

The background features a dark blue gradient with a prominent, glowing tunnel-like structure on the right side. This structure is composed of many thin, parallel lines that curve and converge, creating a sense of depth and movement. The lines are illuminated from within, giving them a bright, ethereal quality. The overall effect is modern and dynamic.

The Case for Christian Radio

UNPARALLELED REACH AND RESPONSE

Why Radio?

- Radio is always on!
- Radio reaches **92% of the population** each week (12+)
- Radio's weekly potential audience is **248 million** (12+)
- Radio reaches targeted demographics
- Radio is a call-to-action medium

Why Radio?

- Radio is proven to drive consumers to advertisers' web sites
- Listeners tend to listen to relatively few radio stations and are extremely loyal to their favorites.
- Listeners feel an emotional connection with their preferred radio stations
- Formats allow advertisers to speak selectively to consumers they want to reach

Why Radio?

- 45% of radio listeners say that that “Radio keeps me company.”
- Women are far more likely to turn to radio for companionship than men.
- Radio is an intimate relationship between an on-air personality and a consumer – one unlike any other medium shares with its audience.

Why Christian Radio?

- More than 20 million weekly listeners to Christian radio (18+)
 - 57% are between the ages of 25-54
 - 62% are between the ages of 35-64
 - 25% have a bachelors/associates degree
 - 52% are employed full time
 - 24% have a household income \$50k-99.9K

Why Christian Radio?

- More than 20 million weekly listeners to Christian radio (18+)
 - 65% are married
 - 87% listen in a vehicle
 - 31% listen at home
 - 14% listen at work
 - 80% of listeners use some form of social media

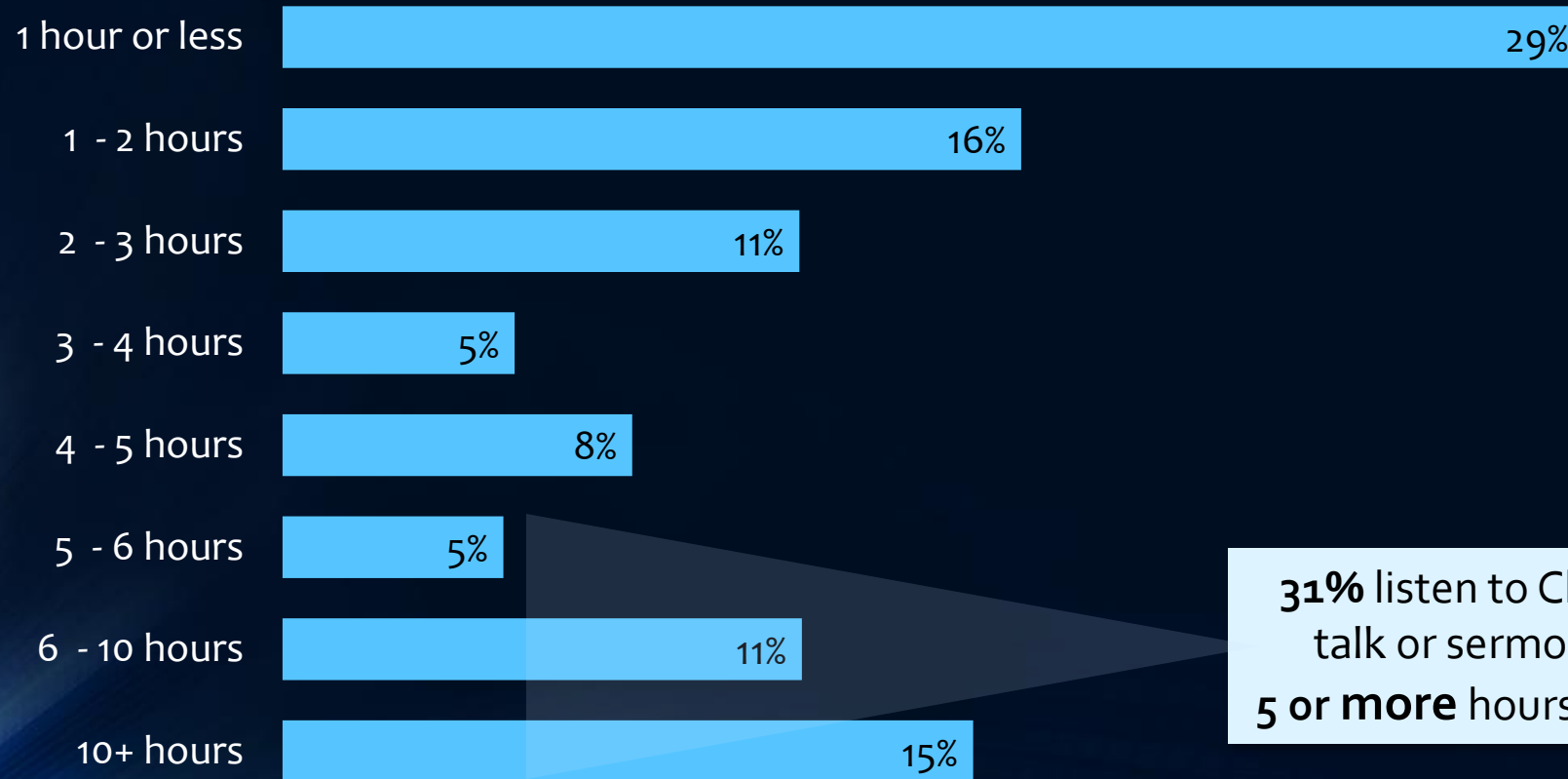
Who is the Christian Radio Listener?

