



NEWS
RADIO

THE MARKETERS' GUIDE TO

NEWS RADIO

Trustworthy & brand-ready news

NEWS
RADIO
NEWS

THE NEWS RADIO ADVANTAGE

Radio beats TV news and social media as the most trusted source for news

Station credibility extends to advertisers: 92% of listeners pay attention to ads on news radio

3/4 of listeners like to learn about local businesses through ads

In today's fast-paced world, our lives are overflowing with information. Our phones never stop buzzing, social media is a constant distraction, and talking heads dominate TV news. Yet, Americans need credible news we can trust. The answer?
Local news radio.

Whether it's during a morning commute, a quick break at work, or the evening wind-down, millions of listeners turn to their trusted news radio stations for the latest updates, insights, and stories that shape their community and the world.

For them, local radio isn't just another news source; it's a trusted voice that's deeply connected to the communities it serves. And that trust doesn't just stop at the news content — it extends to the brands that partner with these stations. At Audacy, we understand this connection, and we know that when you advertise on our news radio stations, you're tapping into something truly special: America's most sought-after audiences.

MEET THE HEADLINE HOUNDS

America's most
sought-after
audiences
choose news

WHAT MAKES NEWS RADIO SO POWERFUL? IT'S OUR AUDIENCE.

According to a recent Stagwell news study, there are more news enthusiasts than any other segment of media consumers in the country. In fact "news junkies" are more prevalent than sports or entertainment fans.

These are the individuals who are deeply engaged with the world around them, constantly seeking information, and turning to trusted news sources to stay informed. And they are not just any audience—these are the high-value consumers that brands are eager to reach.

OUR AUDACY NEWS LISTENERS STAND OUT. THEY'RE AFFLUENT, EDUCATED, AND INFLUENTIAL.

Affluent audience

More than half earn \$250,000+ per year

One-quarter have a net worth of \$1 million or more

Successful young adults

88% are 35+

26% more likely to be a college graduate

Business decision-makers

More likely to be:

- Management (+15%)
- Business & Financial Operations (+12%)
- Business Decision-Makers (+7%)
- Small Business Owners (+6%)

