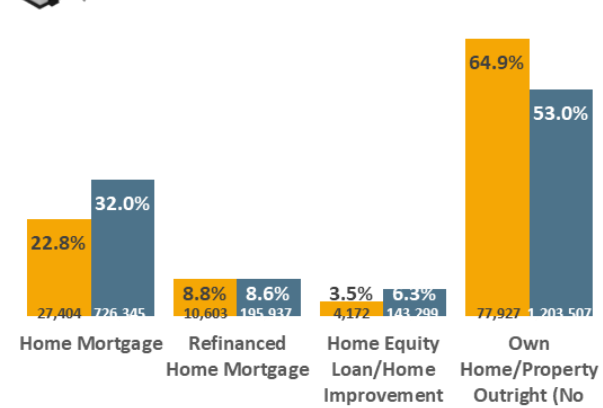
Pets in Home: Adults 45 or older



Value of Owned Home: Adults 45 or older



Home Loans: Adults 45 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

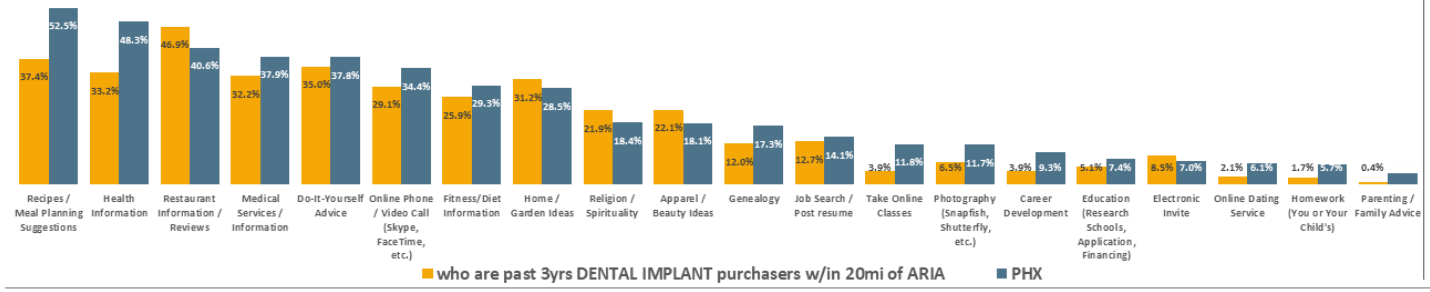
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

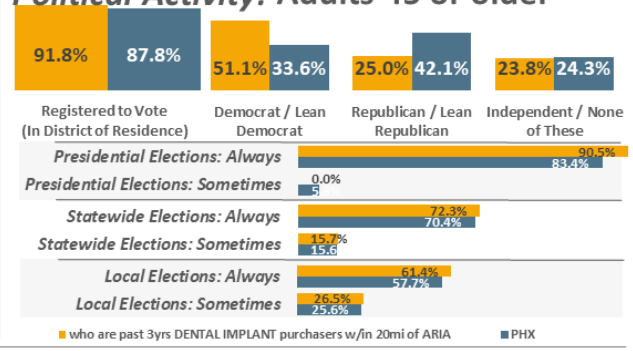


4.3% or 106,509 of PHX DMA Adults 45 or older are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA . Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA are 7.5% less likely to look up D-I-Y advice online, 6.4% more likely to always vote in local elections, 31.1% more likely to belong to a gym, 17.3% less likely to fly domes

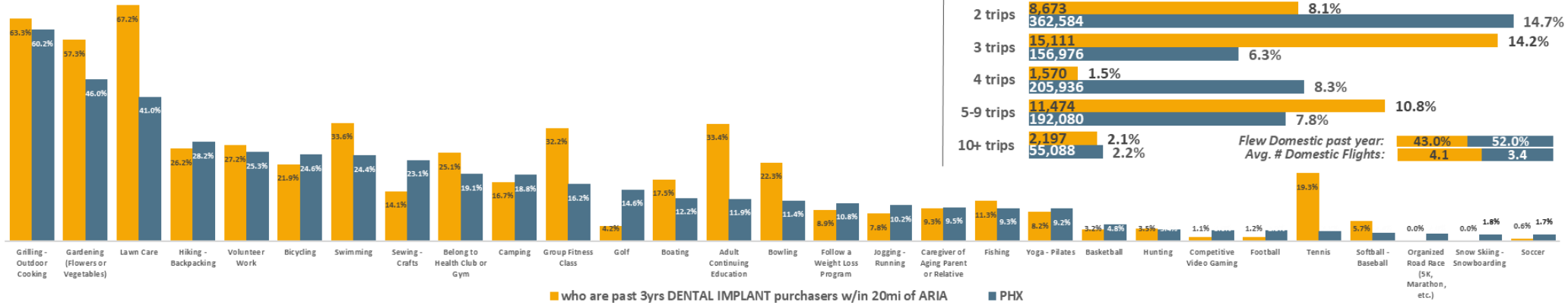
Top-20 past 30-days Online Lifestyle Activites: Adults 45 or older



Political Activity: Adults 45 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 45 or older



Past 12-months Domestic Airline Trips: Adults 45 or older

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

Aria Dental Implant Center



4.3% or 106,509 of PHX DMA Adults 45 or older are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA . Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA are 9.8% less likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 21.2% more likely to use Casinos past yr., 38.8% less likely to smoke ciga

Past 30-days QSR Users: Adults 45 or older



Total Monthly QSR Users: 79.1% 84,216 | 87.6% 2,167,109

Avg. Monthly QSR Meals: 6.7 | 6.9

Past 30-days Sit-Down Restaurant Users: Adults 45 or older



Total Monthly Sit-Down Restaurant Users: 86.8% 92,476 | 77.1% 1,905,958

Avg. Monthly Sit-Down Restaurant Meals: 5.8 | 4.2

Top-10 Cuisines: Adults 45 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who are past 3yrs DENTAL IMPLANT purchasers w/in... 5,717 5.4%

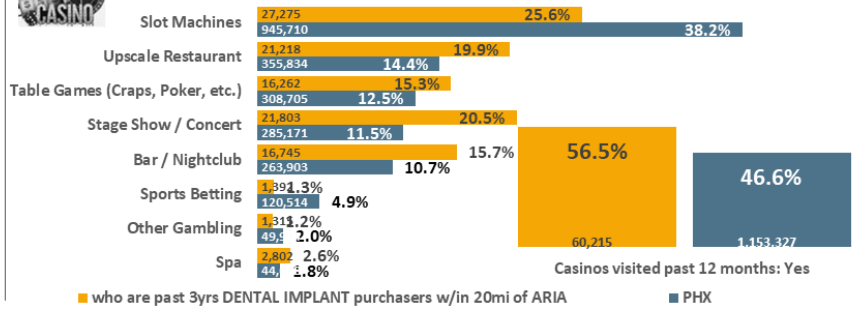
PHX 239,627 9.7%

Drank Past 30-days: Adults 45 or older



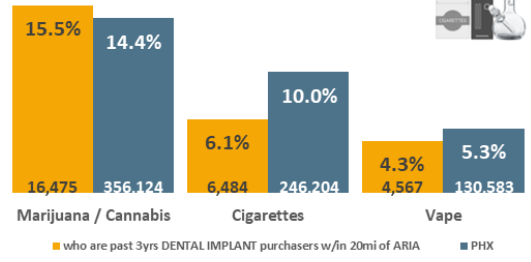
Past 12 months Casino Activities: Adults 45 or older





Used Past 30-days: Adults 45 or older





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

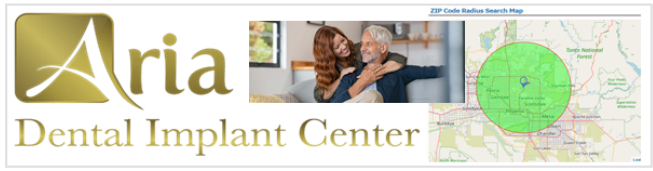
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)

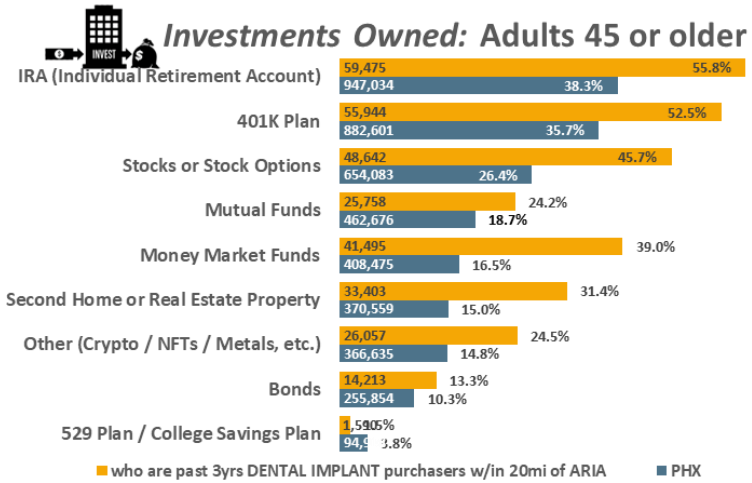
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

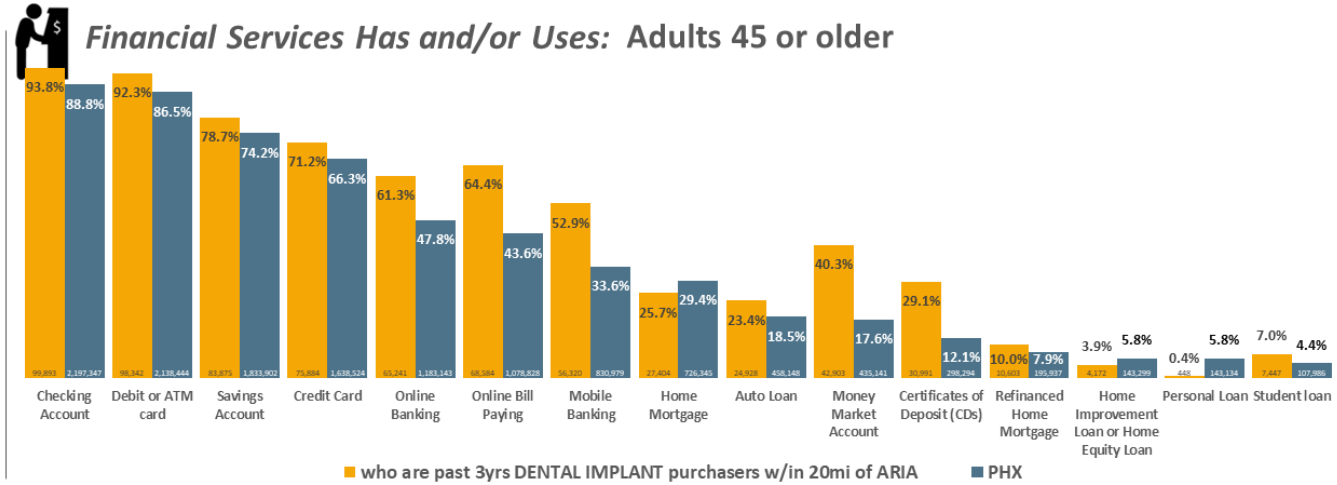


4.3% or 106,509 of PHX DMA Adults 45 or older are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA . Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA are 47.2% more likely to have a 401K, 26.3% more likely to have an Auto Loan, 45.6% more likely to Invest/Trade Stocks Online, 6.2% more likely to pay with their Debit Card.

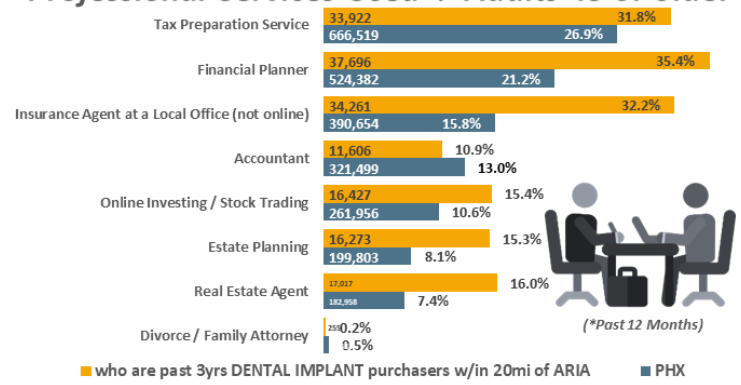
Investments Owned: Adults 45 or older



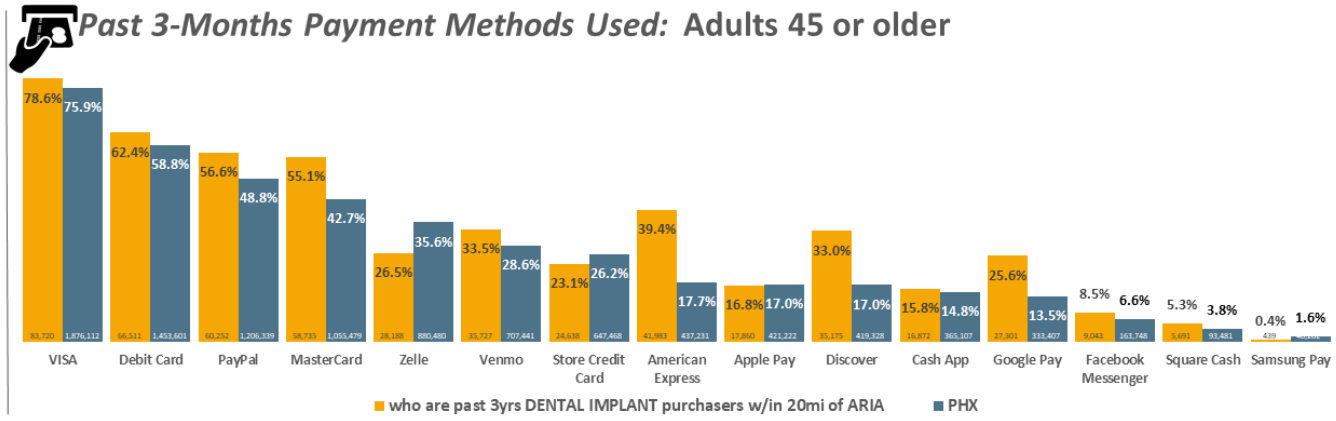
Financial Services Has and/or Uses: Adults 45 or older



Professional Services Used:* Adults 45 or older



Past 3-Months Payment Methods Used: Adults 45 or older



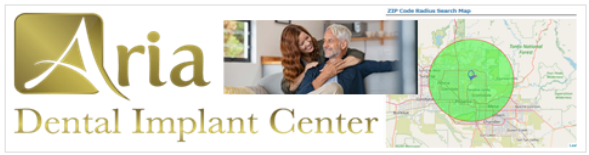
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

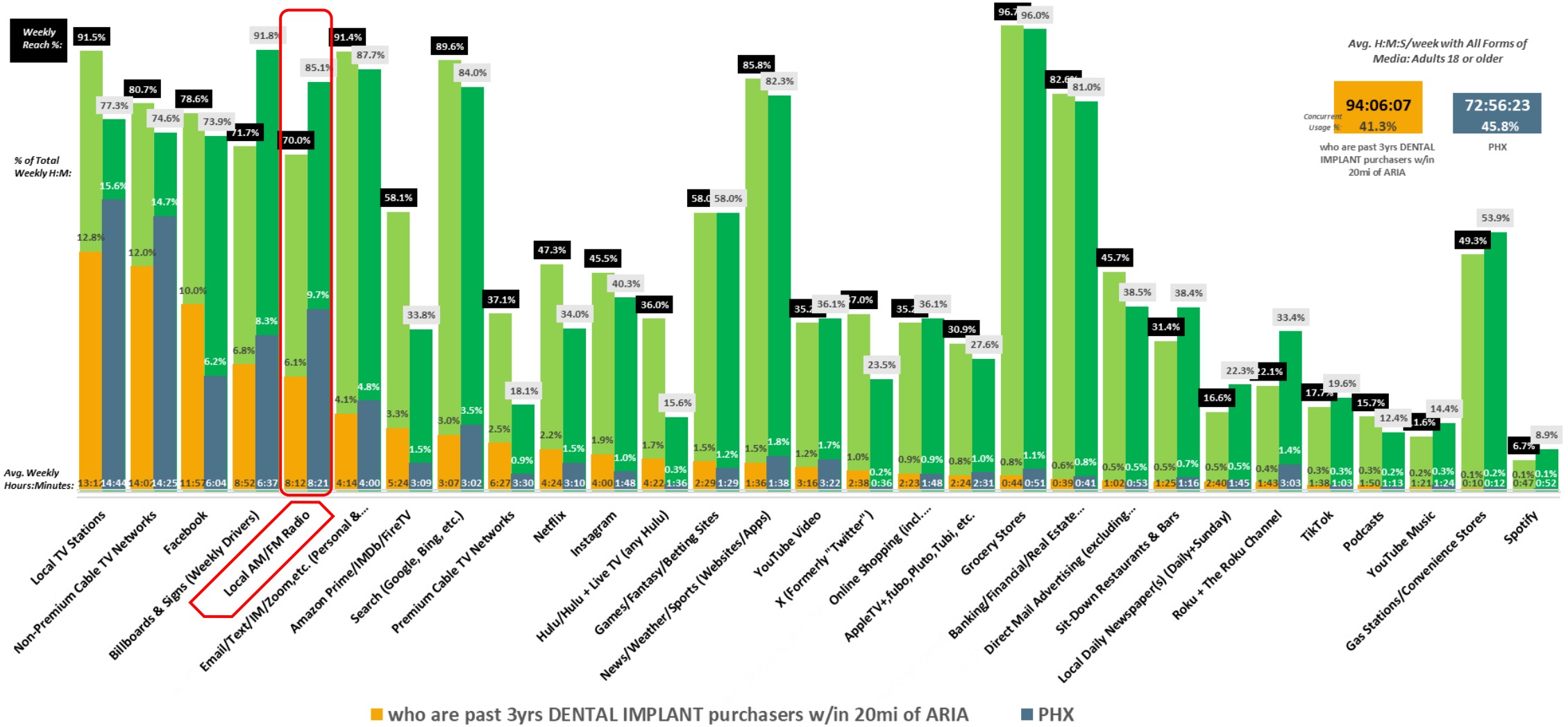
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an average of 3 days, 22 hours, 6 minutes and 7 seconds each week with All Forms of Media.