In 2014, Salem Communications, Nielsen Audio and Edison Research released the results of an extensive study designed to learn more about the Christian Radio Audience.

Following are some of the questions and the answers from that study.

Time Spent Listening:

“In a typical week, approximately how much time do you spend listening to Christian talk or sermons on over-the-air AM/FM Radio?”



31% listen to Christian talk or sermons for **5 or more** hours a week!

Christian Media Usage Per Week:

“In a typical week, do you...”

% WHO DO ACTIVITY IN A TYPICAL WEEK

Listen to **Christian TALK or
SERMONS** on the radio

84%

Listen to **Christian MUSIC**
on the radio

81%

Watch **Christian TV**

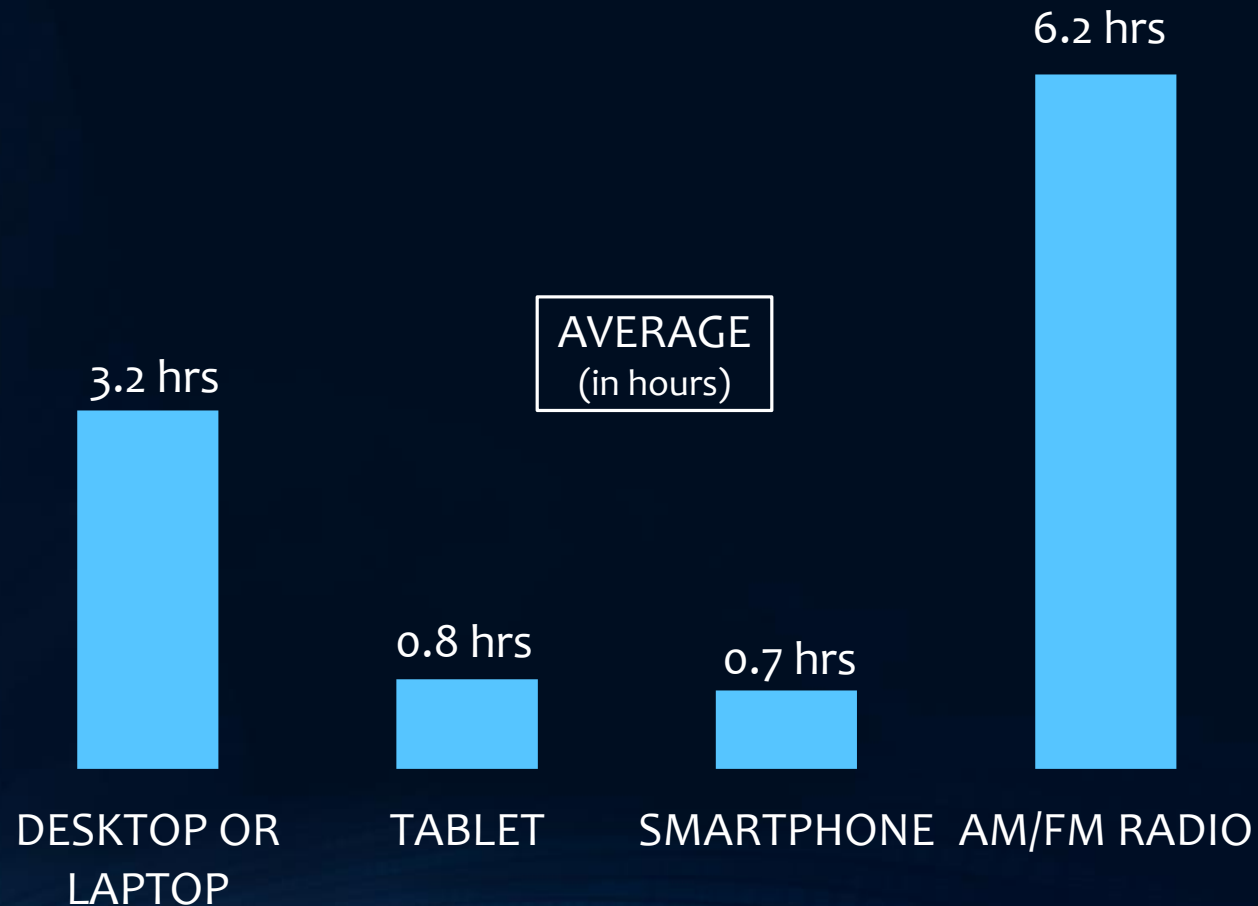
52%

Read **Christian content
MAGAZINES**

50%

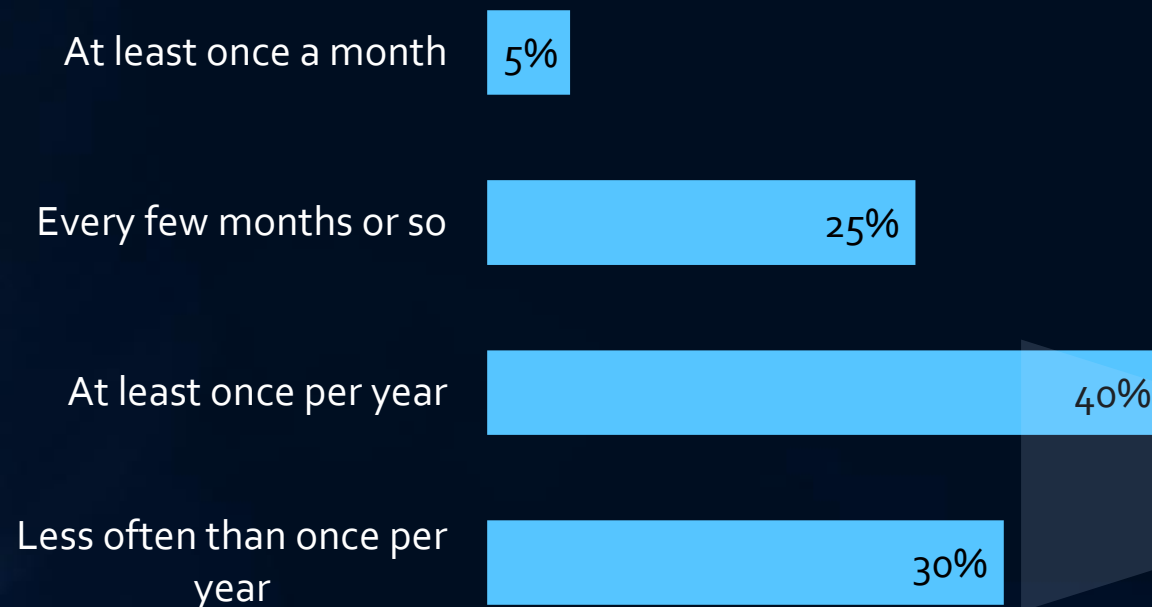
Time spent listening by platform:

“In a typical week, approximately how much time do you spend listening to Christian talk or sermons on a...”



Ministry Product Purchases:

38% of all Christian radio survey respondents said they purchased a product they heard offered by a ministry on the radio.

