



Media Kit



WE ARE SEACOAST RADIO NETWORK

We make hope louder each day through a variety of touch points including **audio**, **digital media**, **live events**, and **our marketplace**.



AUDIO

Delivering music and community content through The Star FM, 88.1 OBX Country, online, and Original Podcasts.



LIVE EVENTS

Your business, face to face, with our communities via Star Productions concerts, community events, and radio station events.



DIGITAL

Target your ideal customer through geofencing, SEM, social media advertising, BMG websites, and more.



MARKETPLACE

Give your business a boost with becoming a business impact partner and have your business listed on our marketplace.



THE STAR FM & OBX COUNTRY is the safe alternative for families and funded by listeners. Because of that, 300,000+ weekly listeners are very loyal and have a strong desire to support our business partners.

Every day, we aim to make our listeners' lives a little brighter through our positive music and relevant life messages.



Significant time spent listening



Very strong in women 35-54



300,000+ weekly listeners on terrestrial signals and online



Consistently deliver the market's most desirable demographics



Ways To Listen

30 terrestrial signals across the country, online at THESTARFM.com, OBXCOUNTRY.org, Alexa Skill, My Star FM app and OBX Country App



I love OBX Country! Your programing is awesome. The Music, the **helpful advertisements**, it's cheeful and encouraging.

Debbie, Waves, NC



The Star FM/OBX Country listeners are Loyal

Our **listeners call us to ask which company they should use.** What does this mean for you?

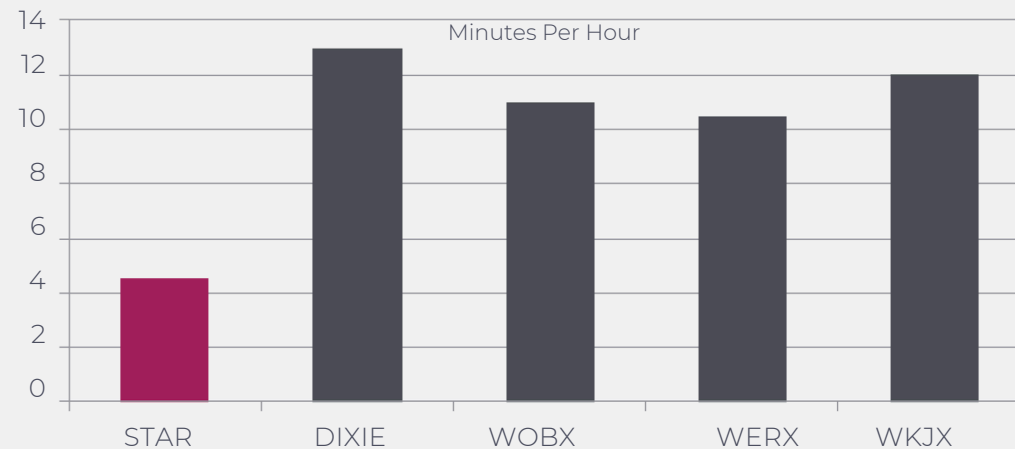
- ✓ Assumed trust
- ✓ Untested referrals
- ✓ High closing ratio
- ✓ Less competition
- ✓ Less price driven
- ✓ Phones ringing

Clutter Free Radio



The Seacoast Radio difference

We have **the fewest underwriting announcements**, making it the best radio experience.



Source: As reported by Nielsen May 18, M-F, 6a-7p



The
Seacoast Radio
Difference



Clutter Free Radio

With clutter stripped away and **only** 5 minutes of underwriting per hour, your message is **guaranteed to stand out.**

As a result, you'll be part of an exclusive community of trusted companies. Our **listeners will think of you first, feel best about you, and desire to support you.**

Why Clutter Free Radio Is Good For YOU



Better listening experience

Competes favorably with other media and streaming options

Less Competition

You have the ability to dominate your category

Increased Audience

This means more potential customers!

More Time Spent Listening

Listeners hear your message more frequently

Active Listening

Your message will resonate more with an engaged audience

Category Exclusivity

Opportunity to be the sole advertiser in your industry in each break

Retention of Lead-In Audience

No reduction of audience while commercials play

Enhanced Loyalty

Listeners will have an even stronger desire to use your services

New points of engagement

Organically embed your company within the fabric of the station

Stronger Implied Endorsement

Fewer advertisers on the station suggests a higher standard

Seacoast Radio delivers a well-qualified audience, connected in community.