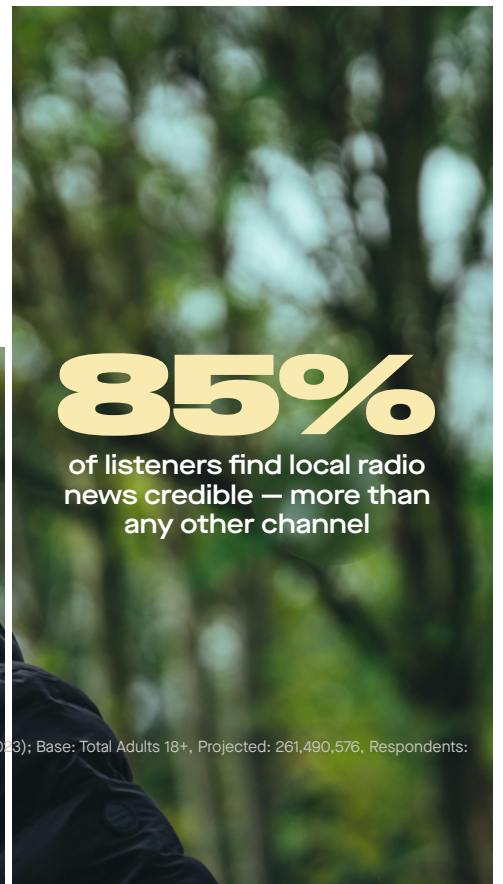
Dedicated news consumers

Listen to news radio for an average of 4.8 hours a week

Big-ticket item purchasers

2x more likely to buy a second home

1.3 times more likely to buy or lease a high-end vehicle

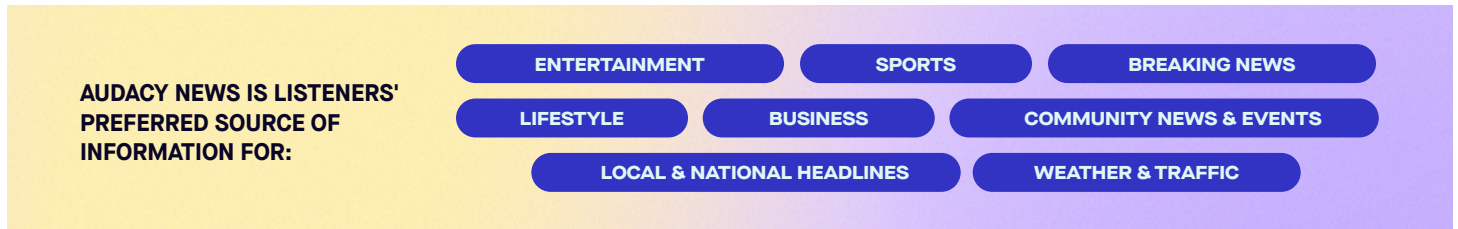


85%

of listeners find local radio news credible — more than any other channel

For news consumers, listening to news on the radio isn't just a habit; it's an essential part of their daily routine. In fact **7 in 10 consider news radio a vital part of their day**, turning to us for everything from local and community news to weather, traffic, sports, and entertainment.

Source: Audacy 'All About News' Survey; July 2023; Q6: Any agree: Listening to news on the radio is an essential part of my daily routine.



NEWS LISTENERS ARE COMMUNITY INFLUENCERS

Local news listeners are more than just passive consumers of information; they are deeply engaged community leaders who actively shape the fabric of their neighborhoods.

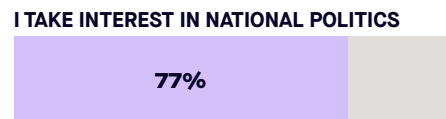
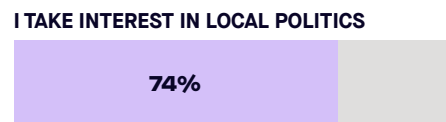
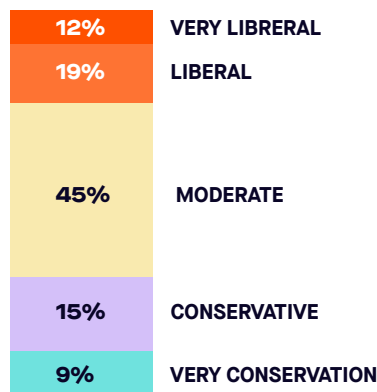
These listeners are influencers in the truest sense, driven by

7 IN 10
 News Radio listeners step forward to be involved in their local communities and are frequently asked for their opinions

Source: 2024 Alter Agents study commissioned by Audacy
 Base: Total Local News Listeners (n=2542)

a strong sense of civic duty and a passion for local issues. They're active voters with moderate views that span the political spectrum. These listeners care about community news and national affairs, so they can understand how national policies "affect my block".

ALMOST ALL LOCAL NEWS RADIO LISTENERS ARE REGISTERED VOTERS AND THE MAJORITY HOLD MODERATE POLITICAL VIEWS



Source: 2024 Alter Agents study commissioned by Audacy Base: Total Local News Listeners (n=2542)

For advertisers, this represents an extraordinary opportunity to connect with a high-quality, engaged audience who is both influential and trusted within their local communities.

TRUST
TRUST
TRUST

The
cornerstone
of news radio

CREDIBILITY COUNTS.

When it comes to the news, trust and credibility count. And so does brand safety. That's a term frequently used in the news arena, and for good reason. Advertisers need to know that their brand messaging is showing up on a platform that's trusted, and their ads are placed around stories that steer clear of volatile or controversial topics.

That's why Audacy partnered with market research consultancy, Alter Agents – to uncover the truth about news advertising when it comes to attention, engagement, trust, and brand safety. And the results are pretty eye ear-opening.

NEWS RADIO IS MORE TRUSTED THAN ANY OTHER MEDIUM

At a time when Americans need dependable news, reliable sources are shrinking. While local newspapers are closing down and cable news bleats opinions, news radio is more vital than ever. Local news radio sticks to a time-tested formula: delivering fact-based, unbiased journalism. No spin, just news. That nonpartisan, community-focused approach builds deep trust with listeners.

RADIO IS THE MOST TRUSTED SOURCE FOR NEWS

TOP 5 ATTRIBUTES OF LOCAL NEWS RADIO

IMPORTANT

Top source to get information needed for the day

RELEVANT

Local news radio is the most community-focused news source

RELATABLE

Local news radio is the most relatable news source

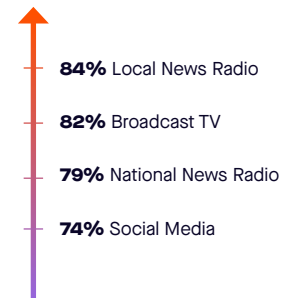
INFORMATIVE

Half of Audacy Market Listeners feel their local station is necessary to keep them informed

TRUSTED

Local news is most trusted on radio compared to TV or social media

TRUST IN NEWS SOURCE



Source: 2024 Alter Agents study commissioned by Audacy Base: Total Local News Listeners (n=2542)

Our stations' commitment to local, trustworthy journalism moves the needle. Listeners are 1.5 times more likely to rely on radio over TV and social media for news.