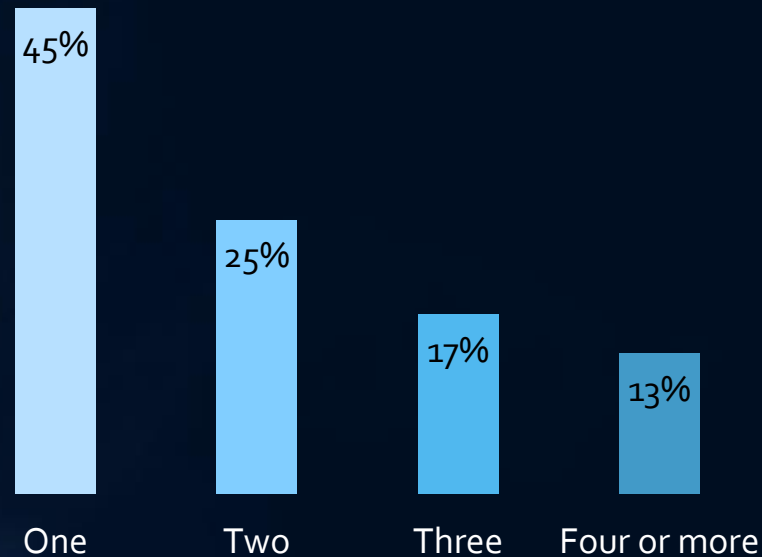


Out of those that have purchased a ministry product, 70% made a purchase once a year or more.

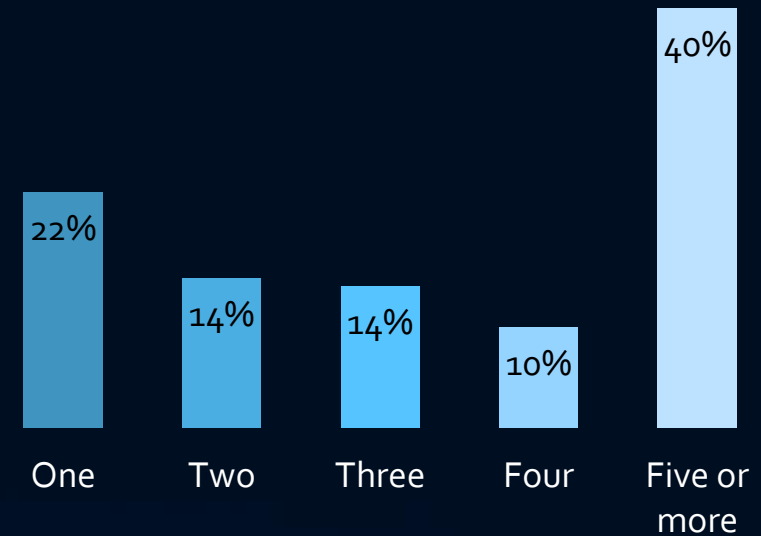
Ministry Donations:

“In the last six months...”

“How many **MINISTRIES** that you listen to on the radio have you made a monetary donation to?”



“How many **DONATIONS** have you made to ministries that you listen to on the radio?”