70.% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 6.1% of total time spent with all forms of Media.



■ who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA ■ PHX

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,008

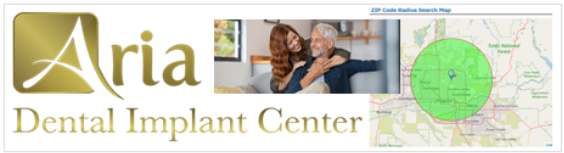
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

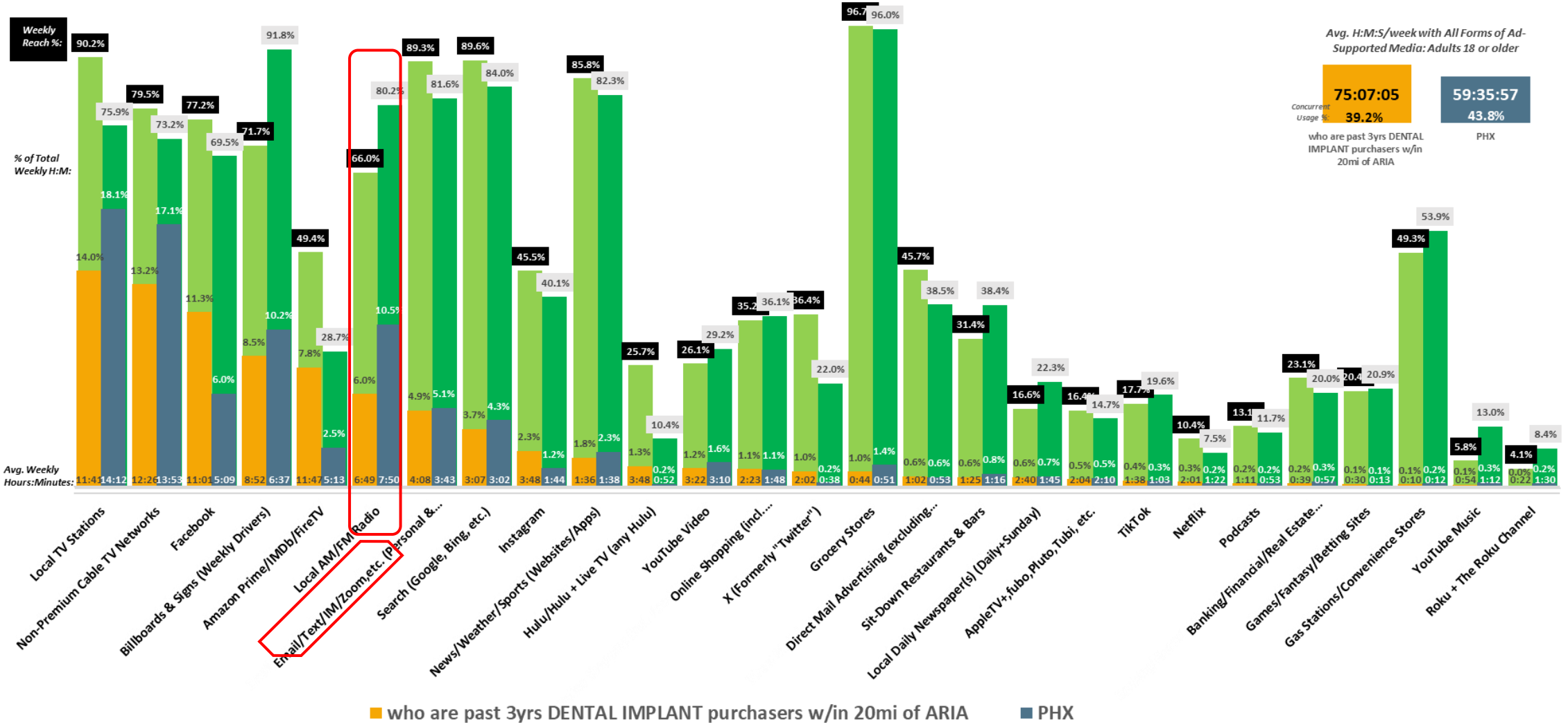
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital



Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an average of 3 days, 3 hours, 7 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

66.% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.% of total time spent with all forms of Ad-Supported Me



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,008

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

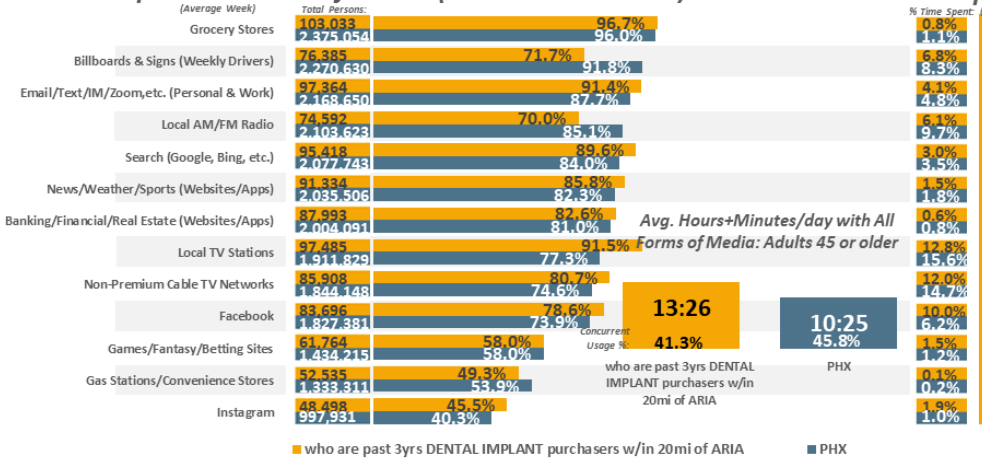
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

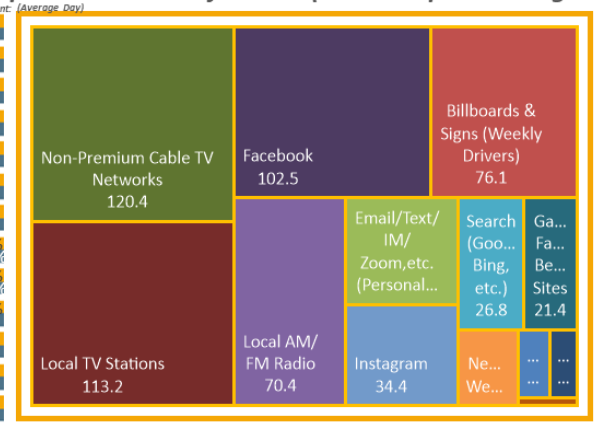
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

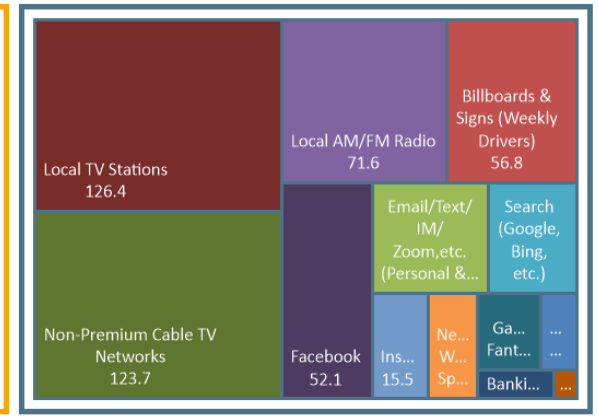


Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an average of 10 hours and 43 minutes each day with All Forms of Ad-Supported Media. 66.% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 6.% of Time with Ad-Supported Media.)*

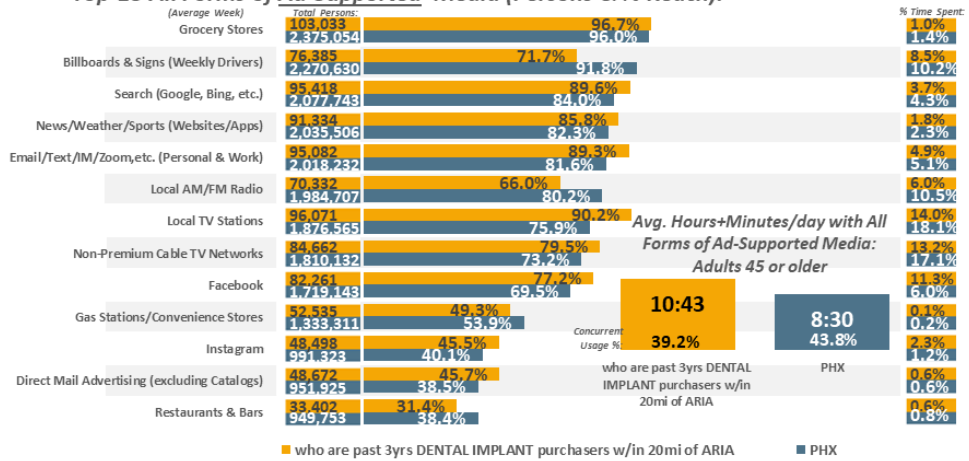
Top-13 All Forms of Media (Persons & % Reach): Adults 45 or older

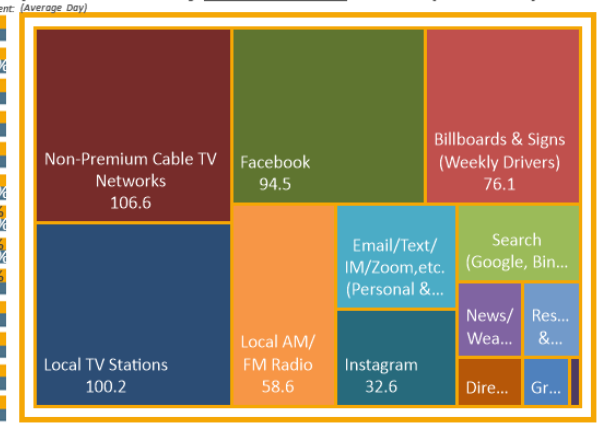


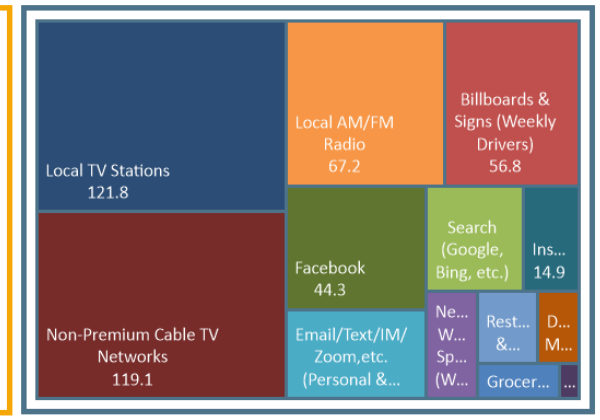




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 or older







PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

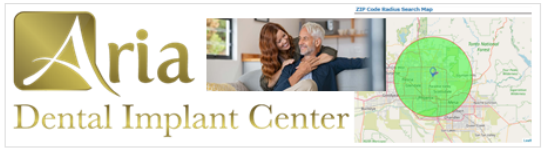
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

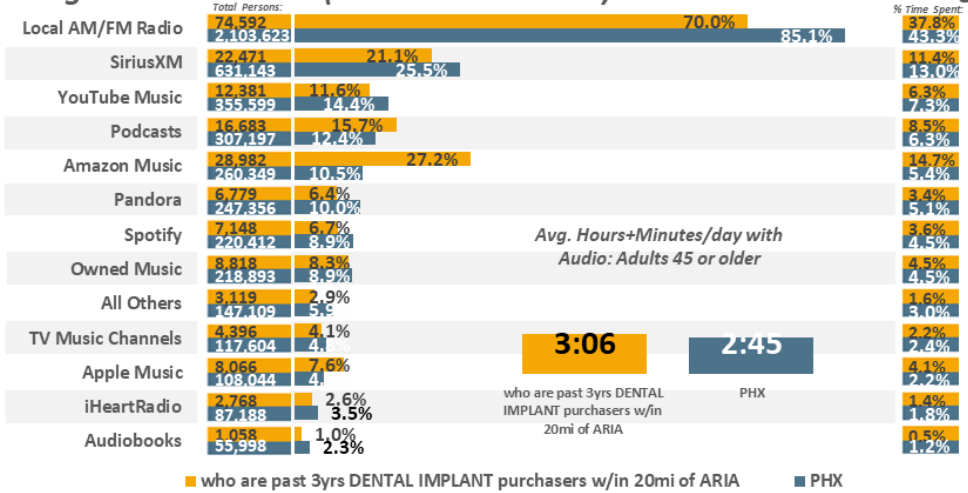
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

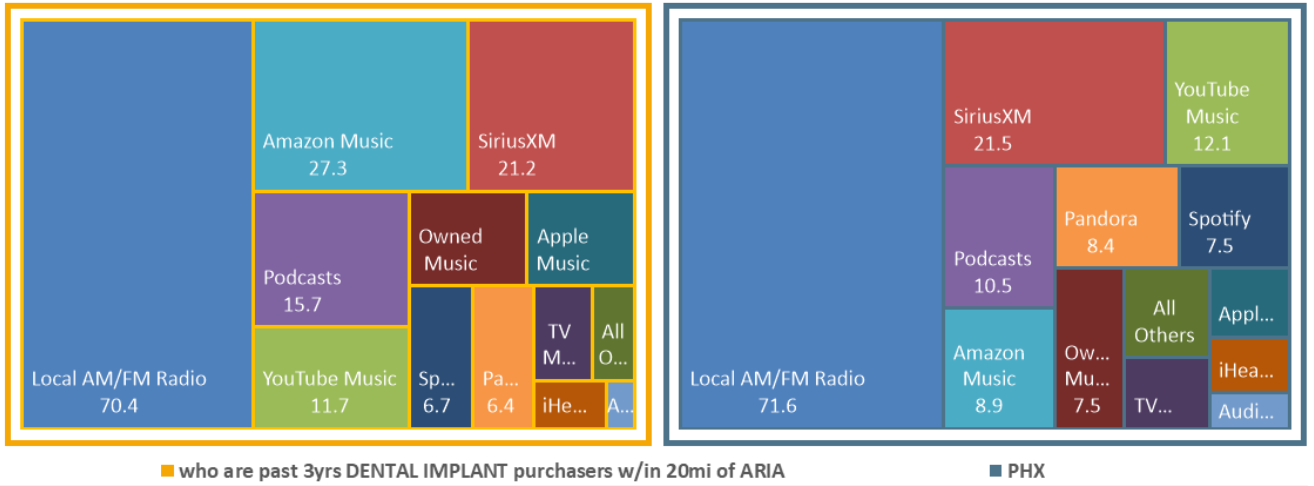


70,332 or 66.7% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

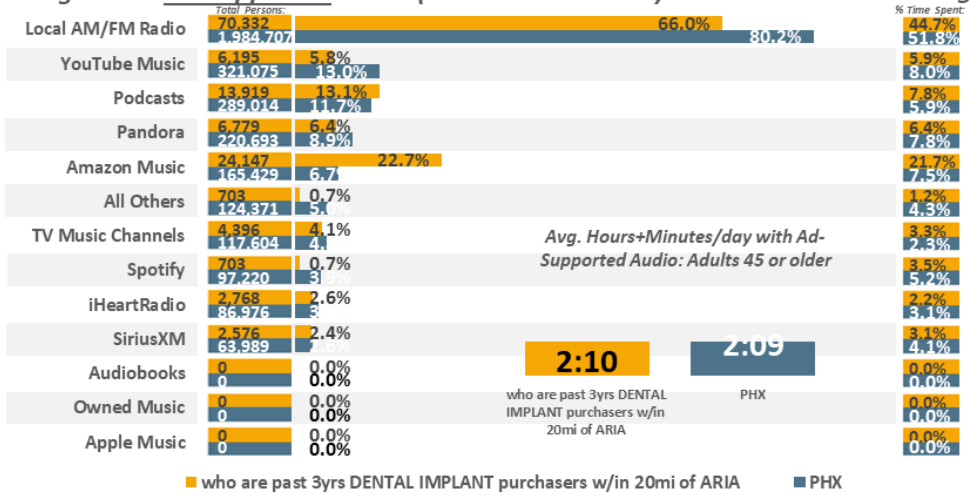
Avg. Week All Audio (Persons & % Reach): Adults 45 or older



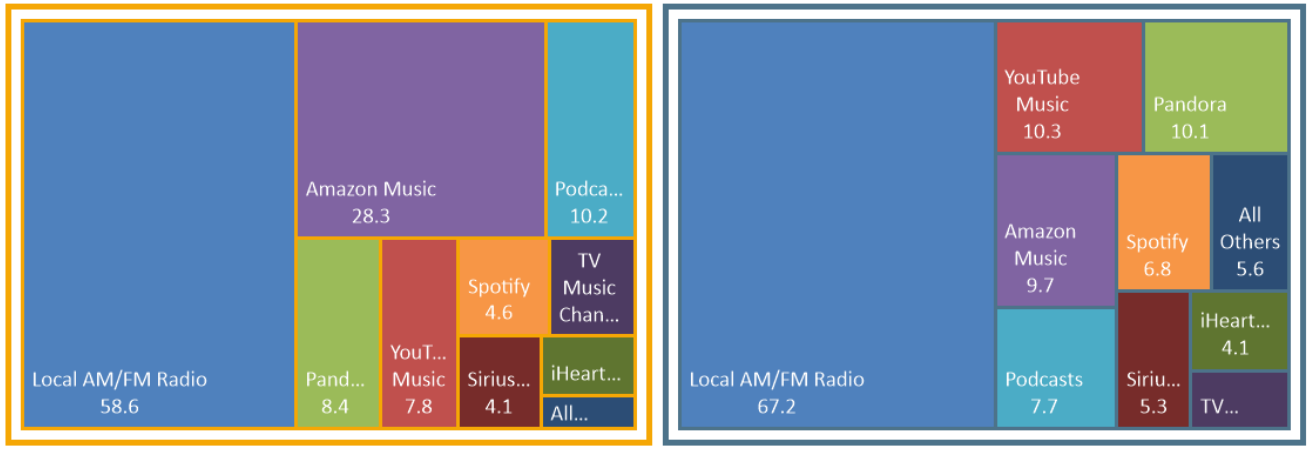
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