AUDACY MARKETS ARE

1.5X MORE LIKELY

to rely on their radio (53%) than TV (36%) to check-in on news

1.3X MORE LIKELY

to go to radio than social media for breaking news

Source: 2024 Alter Agents study commissioned by Audacy Base: Total Local News Listeners (n=2542)

COMMUNITY LIFELINE

Whether a vehicle fire blocks a major route or a hurricane looms with fierce winds, local news radio is a vital community lifeline. Our stations are directly connected to emergency services, delivering crucial, life-saving information when it matters most.

News radio is the first stop for critical information. **7 in 10 rely on news radio to relay information in times of crisis or emergency.**

49% say news radio is necessary to keep them informed.

Source: Audacy 'All About News' Survey; July 2023 Q6 Any agree: In times of emergency or crisis, I rely on my radio news station. (n = 481)

REPUTATION MATTERS: NEWS RADIO ADVERTISERS ACCESS A BRAND-SAFE ENVIRONMENT

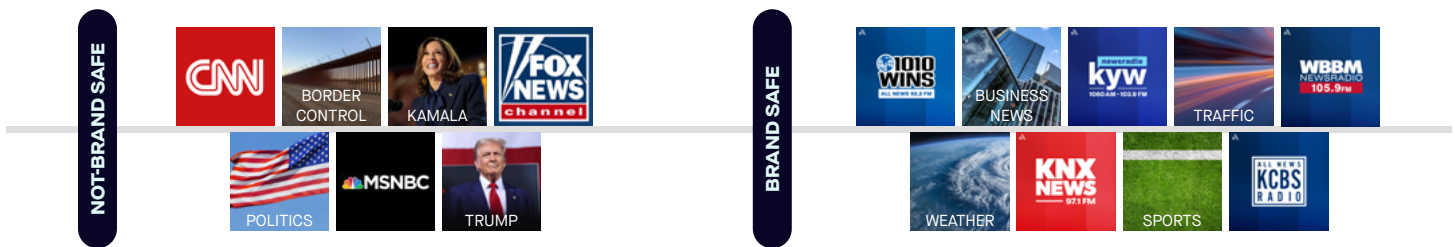
In an era when the line between news and opinion is increasingly blurred, many brands are wary of associating themselves with potentially polarizing content. At Audacy's news stations, we offer a solution. Our news content is designed to be inclusive, focusing solely on delivering factual, unbiased reporting. We cover a wide range of segments, from business and traffic to weather and sports, creating a balanced, brand-safe environment for our advertisers, and ensuring your brand is always positioned next to reliable, unbiased content.

**ADVERTISING ON X
(FORMALLY TWITTER) IS DOWN**

24%

amid brand safety concerns

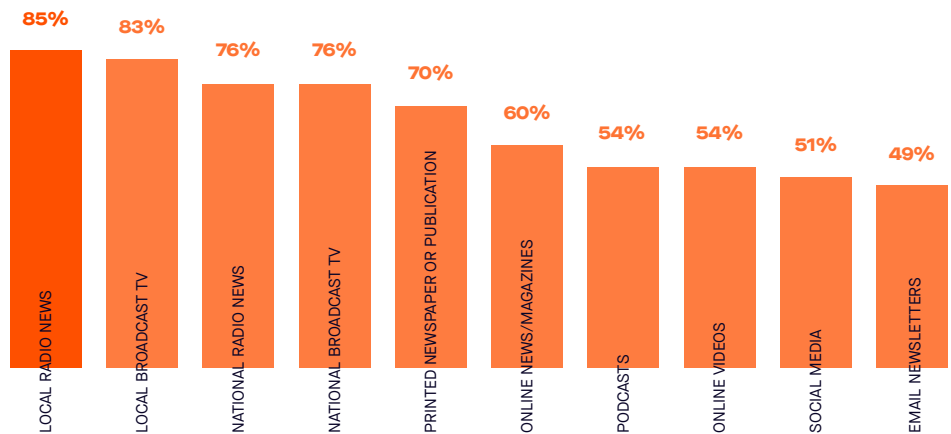
Unlike cable and local TV news, which often follow the "if it bleeds, it leads" mantra, our audience gets to experience useful, informative news that helps listeners navigate their day and stay informed.