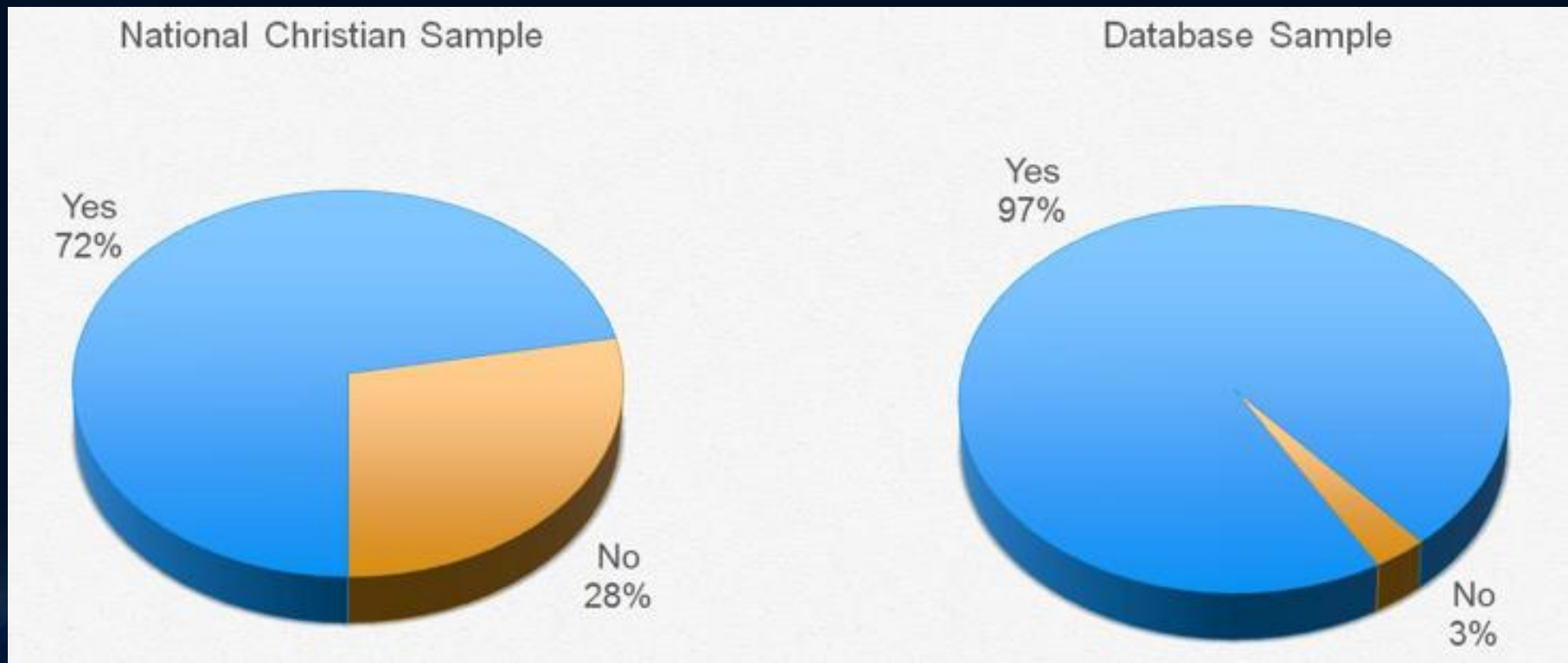


Who are the Christian Ministry Donors?

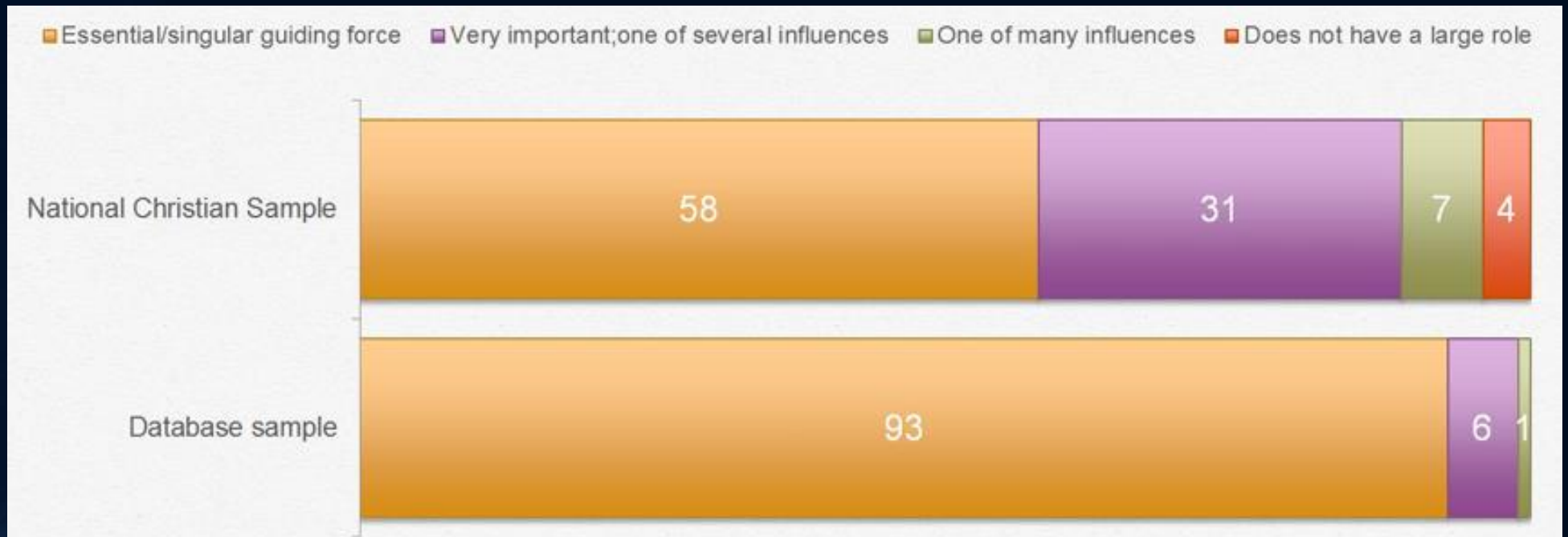
In 2013, Ambassador Advertising and Edison Research released the results of an extensive study to learn more about donors to Christian Ministries.