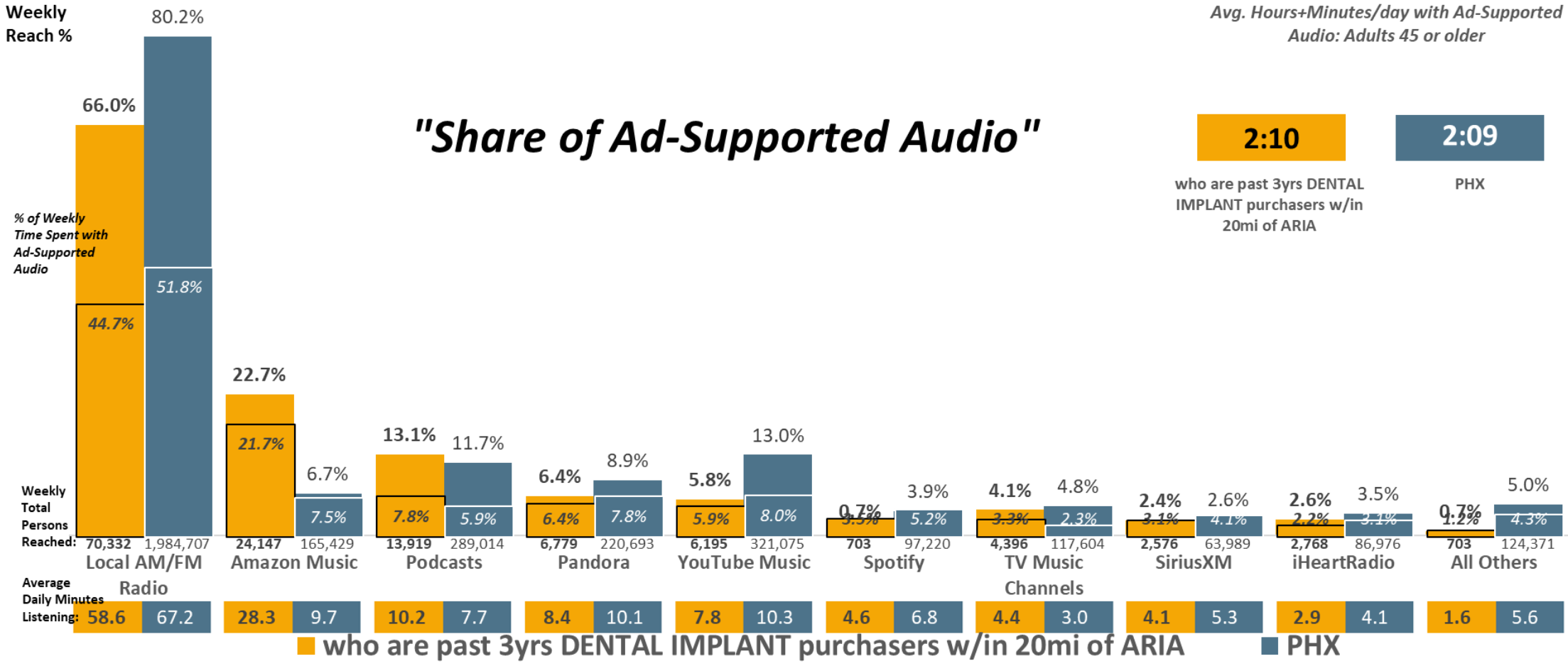


70,332 or 66.% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 or older

2:10	2:09
who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA	PHX



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,008

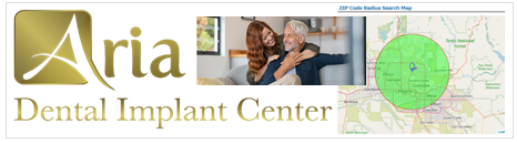
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

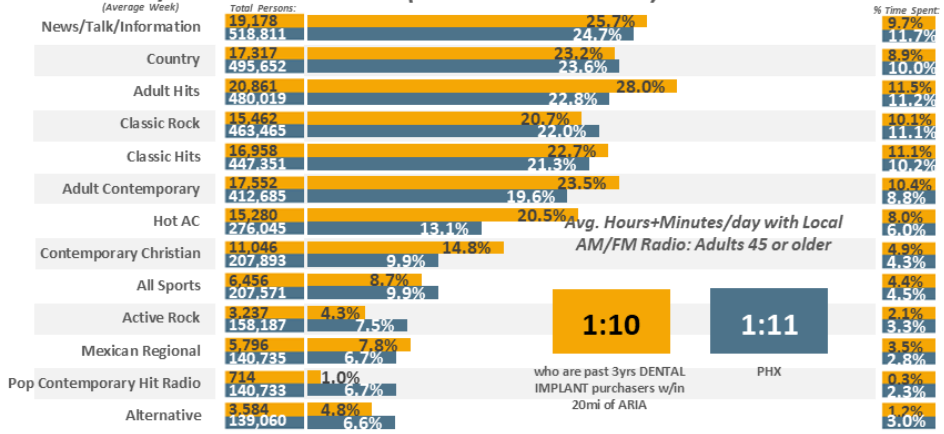
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

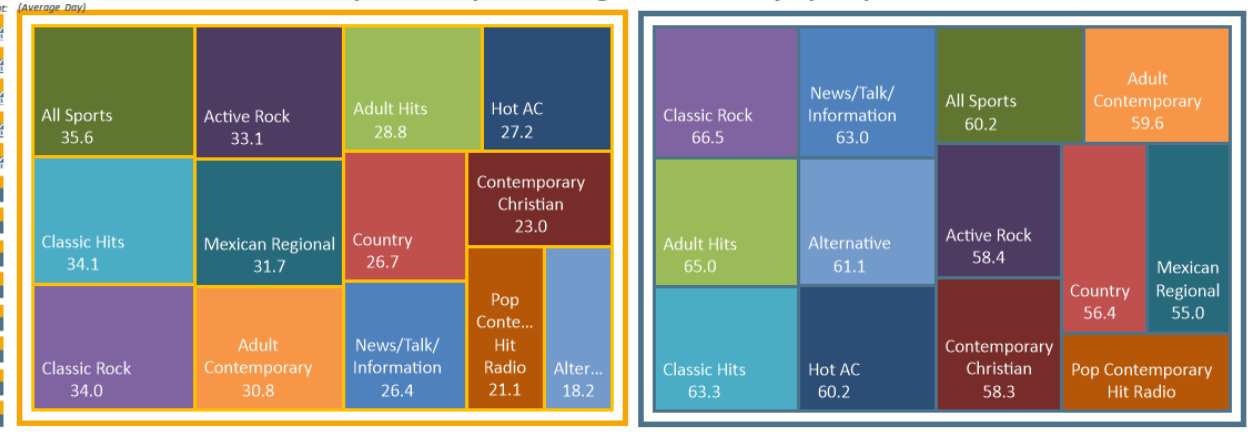


70,332 or 66.4% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Country, Classic Hits, and Classic Rock.

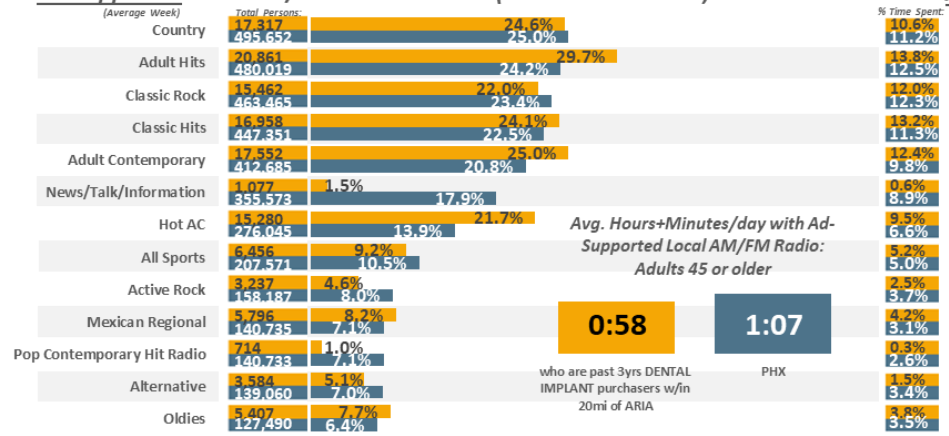
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 or older



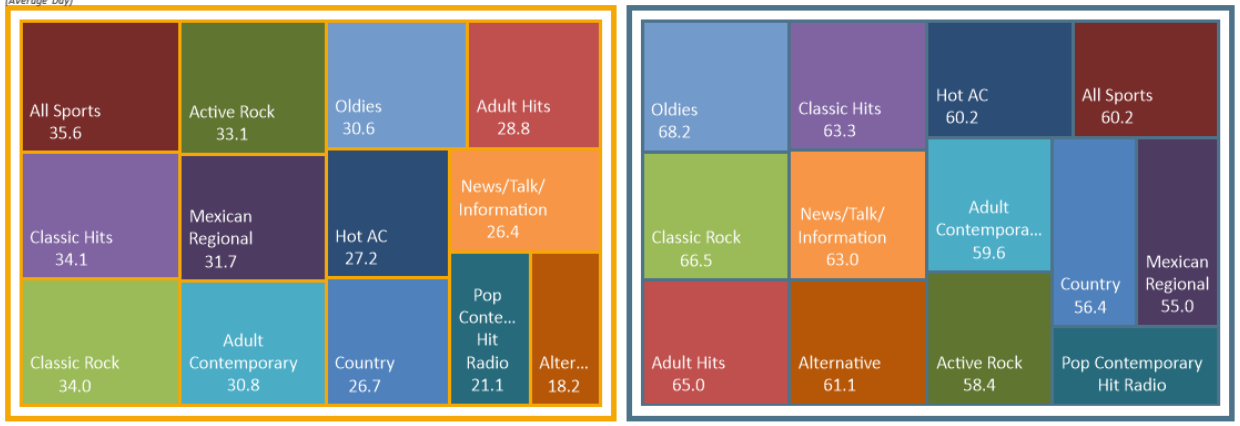
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

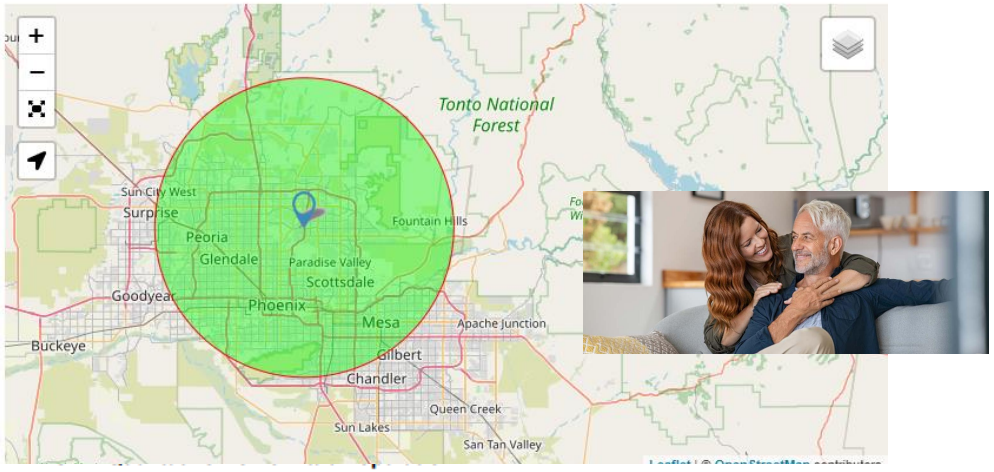
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

Aria Dental Implant Center

Over **106,000** Age 45+ Adults *within a 20-mile radius of* **ARIA DENTAL IMPLANT CENTER** purchased **DENTAL IMPLANTS** in the past 3yrs. More listen to **100.7 KSLX** than to any other Radio station.

ZIP Code Radius Search Map



Age/Gender	Qualitative	Population
Adults 45+	Medical services HHLD received past 3 years (HHLD): Dental implants	106509

PHOENIX (User Defined Survey Area)
SEP24 / AUG24 / JUL24
SCARBOROUGH R1 2024: JAN23-FEB24
Station Rankings Based on: User Selected

Qualitative Criteria Used: Medical services HHLD received past 3 years (HHLD): Dental implants

Adults 45+ M-Su 6a-12m									
	Station	Owner	Format	Qual Average Persons	*Qual Average Rating**	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating
1t	***KSLX-FM***	***Hubbard Radio LLC***	***Classic Rock***	***300***	***0.3***	***5,100***	***4.8***	***14,000***	***13.3***
1t	KESZ-FM	iHeartMedia Inc	Adult Contemporary	300	0.3	4,100	3.9	13,500	12.8
1t	KOAI-FM	Desert Valley Media Group	Adult Hits	300	0.3	4,700	4.4	13,400	12.7
4t	KMVP-FM	Bonneville International Corp.	All Sports	200	0.2	1,800	1.7	4,500	4.3
4t	KNIX-FM	iHeartMedia Inc	Country	200	0.2	2,900	2.7	9,700	9.2
4t	KOOL-FM	Audacy	Classic Hits	200	0.2	3,600	3.4	12,500	11.9
7t	***KAZG-AM***	***Hubbard Radio LLC***	***Oldies***	***100***	***0.1***	***1,500***	***1.4***	***3,800***	***3.6***
7t	***KUPD-FM***	***Hubbard Radio LLC***	***Active Rock***	***100***	***0.1***	***1,400***	***1.3***	***3,500***	***3.3***
7t	***KDKB-FM***	***Hubbard Radio LLC***	***Alternative***	***100***	***0.1***	***1,100***	***1.0***	***3,200***	***3.0***
7t	KAJM-FM	Sierra H Broadcasting Inc	Classic Hits	100	0.1	1,000	0.9	2,900	2.8
7t	KFYI-AM	iHeartMedia Inc	News Talk Information	100	0.1	700	0.7	1,700	1.6
7t	KHOT-FM	TelevisaUnivision	Mexican Regional	100	0.1	1,600	1.5	6,100	5.8
7t	KLNZ-FM	Entravision Communications Corp	Mexican Regional	100	0.1	2,300	2.2	5,000	4.8
7t	KLVK-FM	Educational Media Foundation	Contemporary Christian	100	0.1	1,200	1.1	3,500	3.3
7t	KMLE-FM	Audacy	Country	100	0.1	1,700	1.6	5,500	5.2
7t	KMXP-FM	iHeartMedia Inc	Hot Adult Contemporary	100	0.1	2,600	2.5	11,600	11.0
7t	KOMR-FM	TelevisaUnivision	Spanish Adult Hits	100	0.1	900	0.8	2,300	2.2
7t	KTAR-FM	Bonneville International Corp.	News Talk Information	100	0.1	1,600	1.5	4,500	4.3
7t	KVVA-FM	Entravision Communications Corp	Spanish Adult Hits	100	0.1	1,500	1.4	3,900	3.7
7t	KYOT-FM	iHeartMedia Inc	Adult Hits	100	0.1	2,300	2.2	8,500	8.1
21t	KAIZ-FM	Educational Media Foundation	Contemporary Christian	0	0.0	0	0.0	100	0.1
21t	KALV-FM	Audacy	Pop Contemporary Hit Radio	0	0.0	0	0.0	0	0.0

HUBBARD RADIO

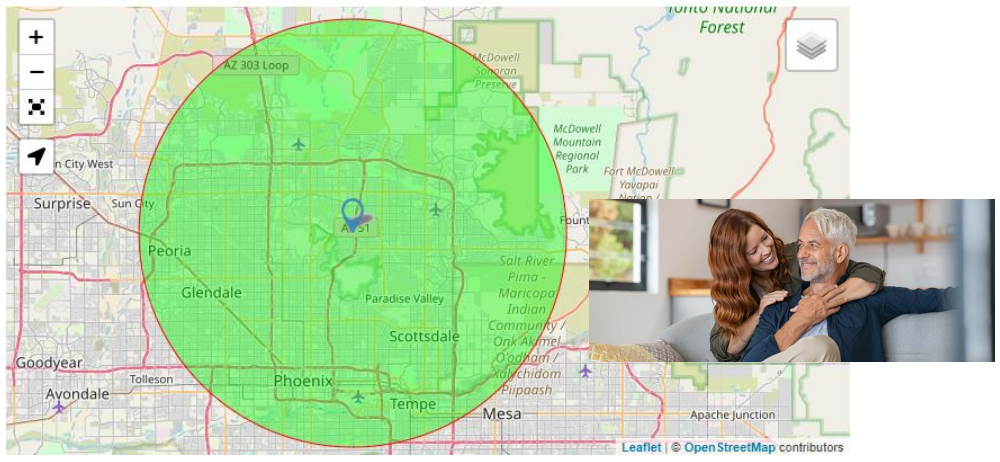
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85013; 85053; 85051; 85027; 85258; 85250; 85015; 85251; 85017; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85257; 85301; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85255; 85009; 85281; 85381; 85303; 85040; 85033; 85035; 85201; 85382; 85345; 85282; 85203; 85268; 85043; 85042; 85351; 85041; 85202; 85283; 85363; 85373; 85213; 85210; 85044; 85262; 85378; 85307; 85335; 85037; 85048; 85215; 85284; 85204; 85086; 85392; 85383; 85331; 85353

98kUPD ARIZONA'S REAL ROCK | 100.7 FM KSLX CLASSIC ROCK | 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE | OLDIES 1440 AM | 92.7 KAZG | 2060Digital

Aria Dental Implant Center

Nearly **67,000** Age 45+ Adults *within a 15-mile radius of* **ARIA DENTAL IMPLANT CENTER** purchased **DENTAL IMPLANTS** in the past 3yrs. More listen to **100.7 KSLX** than to any other Radio station.

