

REACH
25,221*
RADIO EXECUTIVES
EVERY
MORNING!

*(And Growing)

DEMOGRAPHIC BREAKDOWN:

Senior management:	19.4%
Sales managers:	15.6%
Programmers:	26.1%
Music & news directors:	12.3%
Account executives:	4.5%
Engineers:	9.8%
Financial contacts:	2.4%
Vendors:	2.0%
International:	1.2%
Others or non-specified:	6.4%

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