- The study looked at donors to three national ministries.
- Two groups were compared:
 - Consumers with a Christian affiliation, but not listeners to Christian radio (“National Christian Sample”)
 - Respondents from the participating ministries’ donor list (“Database Sample”)

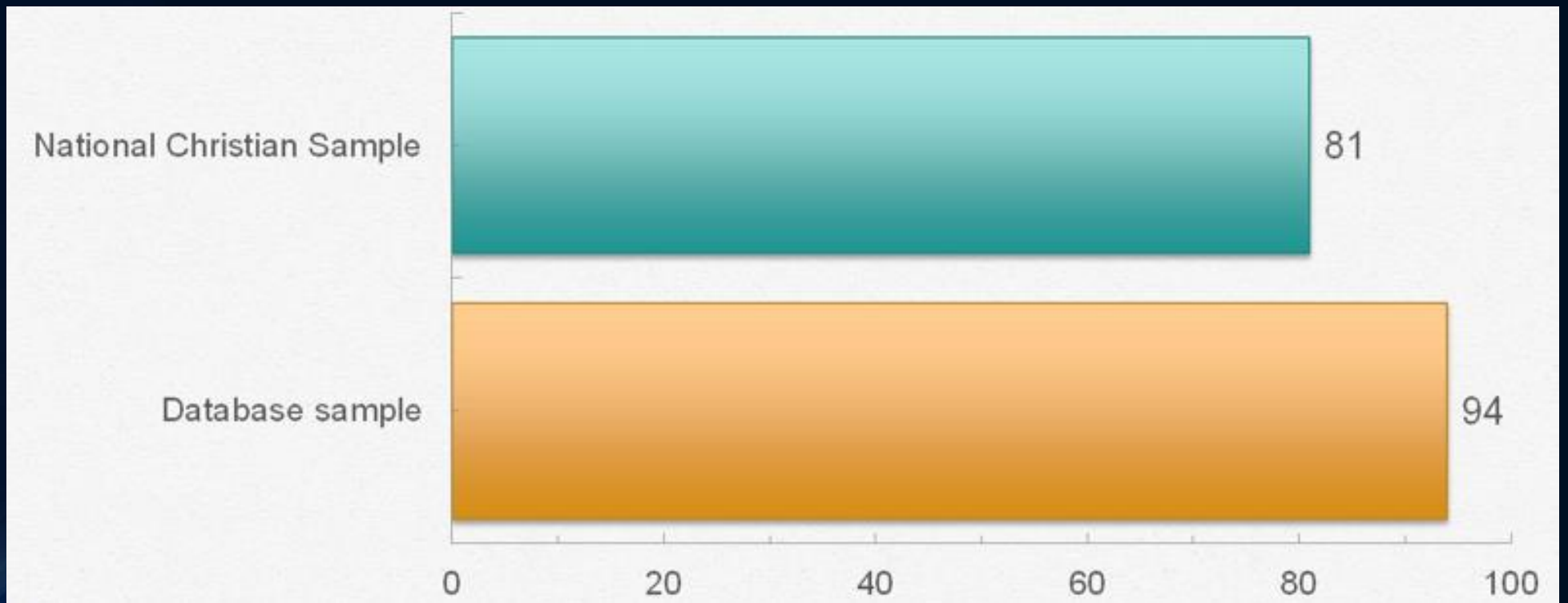
Christian Radio Listeners vs Ministry Donors: “Would you describe yourself as Born again or Evangelical?”



Christian Radio Listeners vs Ministry Donors: “How central is religion in your life?”



Christian Radio Listeners vs Ministry Donors: “Are you a regular donor to a local church?”