ZIP Code Radius Search Map



Age/Gender	Qualitative	Population
Adults 45+	Medical services HHLD received past 3 years (HHLD): Dental implants	Avg Daily: 66,900 Avg Weekly: 66,900

PHOENIX (User Defined Survey Area)
SEP24 / AUG24 / JUL24
SCARBOROUGH R1 2024: JAN23-FEB24
Station Rankings Based on: User Selected

Qualitative Criteria Used: Medical services HHLD received past 3 years (HHLD): Dental implants

Adults 45+
M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	*Qual Average Rating**	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating
1t	***KSLX-FM***	***Hubbard Radio LLC***	***Classic Rock***	***200***	***0.3***	***3,600***	***5.4***	***10,300***	***15.4***
1t	KMVP-FM	Bonneville International Corp.	All Sports	200	0.3	1,300	1.9	2,800	4.2
1t	KOAI-FM	Desert Valley Media Group	Adult Hits	200	0.3	2,400	3.6	7,000	10.5
4t	***KAZG-AM***	***Hubbard Radio LLC***	***Oldies***	***100***	***0.1***	***1,100***	***1.6***	***2,500***	***3.7***
4t	***KUPD-FM***	***Hubbard Radio LLC***	***Active Rock***	***100***	***0.1***	***1,200***	***1.8***	***3,000***	***4.5***
4t	KESZ-FM	iHeartMedia Inc	Adult Contemporary	100	0.1	2,100	3.1	7,200	10.8
4t	KHOT-FM	TelevisaUnivision	Mexican Regional	100	0.1	1,200	1.8	5,000	7.5
4t	KLNZ-FM	Entravision Communications Corp	Mexican Regional	100	0.1	1,600	2.4	4,000	6.0
4t	KMXP-FM	iHeartMedia Inc	Hot Adult Contemporary	100	0.1	2,500	3.7	10,300	15.4
4t	KNIX-FM	iHeartMedia Inc	Country	100	0.1	1,400	2.1	4,200	6.3
4t	KOOL-FM	Audacy	Classic Hits	100	0.1	3,100	4.6	9,900	14.8
4t	KTAR-FM	Bonneville International Corp.	News Talk Information	100	0.1	1,200	1.8	3,700	5.5
4t	KVVA-FM	Entravision Communications Corp	Spanish Adult Hits	100	0.1	1,100	1.6	2,600	3.9
4t	KYOT-FM	iHeartMedia Inc	Adult Hits	100	0.1	1,700	2.5	5,900	8.8
15t	***KDKB-FM***	***Hubbard Radio LLC***	***Alternative***	***0***	***0.0***	***400***	***0.6***	***1,000***	***1.5***
15t	KAIZ-FM	Educational Media Foundation	Contemporary Christian	0	0.0	0	0.0	100	0.1
15t	KAJM-FM	Sierra H Broadcasting Inc	Classic Hits	0	0.0	300	0.4	700	1.0
15t	KALV-FM	Audacy	Pop Contemporary Hit Radio	0	0.0	0	0.0	0	0.0
15t	KFYI-AM	iHeartMedia Inc	News Talk Information	0	0.0	0	0.0	0	0.0
15t	KGME-AM	iHeartMedia Inc	All Sports	0	0.0	0	0.0	0	0.0
15t	KKFR-FM	Desert Valley Media Group	Rhythmic Contemporary Hit Radio	0	0.0	0	0.0	0	0.0

HUBBARD RADIO

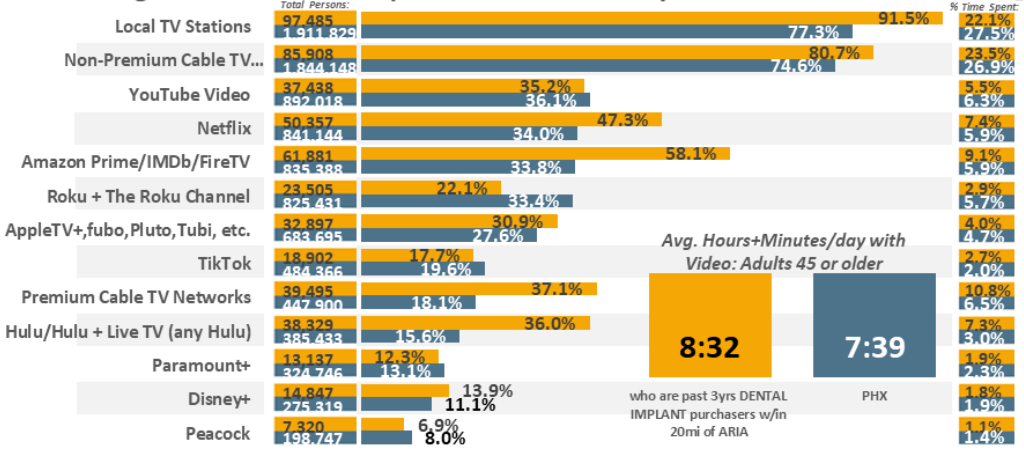
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK | 100.7 FM KSLX CLASSIC ROCK | 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE | OLDIES 1440 AM | 92.7 KAZG | 2060 Digital

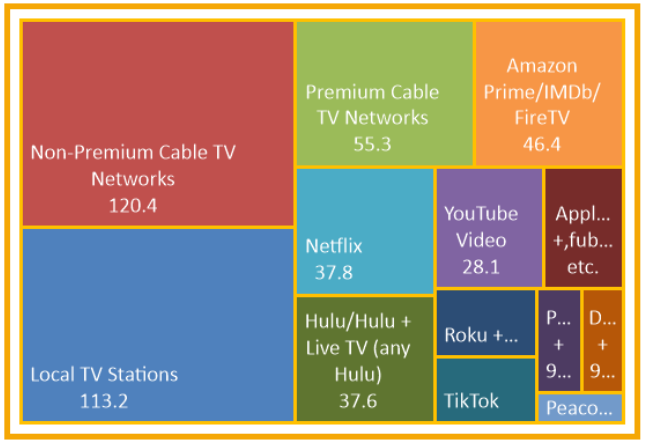


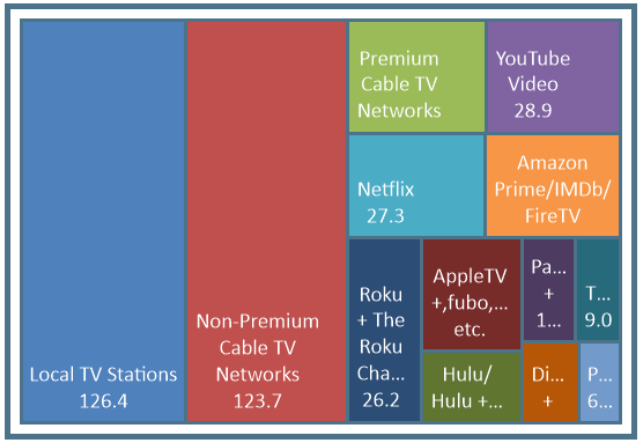
96,071 or 90.2% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA watch Ad-Supported Local TV Stations for an average of 100.2 minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 45 or older

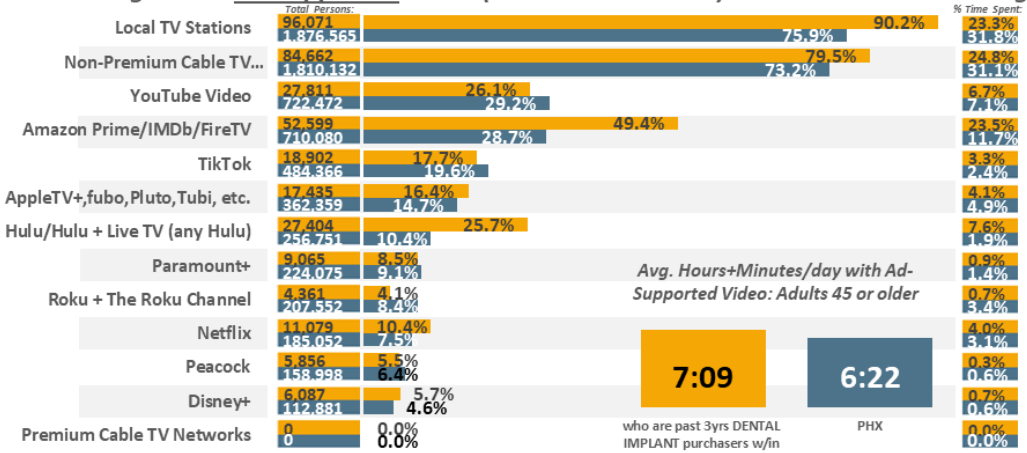


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older

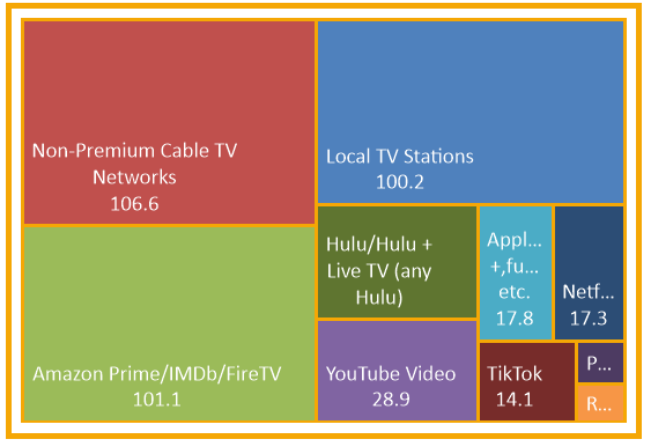


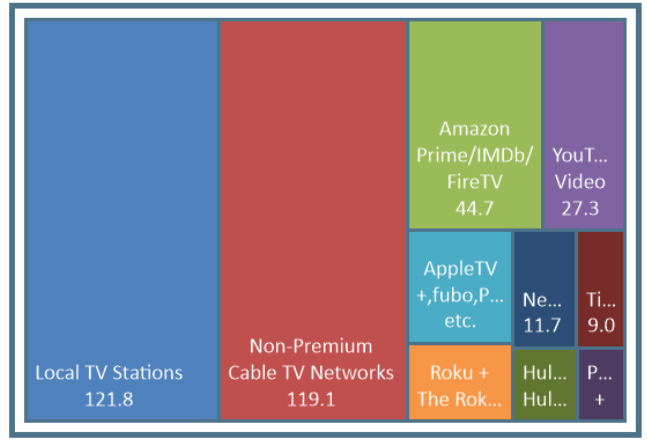


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

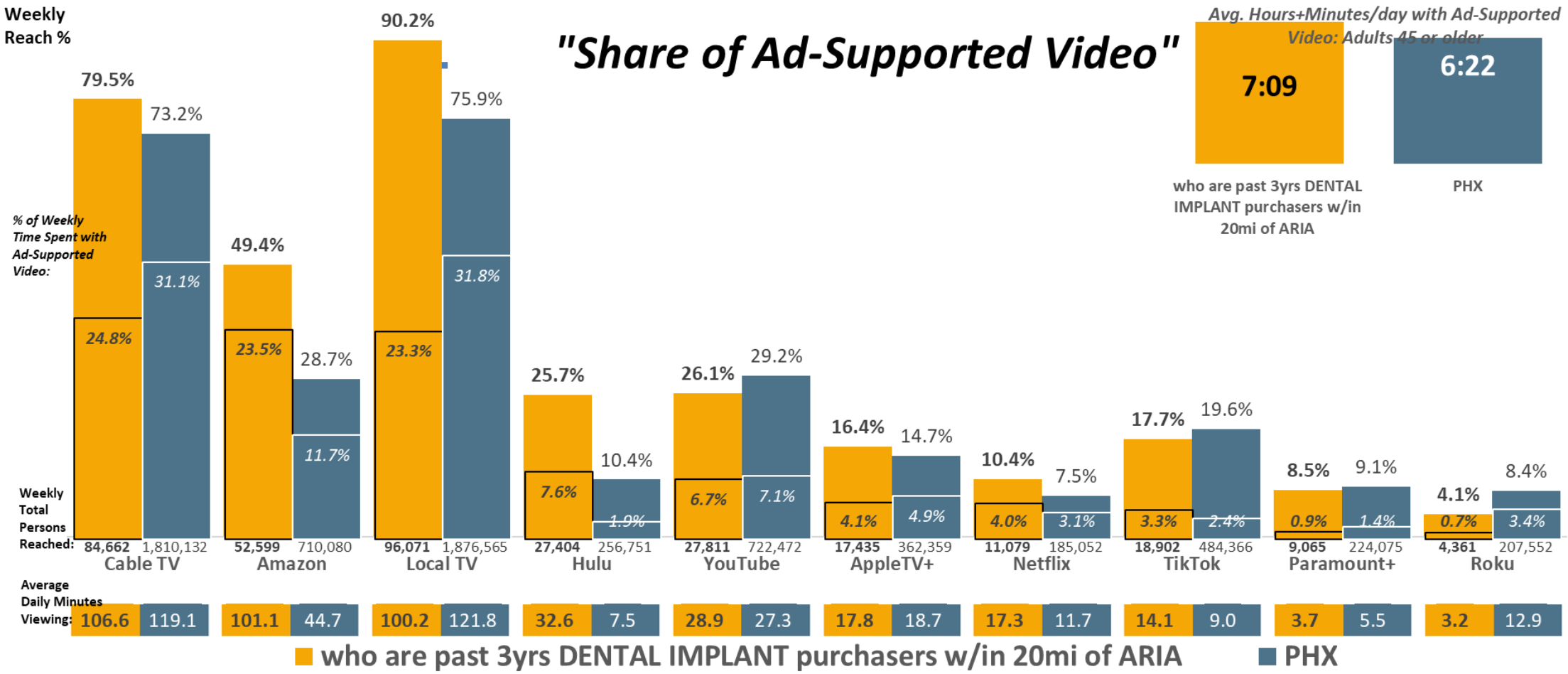
HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



96,071 or 90.2% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA watch Ad-Supported Local TV Stations for an average of 100.2 minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,008

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ℠ ©

HUBBARD RADIO

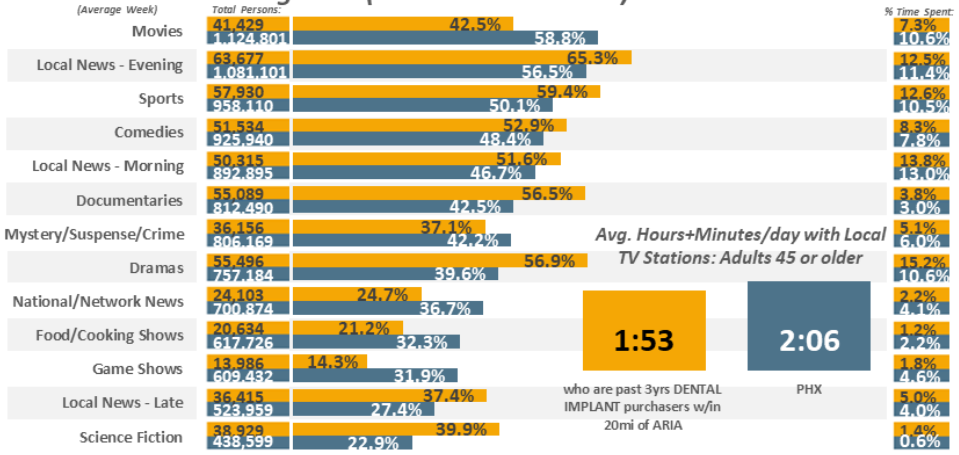
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

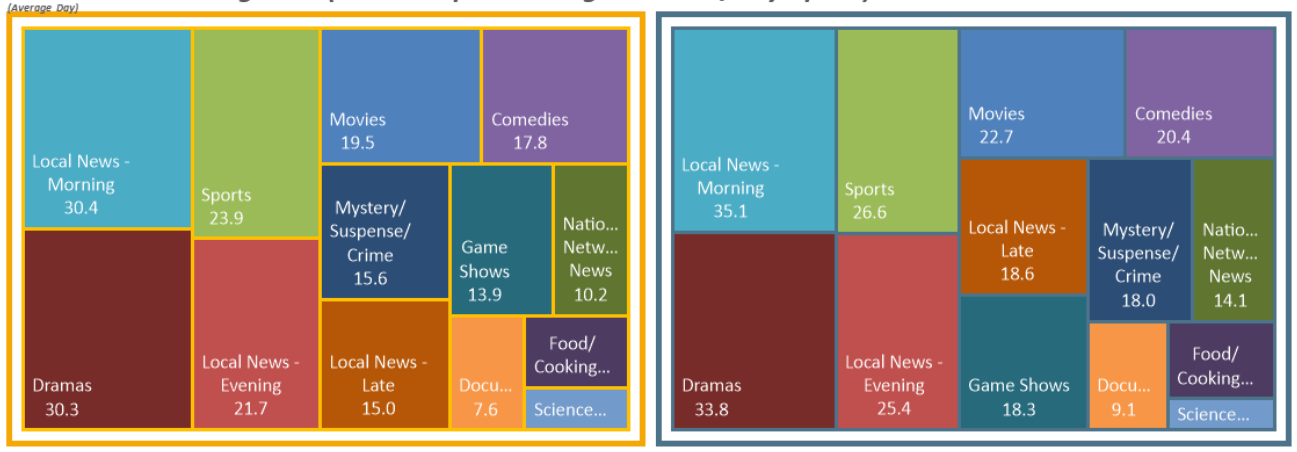


96,071 or 90.2% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Dramas, Local News - Morning, Comedies, and Movies.