Attractive Demos

Women and
adults 25+

Homeowners

High household
incomes

Family

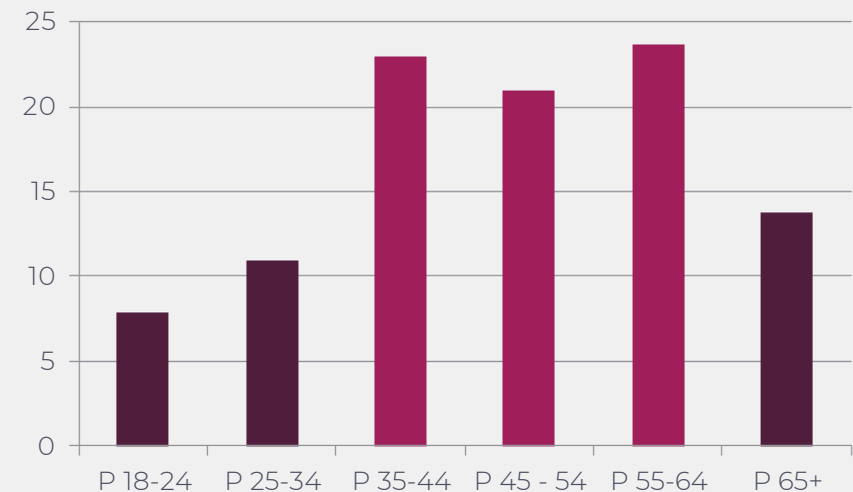
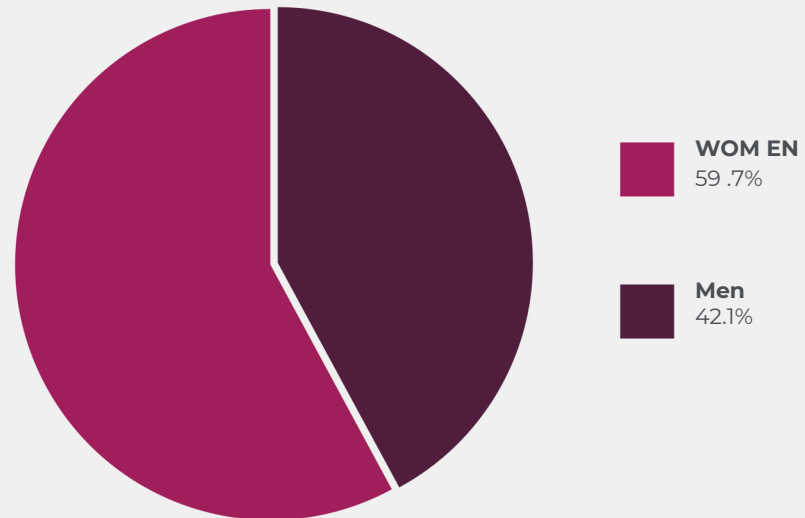
More are married
& we're the safe
choice for kids in
the car

Educated

Nearly 70% are
college educated



78% of listeners are between ages 25-64,
prime ages with disposable income.