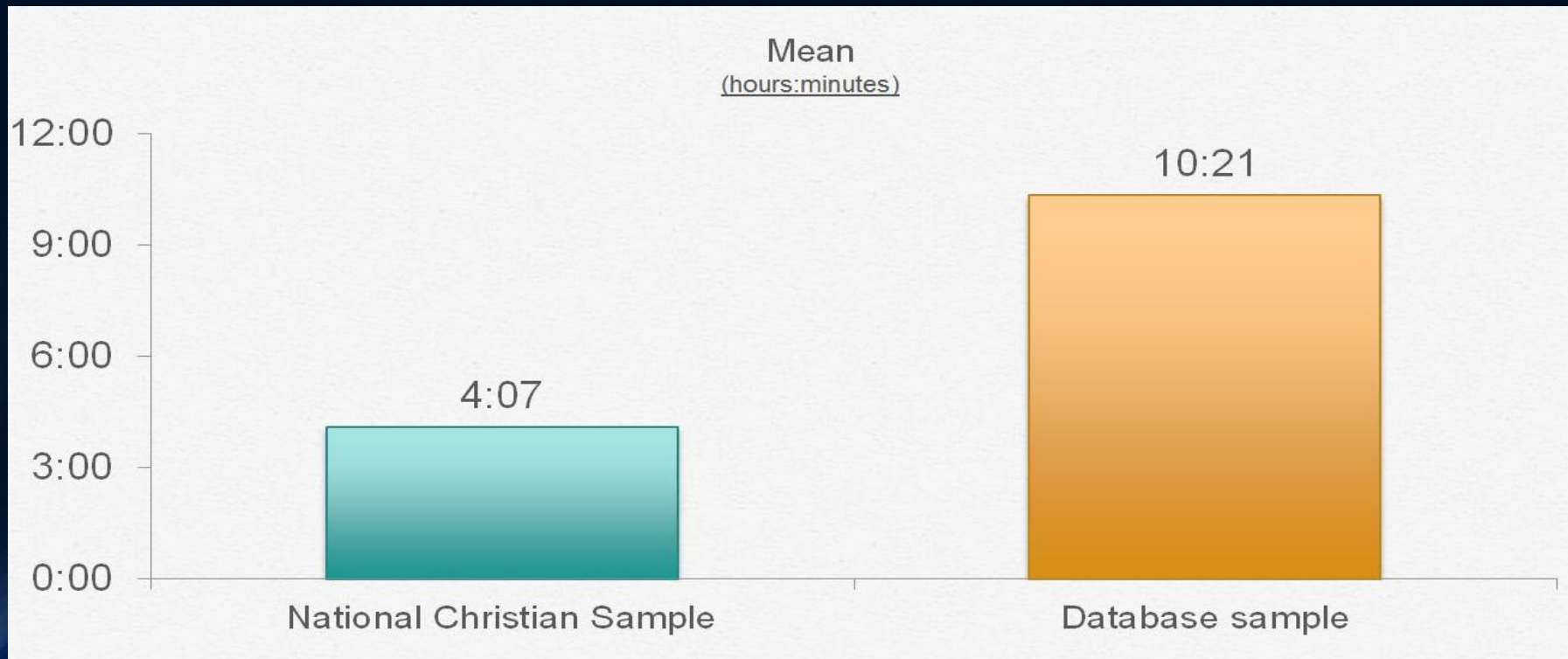
Christian Radio Listeners vs Ministry Donors:

“How often do you listen to a Christian teaching talk radio station, either on AM/FM or online?”