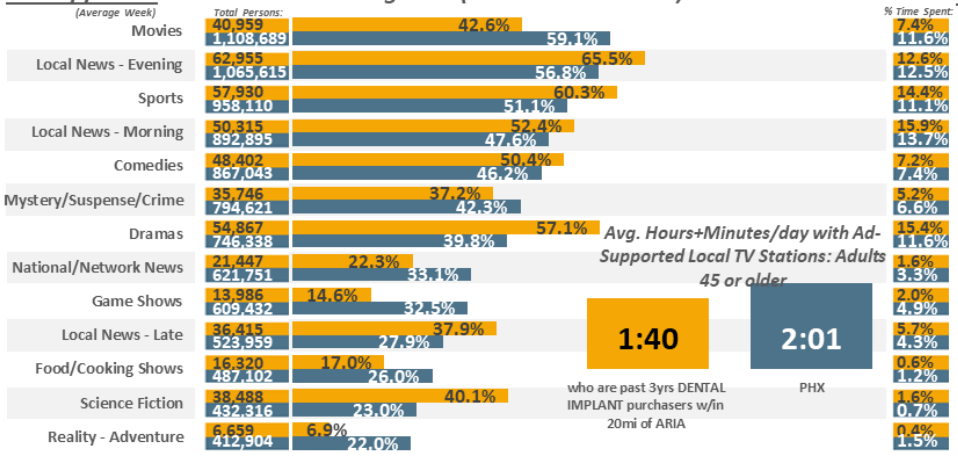
Local TV Station Programs (Persons & % Reach): Adults 45 or older



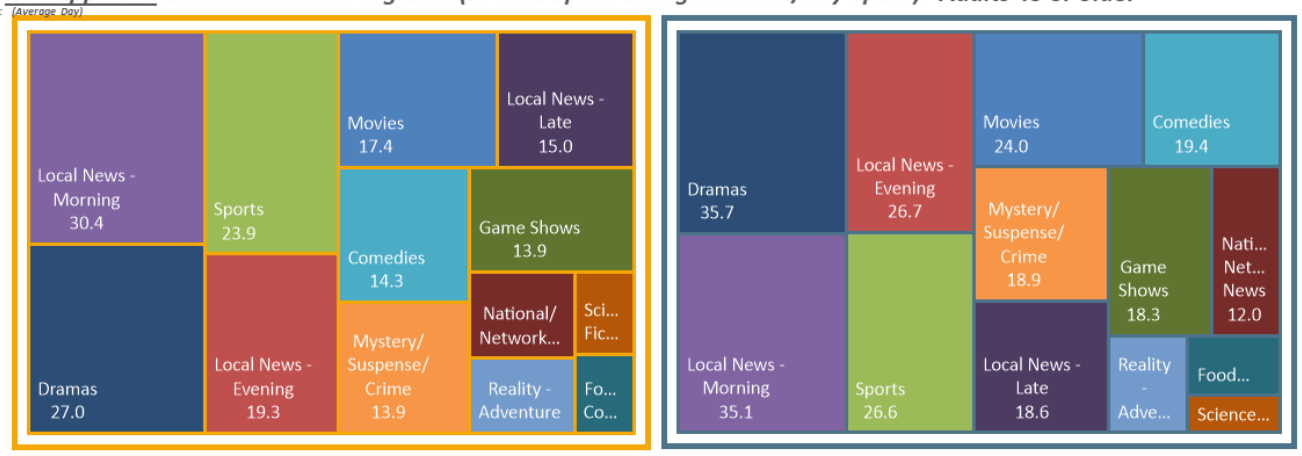
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

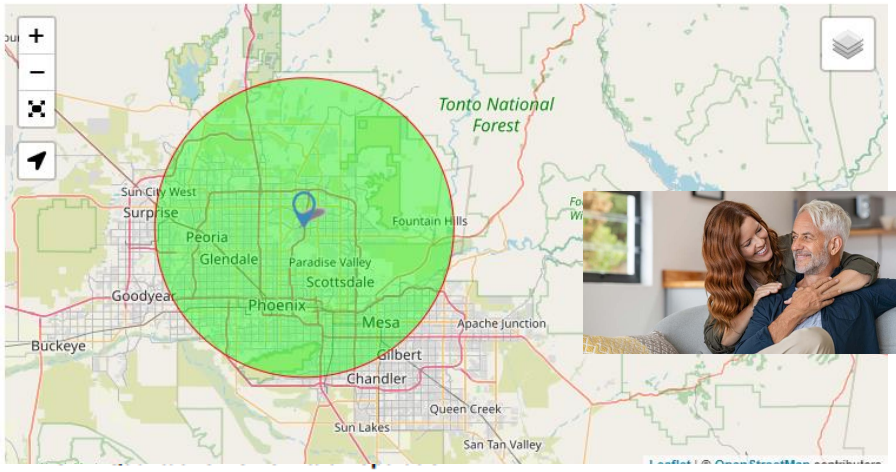
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM | 92.7 KAZG · 2060 Digital

Aria Dental Implant Center

Over **106,000** Age 45+ Adults *within a 20-mile radius of* **ARIA DENTAL IMPLANT CENTER** purchased **DENTAL IMPLANTS** in the past 3yrs. More watch **KPNX-TV12 (NBC)** than watch any other Video Media.

ZIP Code Radius Search Map



Age/Gender	Qualitative	Population
Adults 45+	Medical services HHLD received past 3 years (HHLD): Dental implants	106509

PHOENIX (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-FEB24
ADULTS 45+

	WHO I am Looking At		
	Medical services HHLD received past 3 years (HHLD): Dental implants		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Broadcast TV networks/stations watched past 7 days: NBC (KPNX, channel 12)	63,312	59.4%	139
Video streaming services used past 7 days: Amazon Prime Video	53,217	50.0%	178
Video streaming services used past 7 days: Netflix	50,357	47.3%	134
Broadcast TV networks/stations watched past 7 days: ABC (KNXV, channel 15)	49,121	46.1%	90
Broadcast TV networks/stations watched past 7 days: CBS (KPHO, channel 5)	47,574	44.7%	89
Broadcast TV networks/stations watched past 7 days: FOX (KSAZ, channel 10)	47,225	44.3%	85
Cable networks/stations watched past 7 days: National Geographic	46,514	43.7%	245
Cable networks/stations watched past 7 days: History	41,270	38.7%	198
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	38,329	36.0%	211
Cable networks/stations watched past 7 days: Bravo	35,720	33.5%	400
Cable networks/stations watched past 7 days: ESPN	32,420	30.4%	122
Broadcast TV networks/stations watched past 7 days: 3TV (KTVK, channel 3)	31,525	29.6%	71
Cable networks/stations watched past 7 days: AMC	29,796	28.0%	206
Video streaming services used past 7 days: YouTube (free)	27,811	26.1%	86
Broadcast TV networks/stations watched past 7 days: Telemundo (KTAZ, channel 39)	27,724	26.0%	213
Cable networks/stations watched past 7 days: FX	26,148	24.6%	179
Cable networks/stations watched past 7 days: Animal Planet	24,975	23.4%	212
Video streaming services used past 7 days: Apple TV+	21,355	20.0%	369
Cable networks/stations watched past 7 days: A&E	20,038	18.8%	172
Cable networks/stations watched past 7 days: Tennis Channel	19,140	18.0%	657
Cable networks/stations watched past 7 days: ESPN2	17,685	16.6%	148
Cable networks/stations watched past 7 days: TNT	17,352	16.3%	116
Cable networks/stations watched past 7 days: FOX Sports 1	16,854	15.8%	130
Cable networks/stations watched past 7 days: FOX News Channel	16,548	15.5%	88
Broadcast TV networks/stations watched past 7 days: MeTV (KAZT, channel 7.2)	16,438	15.4%	120
Cable networks/stations watched past 7 days: Hallmark Channel	16,329	15.3%	97
Broadcast TV networks/stations watched past 7 days: Univision (KTVW, channel 33)	15,301	14.4%	124
Cable networks/stations watched past 7 days: HGTV	15,219	14.3%	86

HUBBARD RADIO

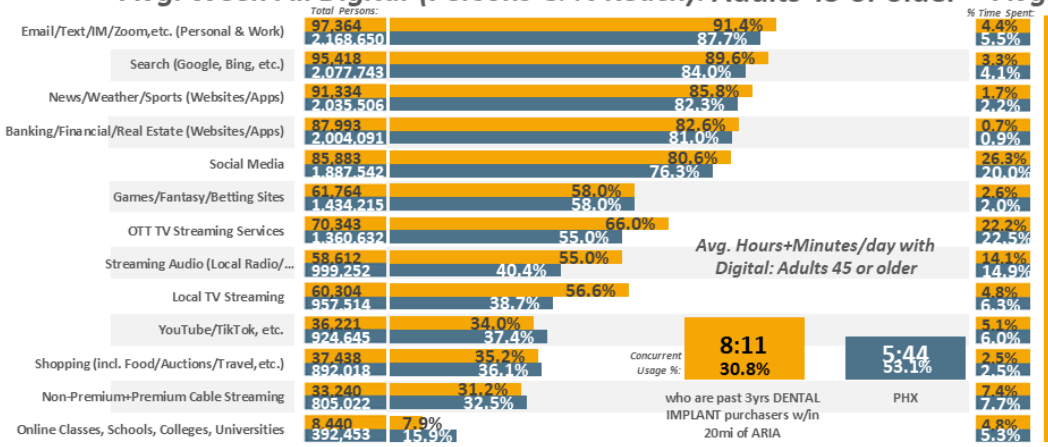
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85013; 85053; 85051; 85027; 85258; 85250; 85015; 85251; 85017; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85257; 85301; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85255; 85009; 85281; 85381; 85303; 85040; 85033; 85035; 85201; 85382; 85345; 85282; 85203; 85268; 85043; 85042; 85351; 85041; 85202; 85283; 85363; 85373; 85213; 85210; 85044; 85262; 85378; 85307; 85335; 85037; 85048; 85215; 85284; 85204; 85086; 85392; 85383; 85331; 85353

98kUPD ARIZONA'S REAL ROCK | 100.7 FM KSLX CLASSIC ROCK | 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE | OLDIES 1440 AM | 92.7 KAZG | 2060 Digital

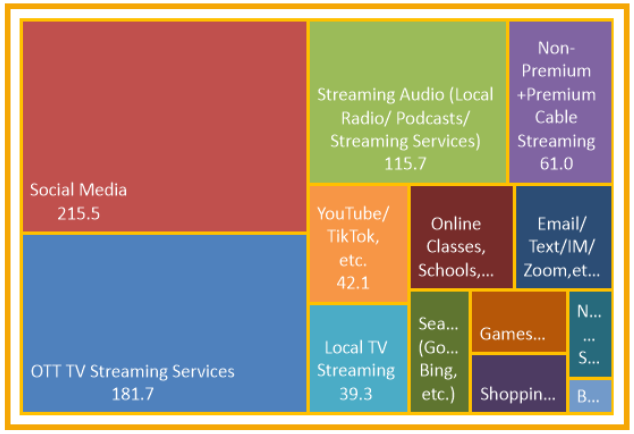


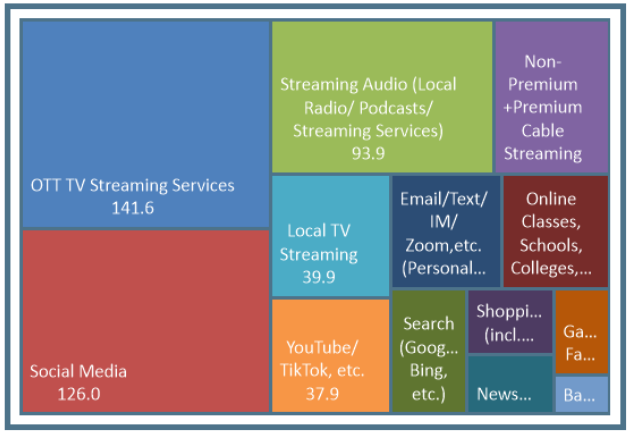
82,261 or 77.2% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA use Ad-Supported Social Media for an average of 206.4 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 45 or older

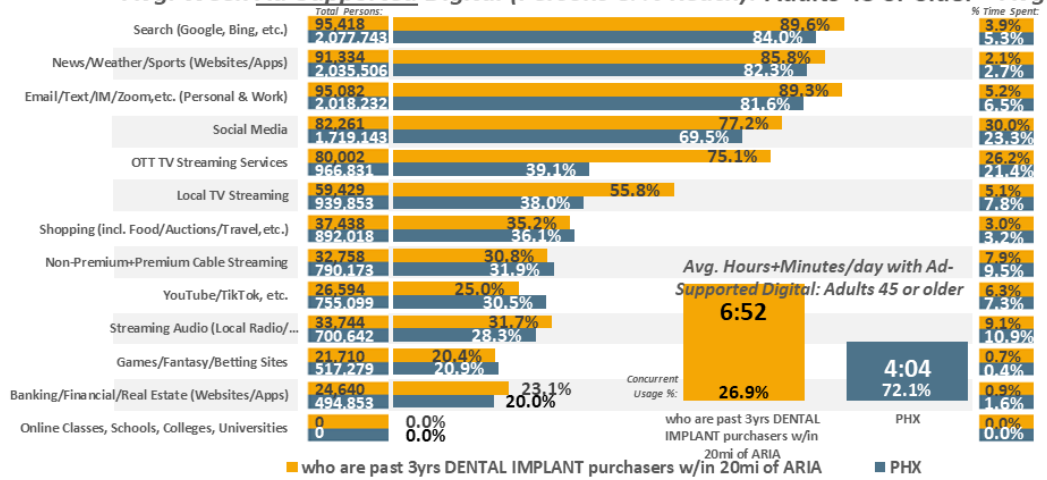


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older

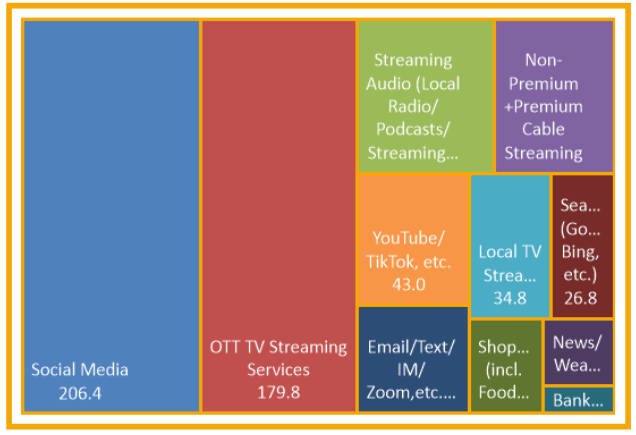


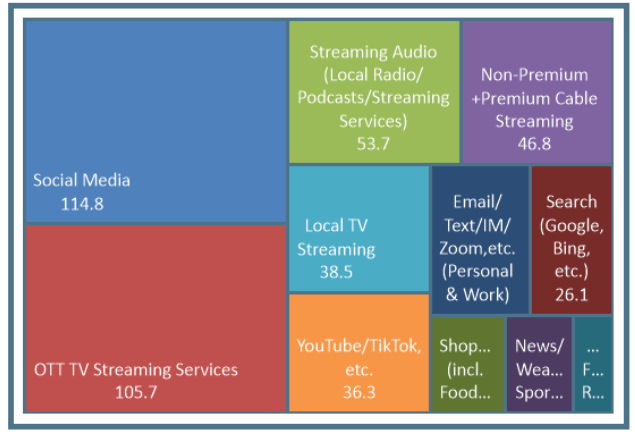


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

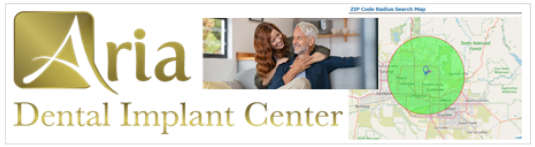
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

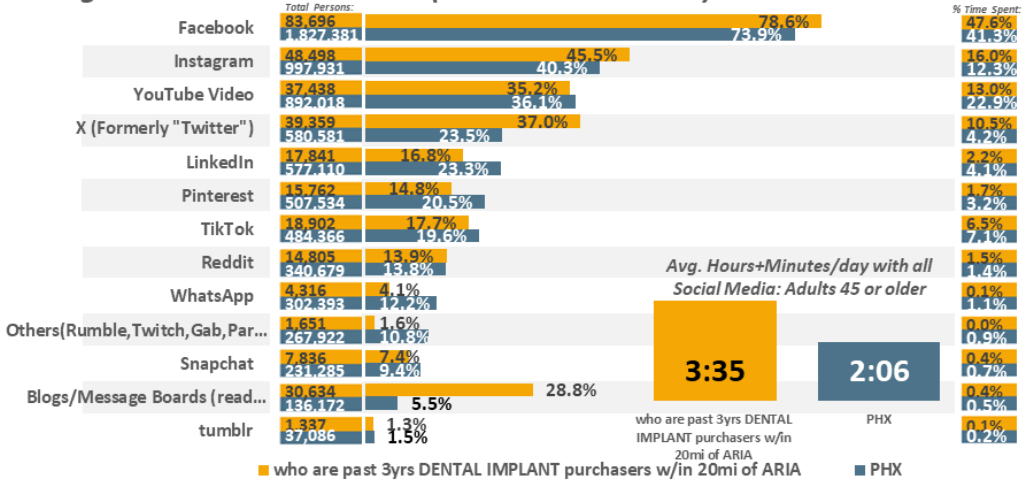
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

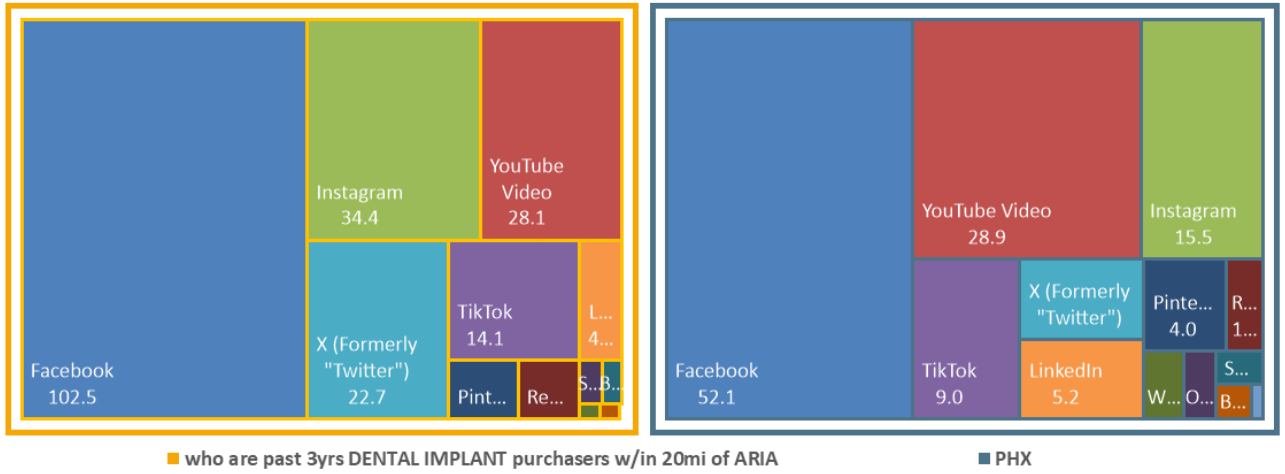


82,261 or 77.2% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA use Ad-Supported Facebook for an average of 94.5 minutes every day representing 45.8% of all time spent daily with Ad-Supported Social Media.