In today's divisive climate, news radio's unbiased journalism and community connections create a safe haven for audiences and brands. It's hard to earn Americans' trust and loyalty amid fake news and loud TV pundits, but local news radio is a lighthouse in the storm.

AUDIENCES SEEK TRUTH: LOCAL NEWS RADIO IS THE MOST CREDIBLE SOURCE OF INFORMATION

SOURCE CREDIBILITY
(% Very credible - Somewhat credible)



Source: 2024 Alter Agents study commissioned by Audacy Base: Total Local News Listeners (n=2542)

RADIO IS THE

#1

most credible source for news

NEWS DELIVERS

The trust
halo effect
for brands

NEWS CONSUMERS REMAIN ONE OF THE MOST VALUABLE, YET UNDER-TAPPED AUDIENCES.

That untapped opportunity is the good news. The *really* good news is that all of this trust and credibility doesn't just lie with the news radio stations themselves, it carries over to advertisers who partner with news radio.

Our listeners understand that news is essential. They appreciate brands who support their local stations and accept ads as part of the experience.

AUDACY NEWS RADIO ADVERTISERS EXPERIENCE AN AVERAGE

20%
lift in website traffic

It's not just safe for brands to advertise around unbiased, high-quality news, but audiences respond positively:

LISTENERS PAY ATTENTION TO ADS

Local news listeners are tuned in to advertising. Nearly all listeners pay attention to ads. In fact, many listeners believe ads offer a smooth transition between segments.

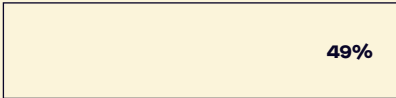


pay attention to advertisements on the radio
(% Pay a great deal of attention - Pay a little attention)

I EXPECT THEM AS PART OF THE LISTENING EXPERIENCE



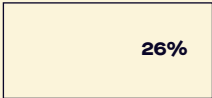
IT FEELS SEAMLESS WITH THE CONTENT



THEY ARE RELEVANT TO ME



THEY ARE A NICE TRANSITION BETWEEN TOPICS

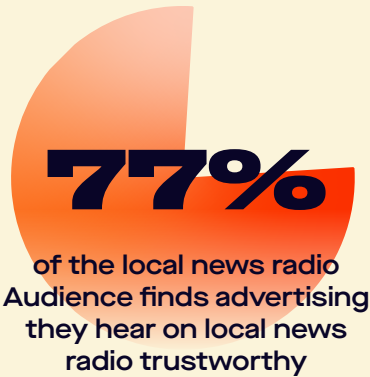


I think that ads on my local stations are invaluable sources of local information. From products, to services, to events, they are important."

LOCAL RADIO LISTENER

STATION CREDIBILITY TRANSLATES INTO TRUST FOR ADVERTISERS

Advertisers reap the benefits of the established credibility of local news radio stations.

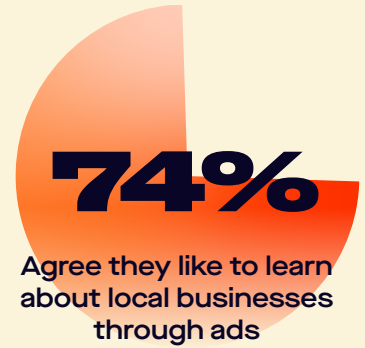


ADS ARE INFORMATIVE FOR MY COMMUNITY AND THE WORLD AROUND ME.

For local news radio listeners, radio ads are informative, relevant, and community focused, building relatability and trust.



LISTENERS LIKE TO LEARN ABOUT LOCAL BUSINESSES THROUGH NEWS RADIO ADS.



Source: 2024 Alter Agents study commissioned by Audacy
Base: Total Local News Listeners (n=2542)