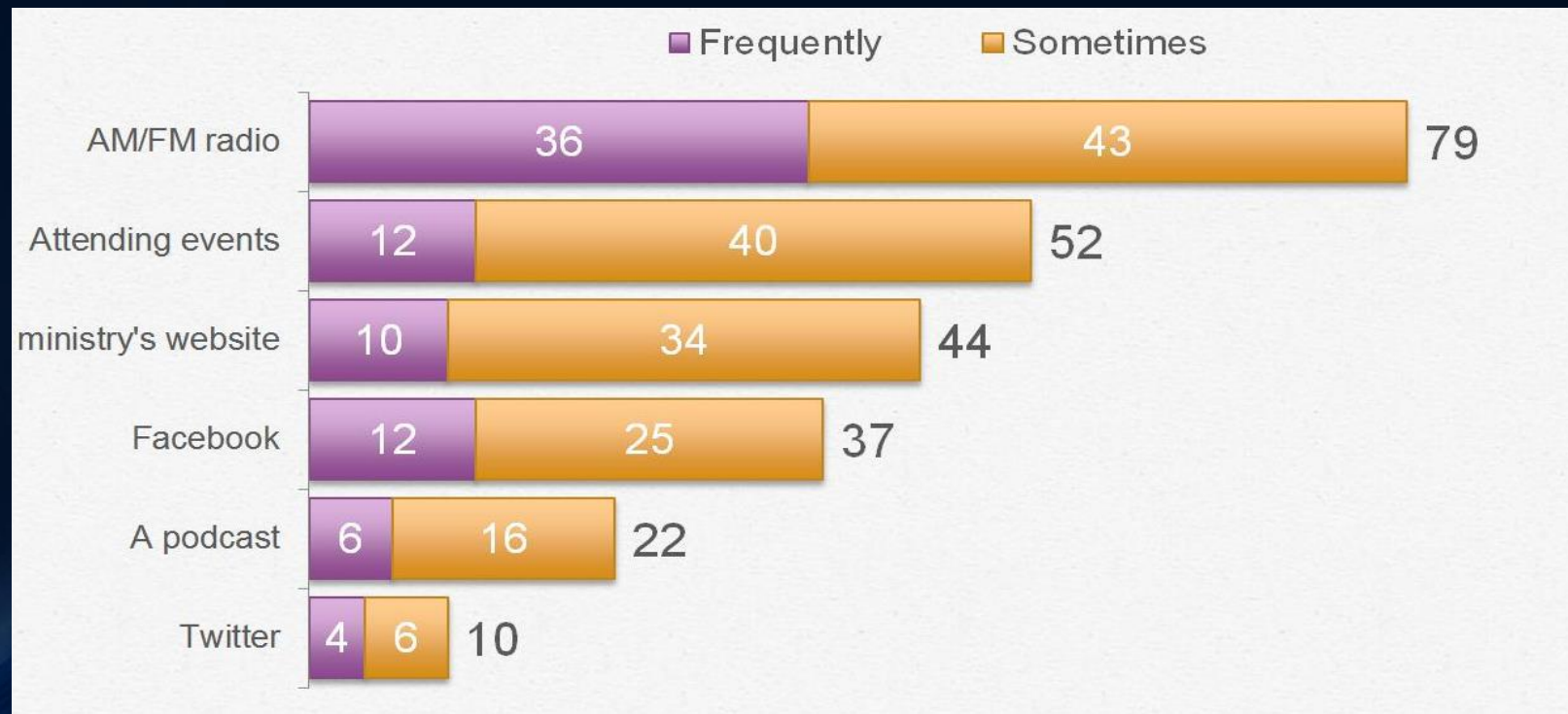
Christian Radio Listeners vs Ministry Donors:

“How much time have you spent listening to Christian radio in the last week?”



Christian Radio Listeners vs Ministry Donors:

“How often do you use (item) to follow a ministry program on the radio? (National Christian Sample)



How Radio Helps Ministry

“Radio gives us the ability to touch large numbers of lives with God’s transforming truth and build relationships that listeners take seriously and see as spiritually significant. Radio is instant, it’s personal, it’s portable, and it speaks to the mind—it takes people well beyond entertainment and engages their thinking.”

-Jay Flowers, Chief Operating Officer – Grace to You

“For more than 40 years radio has been the primary connection point Focus on the Family, reaching the largest audience with the biggest impact of all our outreaches. Putting our trusted advice into the intimate, immediate realm of Christian radio has built a deep relationship with millions of listeners worldwide.”

-John Fuller, Vice President of the Audio Team – Focus on the Family

Radio Review

- Radio is available free, everywhere and at any time.
- Radio is central to people's lives and remains a powerful tool motivating listeners to action.
- Christian Radio listeners are largely committed to their faith and active in their local churches.
- A majority of Christian radio listeners are converted into ministry donors and a majority support multiple ministries over the course of the year.

Radio Review

For unparalleled, cost-effective reach to
(and response from) the most committed
Christians . . .

. . . the answer is Christian Radio!

So faith comes from hearing, and hearing through the word of Christ.

Romans 10:17 (ESV)

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