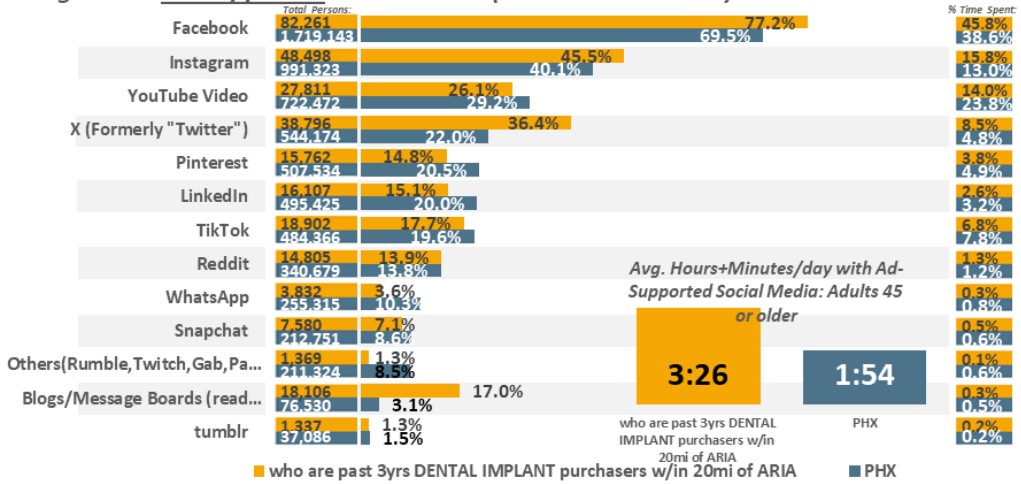
Avg. Week All Social Media (Persons & % Reach): Adults 45 or older



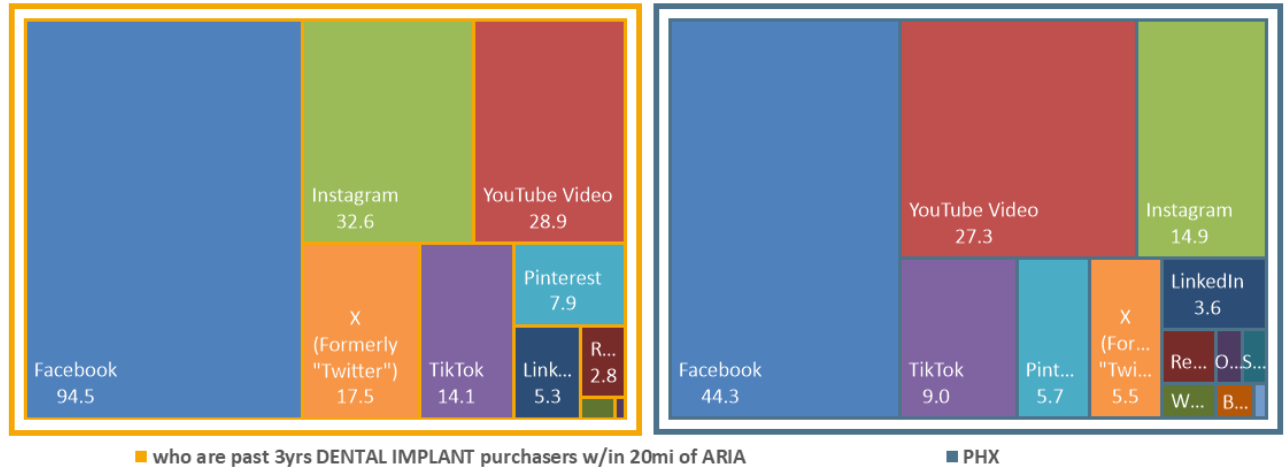
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

HUBBARD RADIO
98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

Aria Dental Implant Center

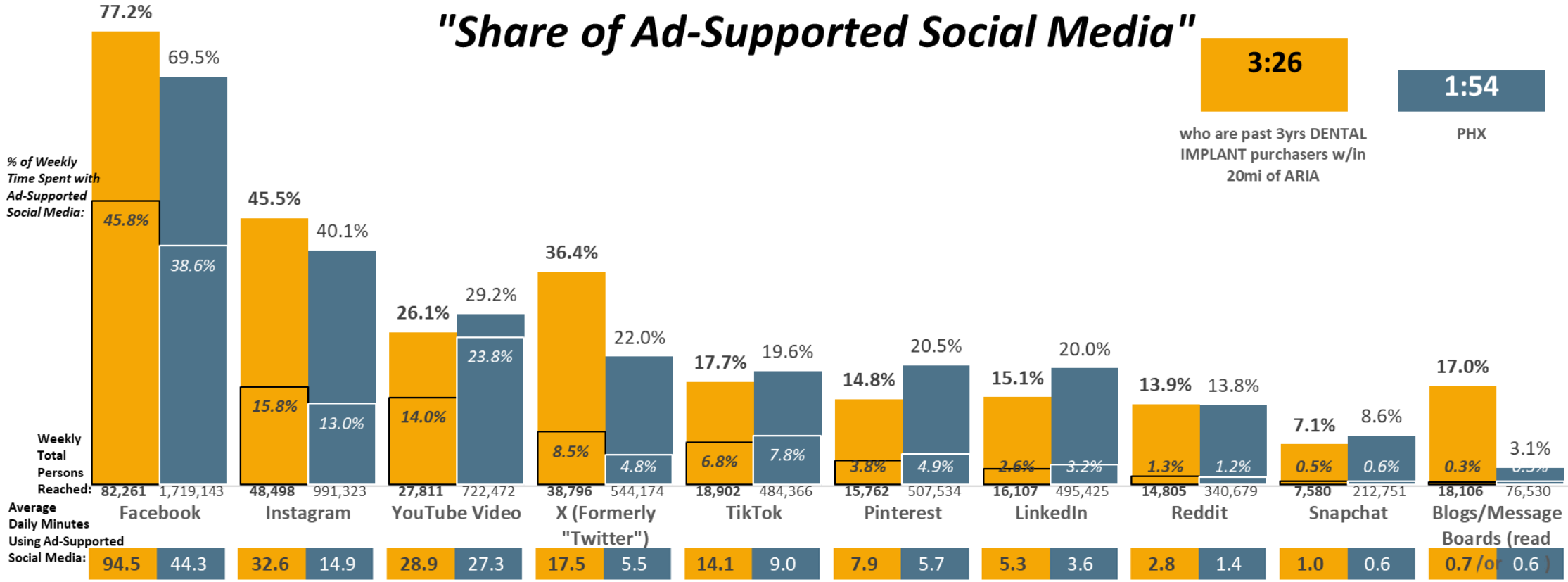
82,261 or 77.2% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA use Ad-Supported Facebook for an average of 94.5 minutes every day representing 45.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 45 or older

3:26 — who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA

1:54 — PHX



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,008

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ℠ ©

HUBBARD RADIO

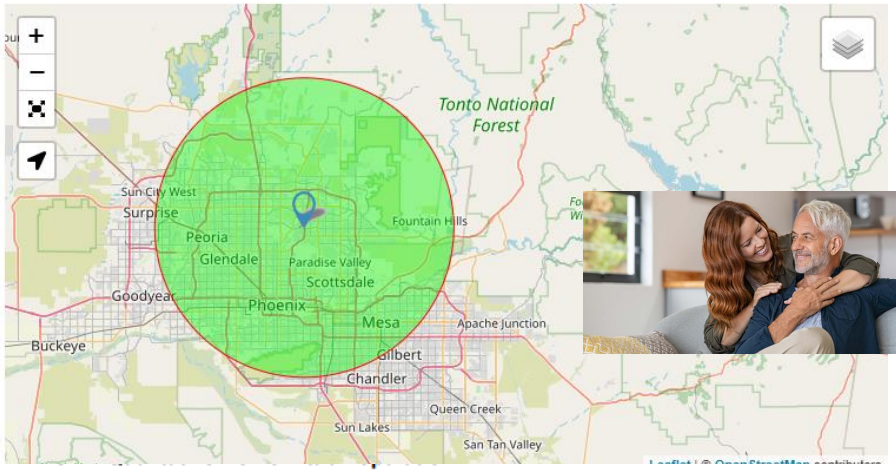
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD Arizona's Real Rock · 100.7 FM KSLX Classic Rock · 93.3 ALT ★ AZ Arizona's Alternative · Oldies 1440 AM / 92.7 KAZG · 2060 Digital

Aria Dental Implant Center

Over **106,000** Age 45+ Adults *within a 20-mile radius of* **ARIA DENTAL IMPLANT CENTER** purchased **DENTAL IMPLANTS** in the past 3yrs. **9 out of 10** (89.6%) use **Google** every month.

ZIP Code Radius Search Map



Age/Gender	Qualitative	Population
Adults 45+	Medical services HHLD received past 3 years (HHLD): Dental implants	106509

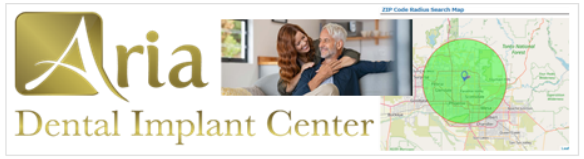
PHOENIX (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-FEB24
ADULTS 45+

	WHO I am Looking At		
	Medical services HHLD received past 3 years (HHLD): Dental implants		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	95,418	89.6%	106
Apps or websites used or visited past 30 days:Social media: Facebook	83,696	78.6%	110
Apps or websites used or visited past 30 days:Social media: Instagram	48,498	45.5%	99
Newspaper/TV/Cable websites visited/apps used past 30 days: Cox	47,453	44.6%	150
Newspaper/TV/Cable websites visited/apps used past 30 days: Arizona Republic/AZCentral.com	44,272	41.6%	147
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	39,359	37.0%	137
Newspaper/TV/Cable websites visited/apps used past 30 days: 12 News KPNX	31,870	29.9%	151
Newspaper/TV/Cable websites visited/apps used past 30 days: AZPBS.org KAET	31,849	29.9%	192
Newspaper/TV/Cable websites visited/apps used past 30 days: Telemundo Arizona KTAZ	27,062	25.4%	277
Apps or websites used or visited past 30 days: Phoenix Suns	24,322	22.8%	245
Apps or websites used or visited past 30 days: ABCNews	22,524	21.1%	145
Newspaper/TV/Cable websites visited/apps used past 30 days: AZ Family 3TV/CBS 5	20,289	19.0%	74
Apps or websites used or visited past 30 days:Search: Bing	19,470	18.3%	108
Apps or websites used or visited past 30 days:Social media: TikTok	18,902	17.7%	76
Apps or websites used or visited past 30 days:Social media: LinkedIn	17,841	16.8%	68
Newspaper/TV/Cable websites visited/apps used past 30 days: ABC 15 Arizona KNXV	17,145	16.1%	63
Apps or websites used or visited past 30 days: ESPN	16,503	15.5%	121
Apps or websites used or visited past 30 days: FOXNews	16,110	15.1%	85
Apps or websites used or visited past 30 days:Social media: Pinterest	15,762	14.8%	72
Apps or websites used or visited past 30 days:Social media: Reddit	14,805	13.9%	116
Apps or websites used or visited past 30 days: CNN	14,454	13.6%	112
Newspaper/TV/Cable websites visited/apps used past 30 days: Fox 10 Phoenix KSAZ	14,442	13.6%	64
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	12,614	11.8%	120
Apps or websites used or visited past 30 days: CBSNews	11,332	10.6%	93
Apps or websites used or visited past 30 days: Realtor.com	8,755	8.2%	159
Apps or websites used or visited past 30 days: Wall Street Journal/WSJ.com	8,220	7.7%	106
Newspaper/TV/Cable websites visited/apps used past 30 days: AZTV.com/AZTV 7 KAZT	7,943	7.5%	131

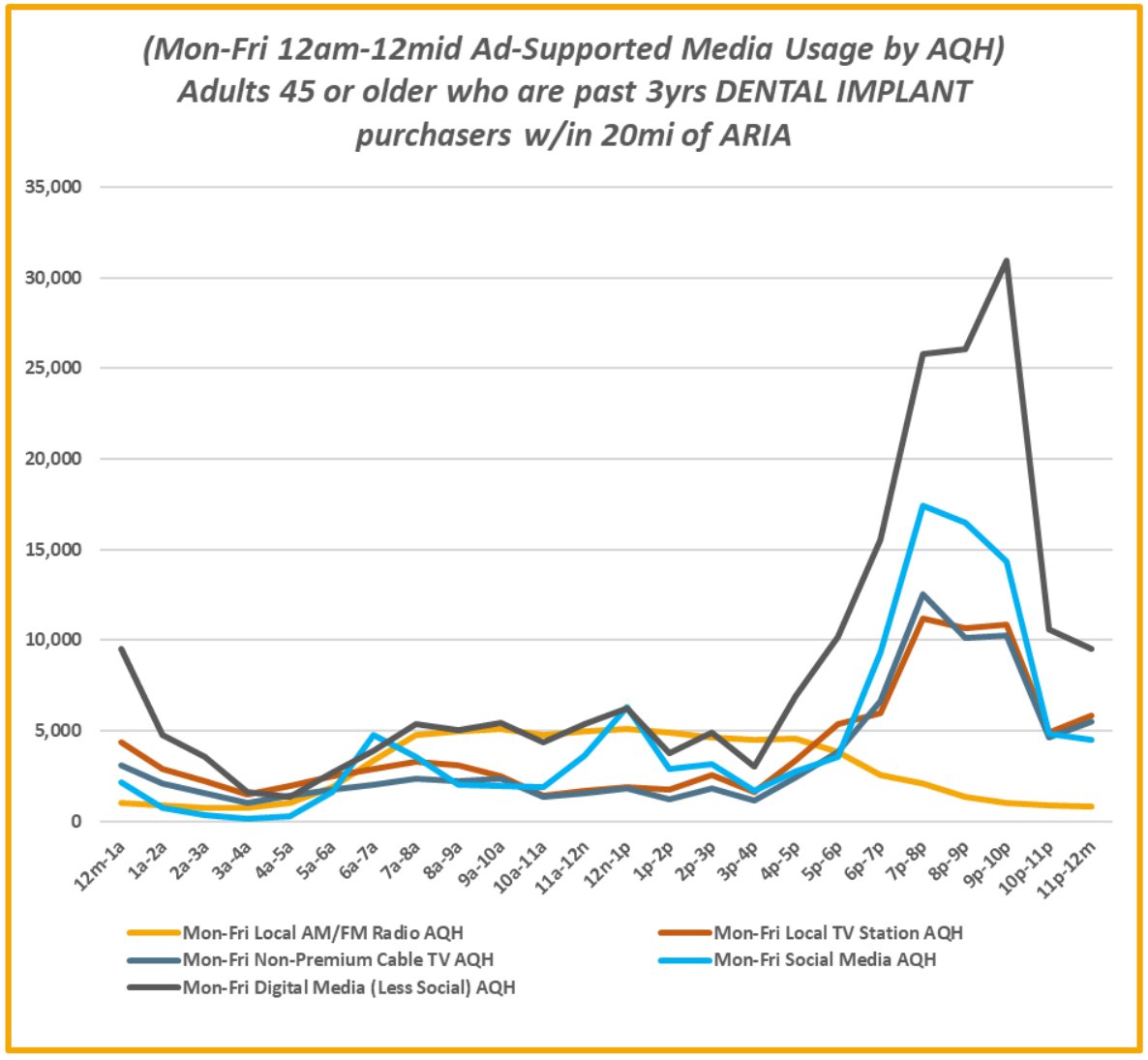
HUBBARD RADIO

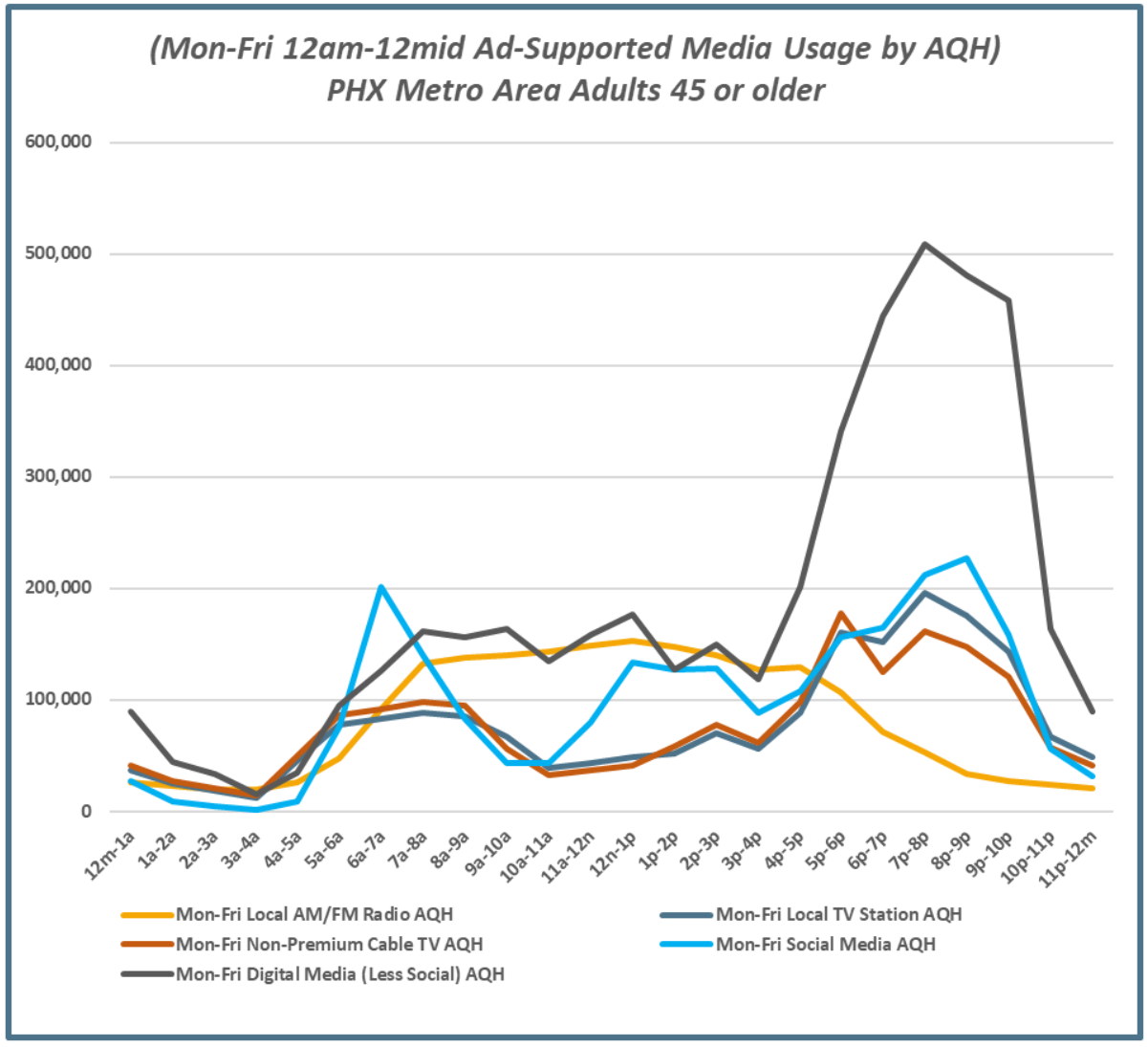
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85013; 85053; 85051; 85027; 85258; 85250; 85015; 85251; 85017; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85257; 85301; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85255; 85009; 85281; 85381; 85303; 85040; 85033; 85035; 85201; 85382; 85345; 85282; 85203; 85268; 85043; 85042; 85351; 85041; 85202; 85283; 85363; 85373; 85213; 85210; 85044; 85262; 85378; 85307; 85335; 85037; 85048; 85215; 85284; 85204; 85086; 85392; 85383; 85331; 85353