BRANDS IN ACTION

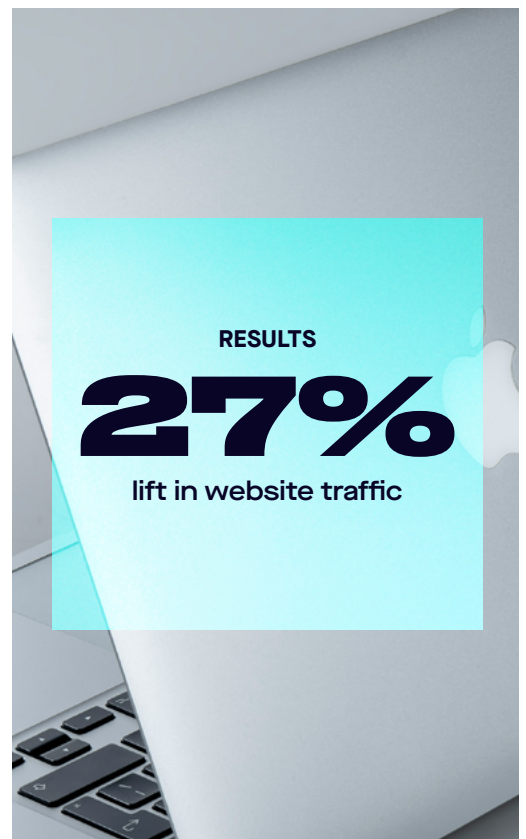


DRIVING SALES SUCCESS FOR LOCAL BUSINESS

C&C Heating & Air Conditioning, a locally based HVAC company in Souderton, PA was facing stiff competition from larger companies when they turned to KYW Newsradio for a creative, standout solution. C&C partnered with us on two weather-triggered programs, Winter Weather Watch and Summer Weather Watch. This included a comprehensive suite

of advertising assets — commercials, sponsorships, streaming audio impressions, and website takeovers.

The results? A significant increase in call volume and website traffic. When there was a lull between programs, the client noticed an immediate drop in calls, directly correlating to the absence of their ads on KYW. With the support of Audacy Analytics, C&C could clearly see the efficacy of their campaign, which led them to expand their relationship further as an Audacy Elite advertiser.



VALUABLE,
INFORMED,
& ENGAGED
— AN
AUDIENCE
THAT
MATTERS



TAP INTO YOUR NEWS RADIO AUDIENCE

While some advertisers pour money into under-performing media, many savvy local and national brands are tapping into news radio to deliver engaged audiences. Audacy News can connect brands with valuable consumers who take action.

AUDACY NEWS IS THE

#1

Audio News group
in the country

REACHING

14.4M

listeners monthly

24X7

coverage with topical
deep dives, community
features, and award-
winning journalism

AWARDS

EDWARD R. MURROW AWARDS



GRACIE AWARDS



BROADCASTERS ASSOCIATION
EXCELLENCE AWARDS



NATIONAL HEADLINER AWARDS



AUDACY NEWS ADVERTISING: A TAILORED APPROACH TO REACH YOUR AUDIENCE

Whether you're looking to build brand awareness, drive website traffic, or convert new customers, our team builds custom solutions and features to meet your needs.

SPONSOR IMPORTANT

MOMENTS: Listeners rely on local news for credible, trustworthy headlines and information that connects to their communities. Brands can connect by supporting weather, sports, small business features, and more.

Difference makers

Weekly profiles of people and organizations making a difference.



Ask an expert

Complicated questions answered by top experts in their field.



Small business pulse

The go-to, daily resource for small business owners.



Traffic center

Sponsored primetime traffic reports, placed in-content, never in the middle of a commercial break.



Financial updates

Manage your money with financial news, market conditions, and investment insights.



Weather-triggered

Ads customized based on weather triggers for optimized targeting and engagement.



ADVERTISE IN GOOD COMPANY

From blue-chip brands to thriving local businesses, savvy marketers use news radio to reach valuable audiences.

The most trusted brands trust local news radio.

AUTO



HOME IMPROVEMENT



HEALTH & INSURANCE



FINANCE



TAKEAWAYS FOR BRANDS

To truly connect with today's consumers, advertisers need to meet them where they are—and where they trust. Consider these best practices when engaging with news audiences.

Speak authentically

Listeners expect trustworthy and credible messages

Tell your brand story

Listeners are paying attention; use the opportunity to tell your brand story, introduce new products, or shift perceptions.

Localize when you can

Listeners will appreciate messages that are relevant to and focused on their local community.

Drive word of mouth

Tap into an engaged audience that can amplify your brand throughout their community.

BOTTOM LINE: LOCAL NEWS RADIO DELIVERS FOR BRANDS

Earning consumers' trust and loyalty is no small feat, but Audacy News' local stations have mastered it. Respected and trusted, with deep community connections, they offer genuine engagement and impactful results. For brands, this means an incredible opportunity to reach people who care about credibility, community, and connection. Advertising on local news radio isn't just smart—it's about becoming a part of something bigger. When you partner with us, you're choosing to align with a medium that consistently earns trust and gets results.



For more information about the most engaged audience in media,

REACH OUT TODAY