More

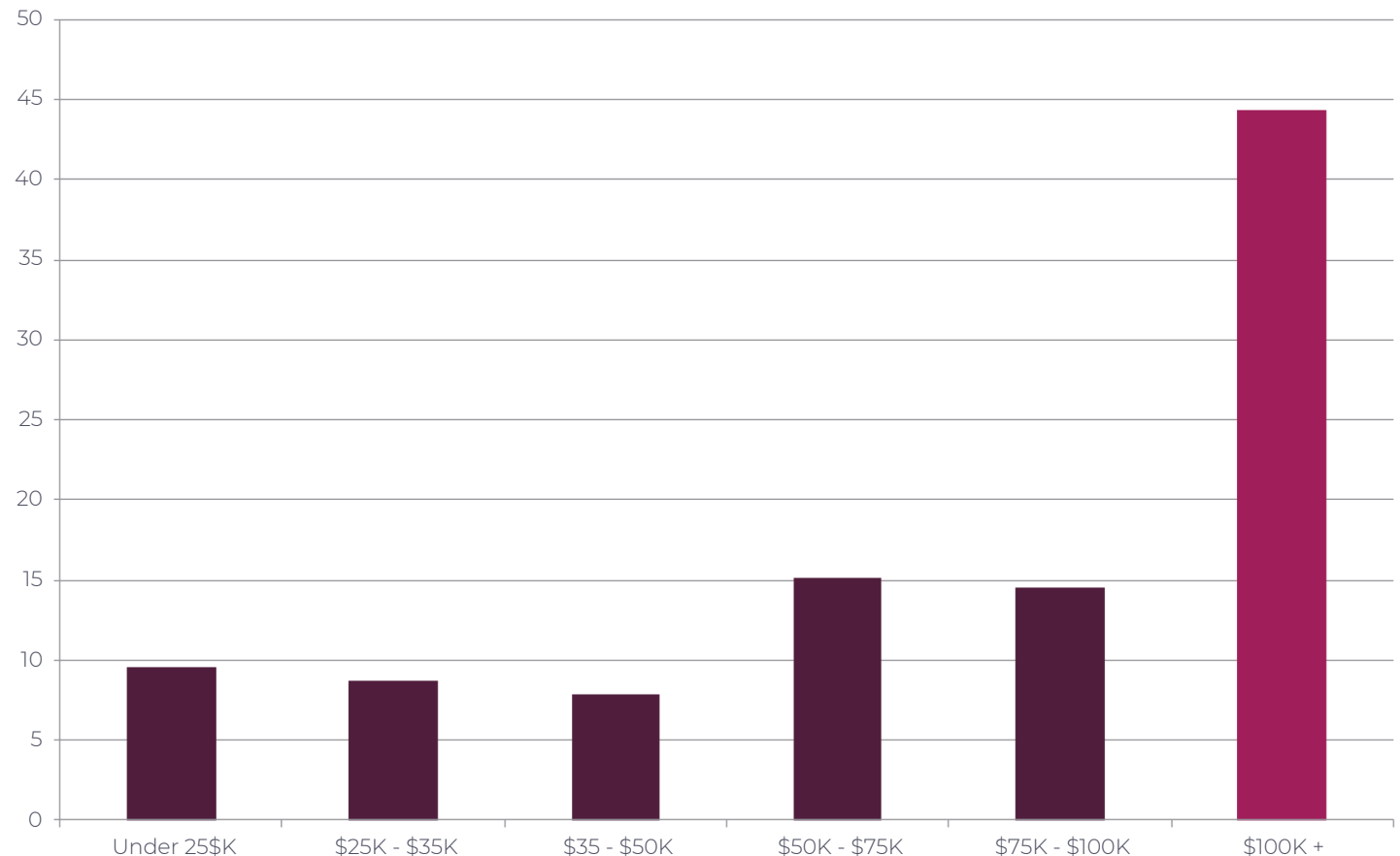
high income
professions



fewer

high income

Our listeners have **high household incomes**



7 out of 10 listeners own their own homes.

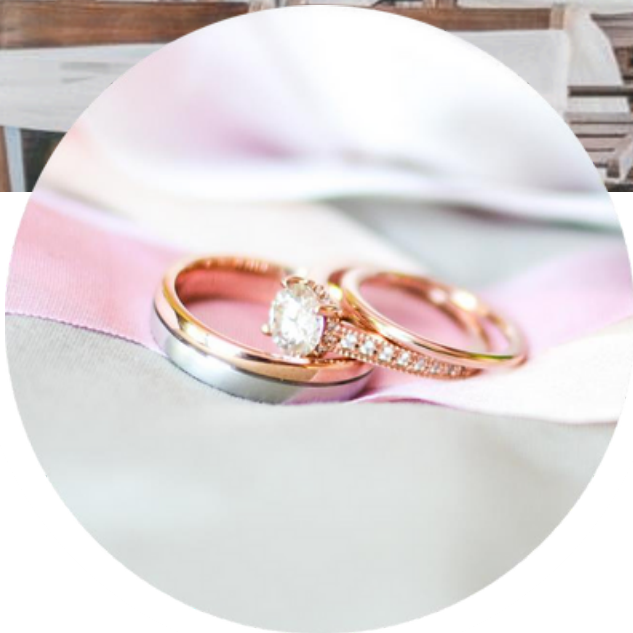
Market value of home indexes

\$350,000 - 499,999	114
\$500,000 - \$749,999	115
\$750,000 - \$999,999	247

Indexes - what does this mean for you?

Our listeners are 147% more likely to own a \$750,00 - 999,999 home than the average person in the market!



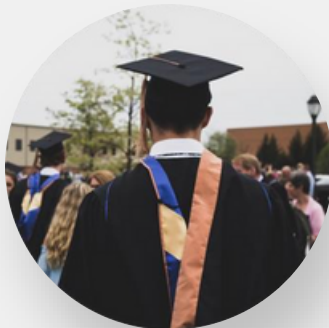


Our listeners are **19% more likely** than the average person in the market to be married.



30%
HIGH SCHOOL GRADUATE

32.4%
COLLEGE DEGREE OR MORE



31%
SOME COLLEGE

14.7%
POST GRADUATE
DEGREE



listeners are **21% more likely** to have a post graduate degree than the average person in the market.

267,000

AVERAGE MONTHLY
WEBSITE VISITS



55,000

ACTIVE TEXT
SUBSCRIBERS



244,000

TOTAL STREAMING
HOURS PER
MONTH



43%

STREAMING
THROUGH SMART
SPEAKERS (AMAZON
ALEXA)



Our digital stats

We **connect** digitally with our community in a number of impactful ways.

Two ways to increase your digital reach.

Radio Digital Advertising

- Banner Ads
- Business Impact Partners
- Streaming Sponsorship
- Exclusive Text Code BMG
- Original Podcasts



BMG Digital Services

- SEM and SEO
- Website
- Social media advertising
- Programmatic and display ads
- Geofencing, retargeting, and more!



Meet The OBX Country DJs

Endorsements: Additional fee per live
read



Dave Delort

Mornings 6AM – 10AM



Cha-Cha

Middays 10AM – 3PM



Cat Fish

Afternoons
3PM – 7PM



Rich Cassidy

Evenings 7PM -
Midnight

Meet The Star FM DJs



Brant & Sherri

Mornings
6AM – 10AM



Doug Hannah

Middays
10AM – 3PM



Lisa Barry

Aft ern oo ns
3PM – 7PM



Andy Youso

Evenings
7PM - Midnight