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,151; Local Radio: 4,451; Social Media: 3,646; Local TV: 2,869; Non-Prem. Cable: 2,360 reaching Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

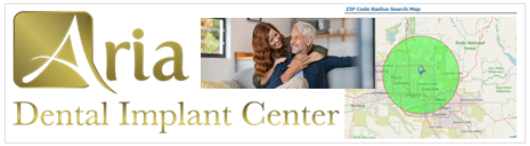
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

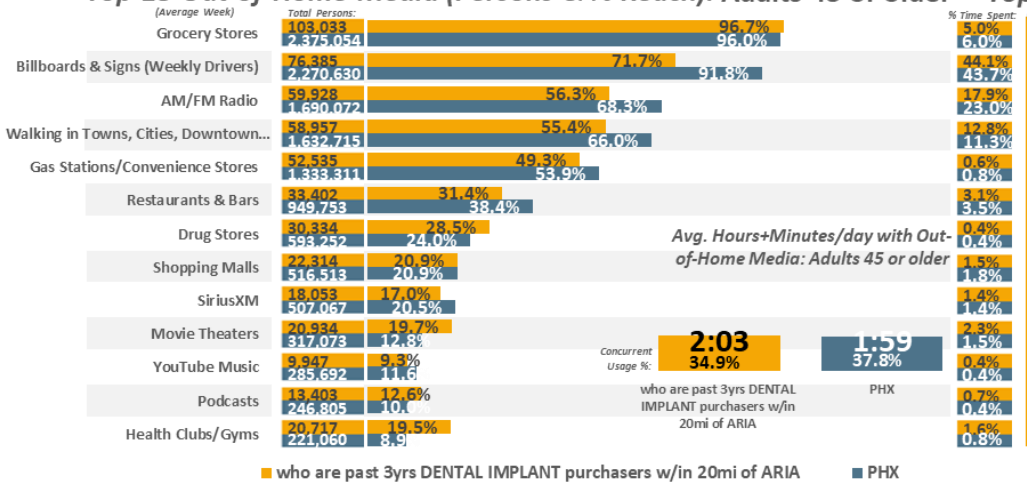
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

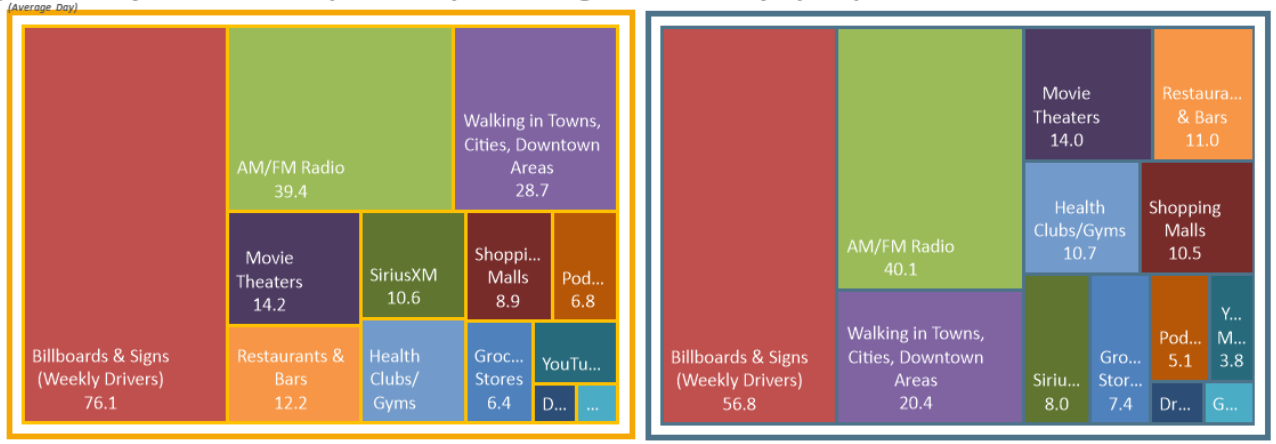


76,385 or 71.7% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an average of 76.1 minutes per day driving, seeing Billboards and Signs. 53.1% Listen to Local Radio Stations Out-of-Home for an average of 32.8 min

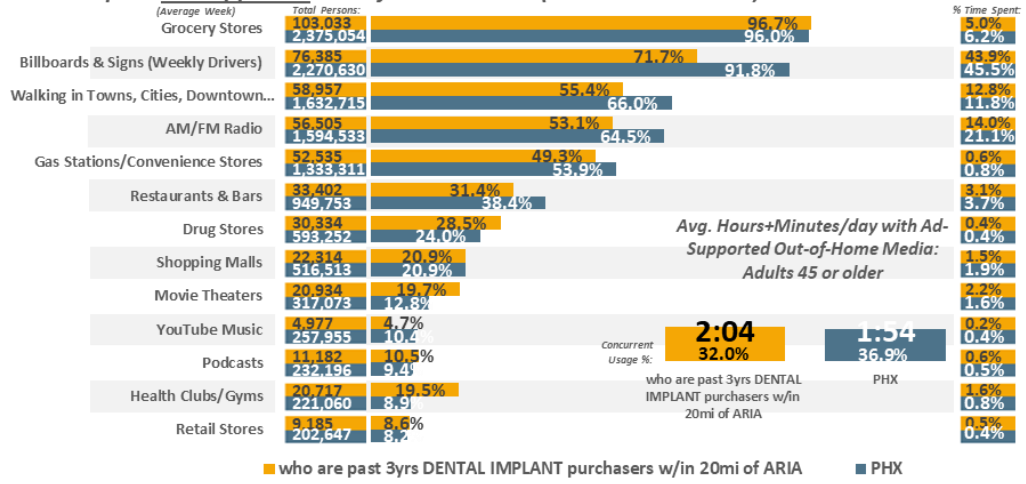
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 or older



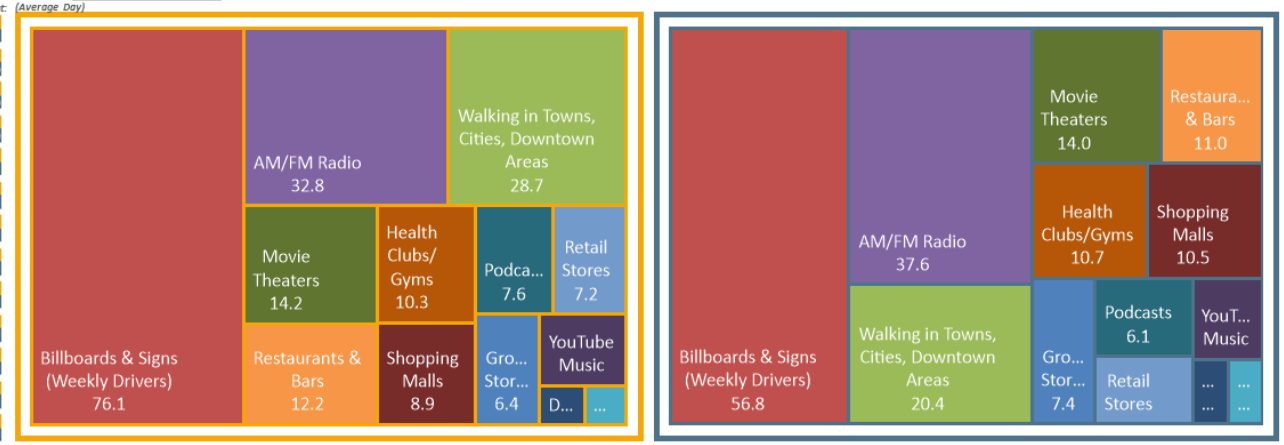
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

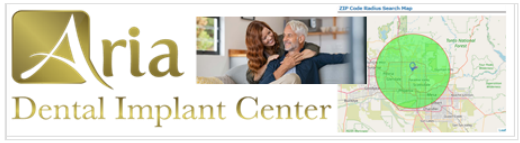
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

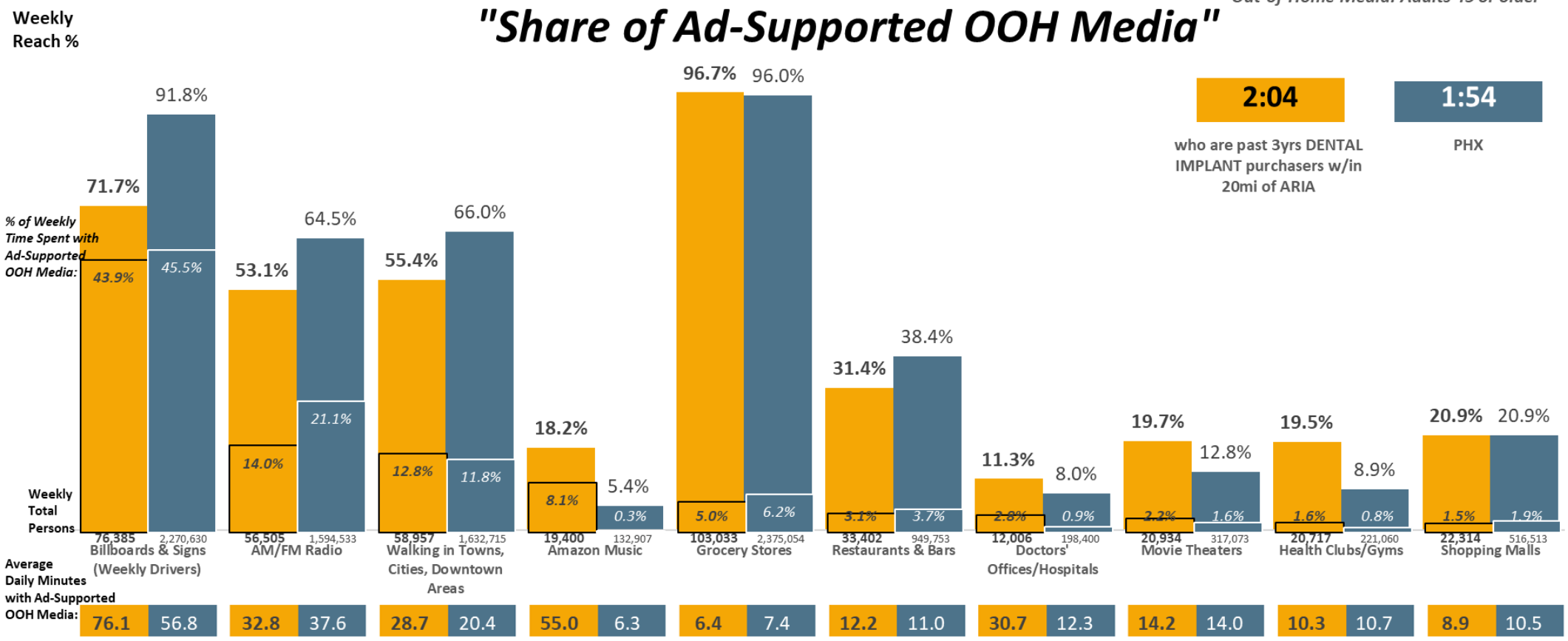
98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital



76,385 or 71.7% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an average of 76.1 minutes per day driving, seeing Billboards and Signs representing 43.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 45 or older

"Share of Ad-Supported OOH Media"



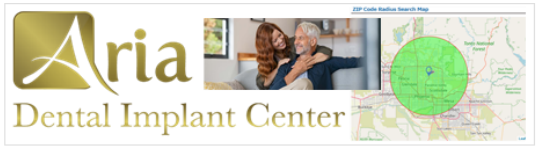
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,008

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

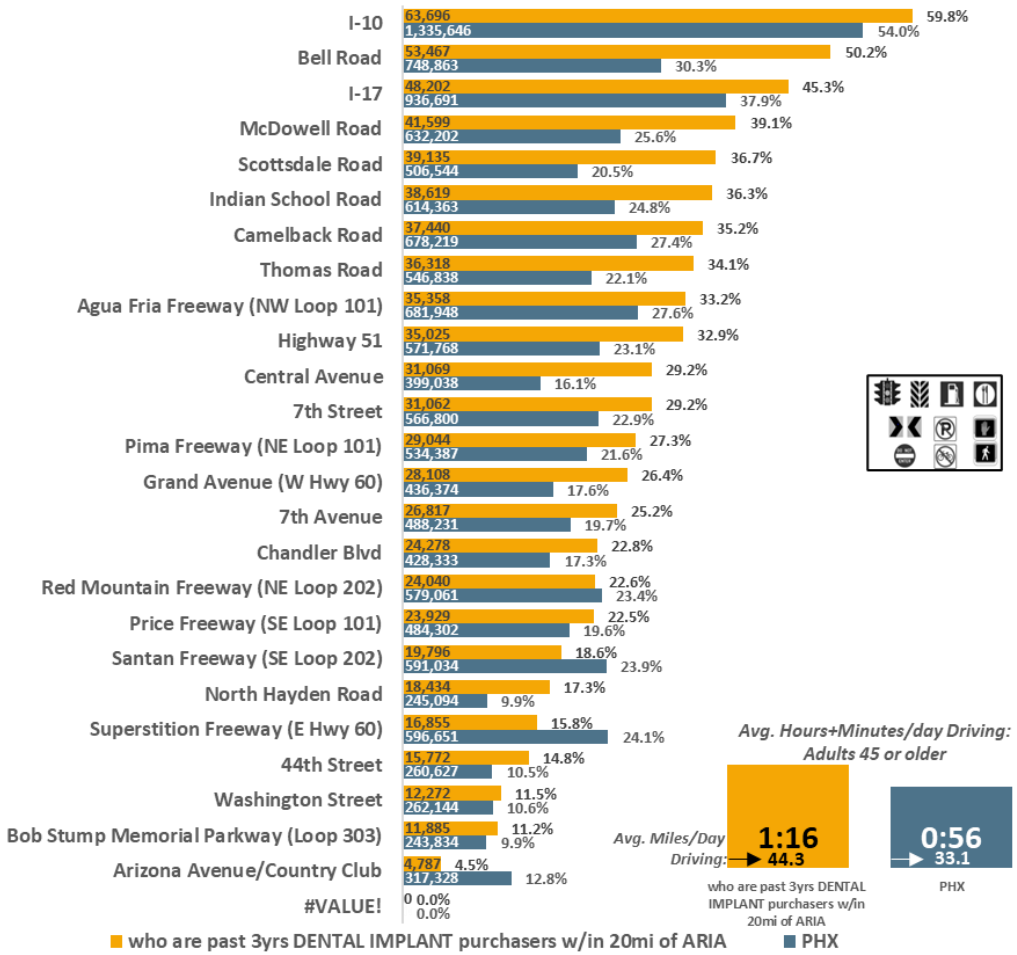
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

HUBBARD RADIO
98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM 92.7 KAZG
2060 Digital

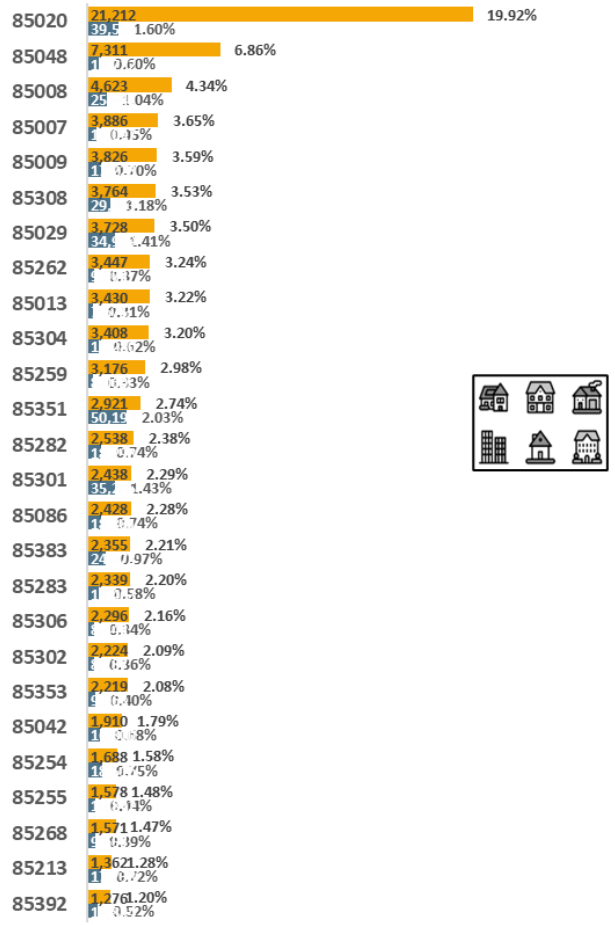


76,385 or 71.7% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA spend an average of 76.1 minutes per day driving an average of 44.3 miles each day and are 80.8% more likely to use Central Avenue than the Metro average.

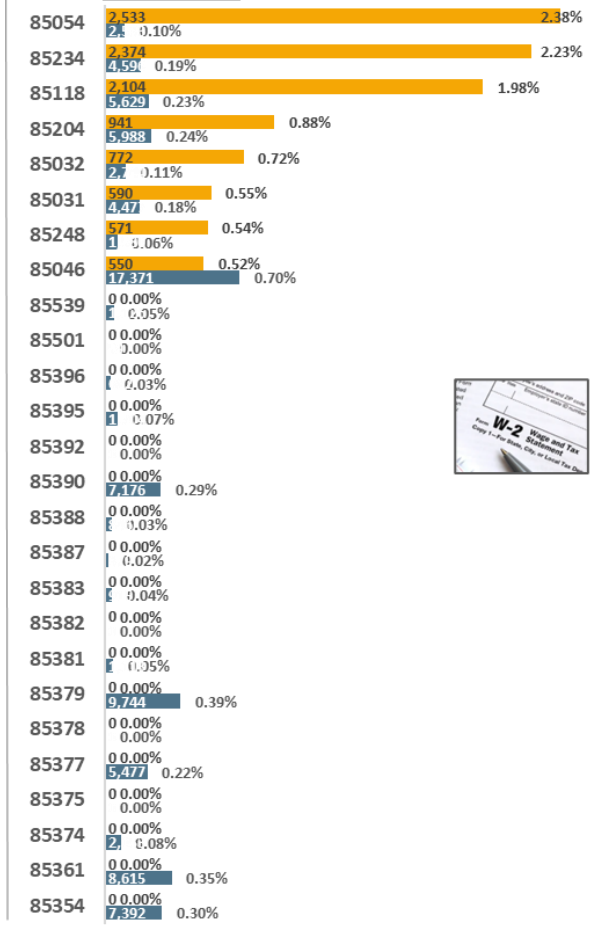
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 45 or older



Top-26 Residential Zip Codes: Adults 45 or older



Top-26 Employment Zip Codes: Adults 45 or older



soefa.ai Share of Everything for Anything ©

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

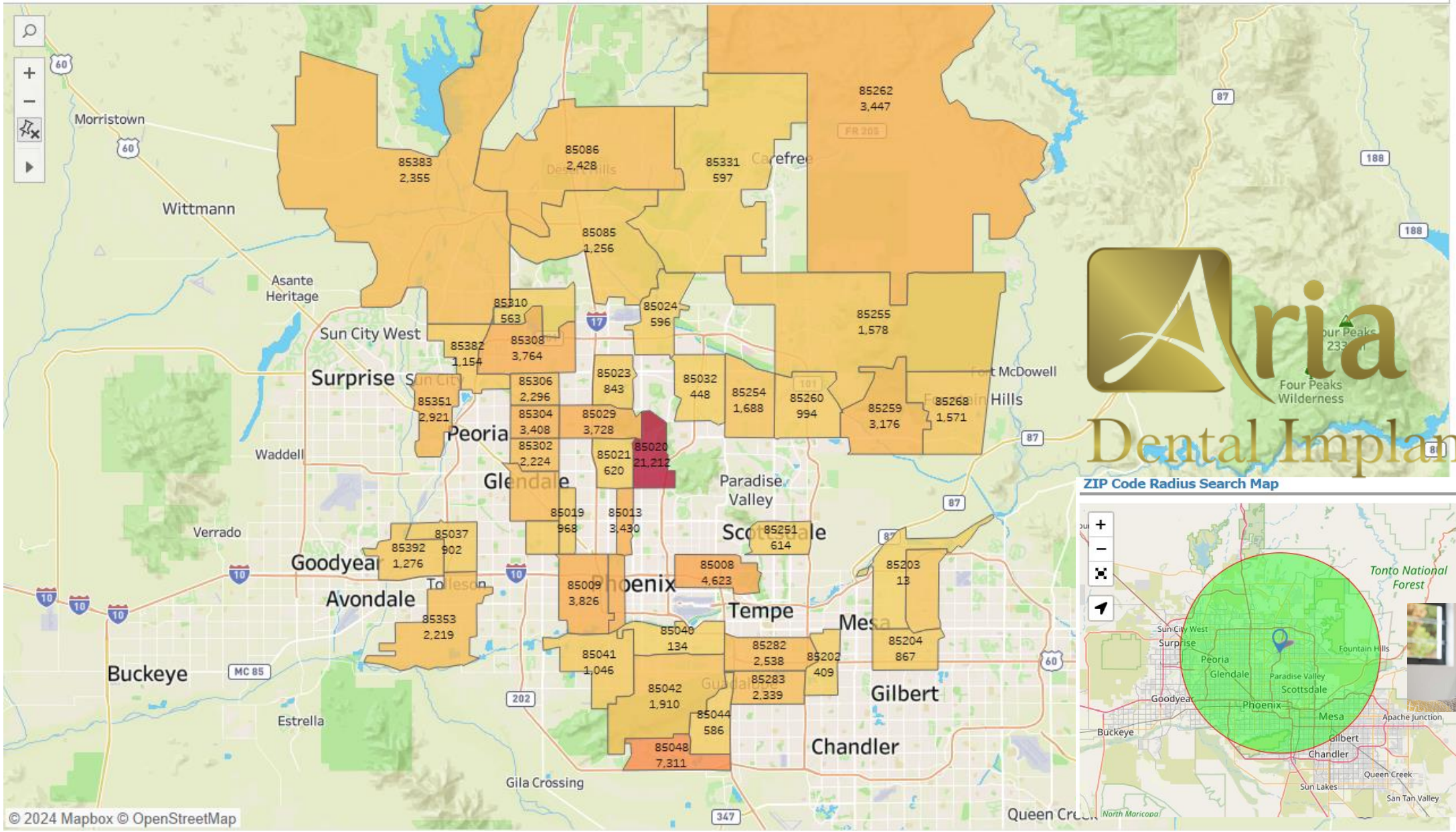
HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

Top Residential Zip Codes: (Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA)

SUM(Adults 45 or older ...
13 21,212



Aria
Dental Implant Center

ZIP Code Radius Search Map

HUBBARD RADIO

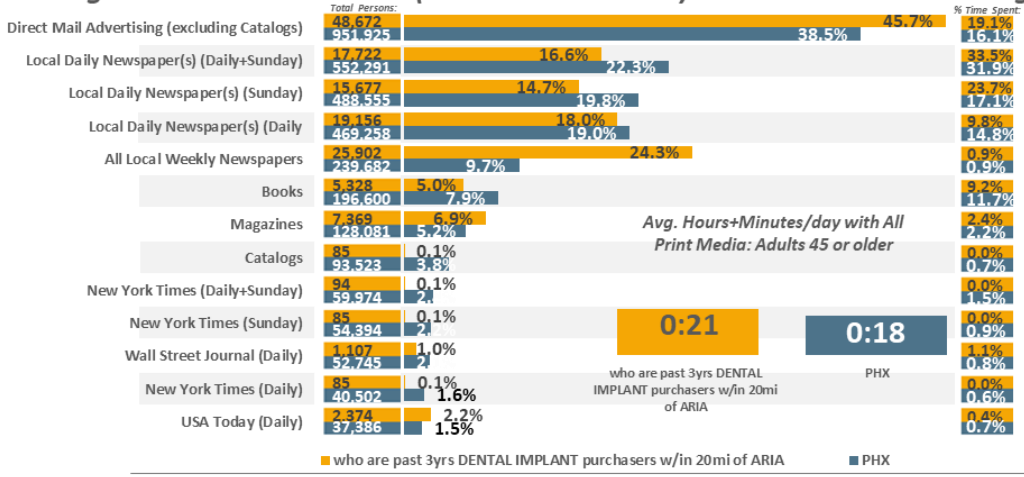
Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK | 100.7 FM KSLX CLASSIC ROCK | 93.3 ALT • AZ ARIZONA'S ALTERNATIVE | OLDIES 1440 AM | 92.7 KAZG | 2060 Digital

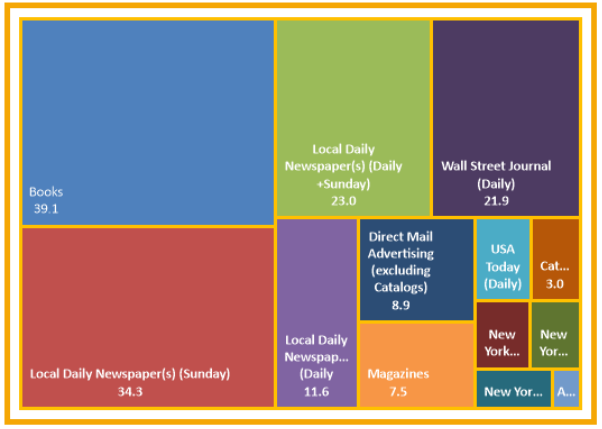


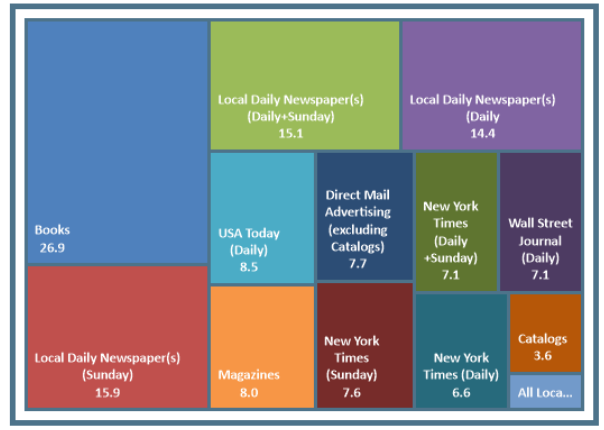
17,722 or 16.6% of Adults 45 or older who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 23. minutes every day representing 36.8% of all time spent daily with All forms of Print M

Avg. Week All Print Media (Persons & % Reach): Adults 45 or older



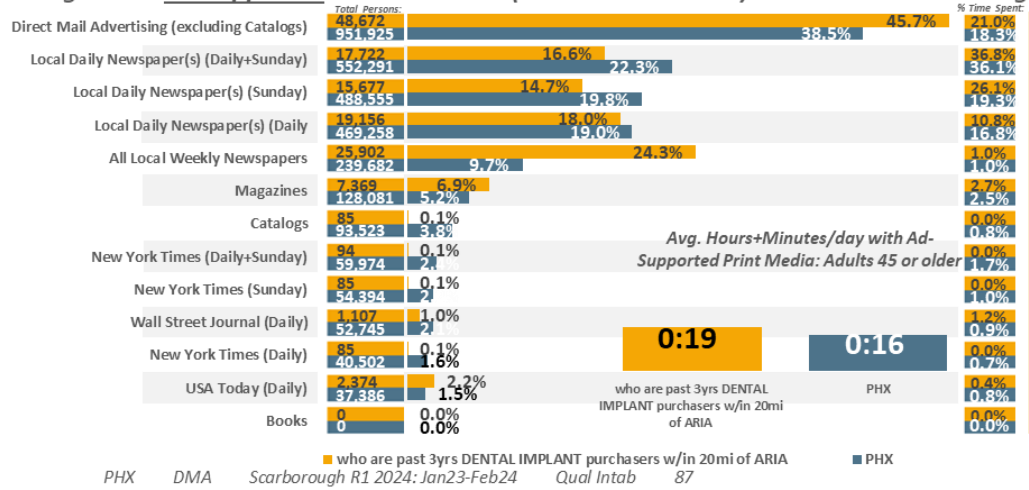
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older



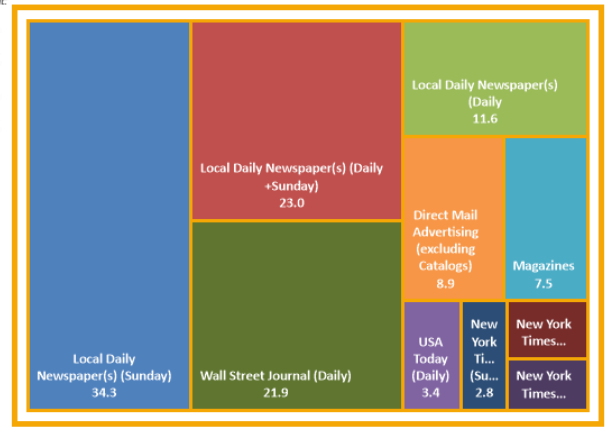


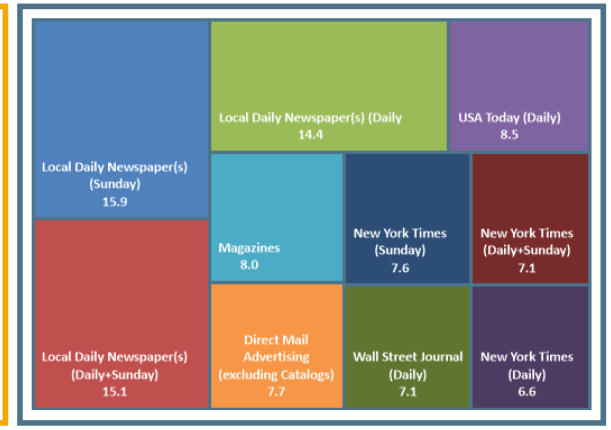
who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA ■ PHX

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 or older





who are past 3yrs DENTAL IMPLANT purchasers w/in 20mi of ARIA ■ PHX

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 87

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Medical services HHLD received past 3 years (HHLD): Dental implants)
Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85053; 85051; 85013; 85027; 85258; 85015; 85250; 85017; 85251; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85301; 85257; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85009; 85255; 85381; 85303; 85281; 85040; 85033; 85035; 85382; 85201; 85345; 85282

98kUPD ARIZONA'S REAL ROCK · 100.7 FM KSLX CLASSIC ROCK · 93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE · OLDIES 1440 AM 92.7 KAZG · 2060 Digital

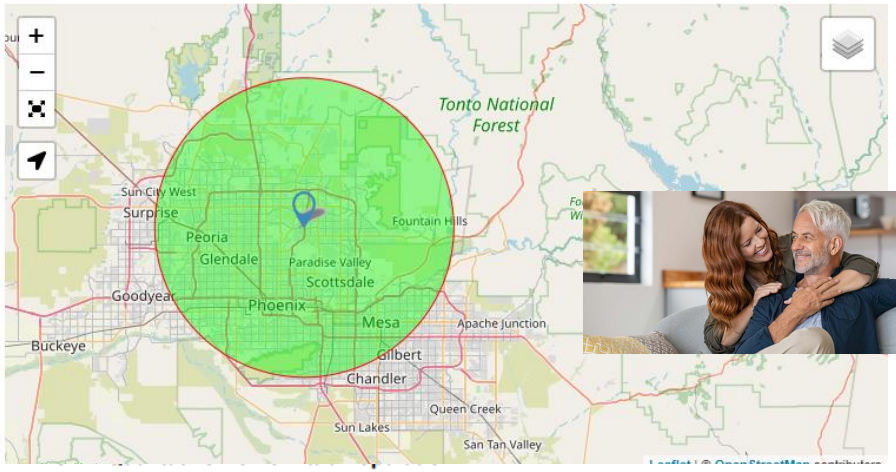
Aria Dental Implant Center

Over **106,000** Age 45+ Adults *within a 20-mile radius of* **ARIA DENTAL IMPLANT CENTER** purchased **DENTAL IMPLANTS** in the past 3yrs. **17.6%** read **Arizona Highways**.

PHOENIX (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-FEB24
ADULTS 45+

	WHO I am Looking At		
	Medical services HHLD received past 3 years (HHLD): Dental implants		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Magazines read past 6 months: Arizona Highways	18,736	17.6%	158
Newspapers: Arizona Republic (Daily)	17,757	16.7%	133
Newspapers: Arizona Republic (Sunday)	15,677	14.7%	70
Non-daily newspapers read past 6 months: Phoenix New Times	12,338	11.6%	78
Magazines read past 6 months: PHOENIX Magazine	8,139	7.6%	93
Magazines read past 6 months: Arizona PBS	7,934	7.4%	125
Magazines read past 6 months: Segunda Mano	7,448	7.0%	189
Magazines read past 6 months: ¡Qué! Magazine	7,448	7.0%	227
Magazines read past 6 months: Phoenix Home & Garden	7,132	6.7%	108
Non-daily newspapers read past 6 months: TV y Más	6,748	6.3%	99
Non-daily newspapers read past 6 months: Prensa Arizona	6,037	5.7%	162
Non-daily newspapers read past 6 months: West Valley View	5,024	4.7%	160
Magazines read past 6 months: Arizona Foothills	4,011	3.8%	192
Magazines read past 6 months: Lovin' Life After 50	2,421	2.3%	150
Newspapers: USA Today (Daily)	2,374	2.2%	115
Magazines read past 6 months: Sunset Magazine	2,084	2.0%	105
Non-daily newspapers read past 6 months: Arizona Business Gazette	1,761	1.7%	41
Non-daily newspapers read past 6 months: Phoenix Business Journal	1,201	1.1%	38
Newspapers: Wall Street Journal (Daily)	1,107	1.0%	32
Non-daily newspapers read past 6 months: East Valley Tribune	772	0.7%	95
Newspapers: Daily Independent (Tues, Wed, Thurs, Fri) (Daily)	292	0.3%	8
Newspapers: New York Times (Daily)	0	0.0%	0
Newspapers: New York Times (Sunday)	0	0.0%	0
Magazines read past 6 months: College Times	0	0.0%	0
Magazines read past 6 months: Southern Living	0	0.0%	0
Non-daily newspapers read past 6 months: SanTan Sun News	0	0.0%	0

ZIP Code Radius Search Map



Age/Gender	Qualitative	Population
Adults 45+	Medical services HHLD received past 3 years (HHLD): Dental implants	106509

Custom Geo = 85028; 85032; 85020; 85022; 85254; 85023; 85021; 85029; 85016; 85050; 85024; 85014; 85018; 85260; 85013; 85053; 85051; 85027; 85258; 85250; 85015; 85251; 85017; 85006; 85008; 85304; 85306; 85019; 85302; 85004; 85257; 85301; 85003; 85308; 85007; 85031; 85259; 85085; 85310; 85255; 85009; 85281; 85381; 85303; 85040; 85033; 85035; 85201; 85382; 85345; 85282; 85203; 85268; 85043; 85042; 85351; 85041; 85202; 85283; 85363; 85373; 85213; 85210; 85044; 85262; 85378; 85307; 85335; 85037; 85048; 85215; 85284; 85204; 85086; 85392; 85383; 85331; 85353

HUBBARD RADIO
98kUPD ARIZONA'S REAL ROCK
100.7 FM KSLX CLASSIC ROCK
93.3 ALT ★ AZ ARIZONA'S ALTERNATIVE
OLDIES 1440 AM | 92.7 KAZG
2060 Digital