



# Industry Spotlight: Legal Services

The biggest challenge that you face in the legal business is building a quality client base in the area where you practice and with the income to keep your accounts receivable as low as possible.

Our listeners are **educated and affluent**, because they are **174% more likely to have an individual income of over \$150,000**, our audience has the financial capabilities to afford the services you provide.

Michigan Radio can reach the audience that needs the expert advice that you offer.

## Our Audience

# 80%

of Michigan's population is within reach of

**Michigan Radio's on-air signal**

# \$98,300

median household income

56% higher than the average American

# 530,000+

Weekly cume audience\*

## What our listeners are saying about our sponsors\*\*:

*Credible  
Responsible  
Community Minded  
Professional  
Stable  
Philanthropic  
Smart Marketers*

## The Company You Keep...

NPR listeners find sponsors more trustworthy and of higher quality due to their sponsorship. Because it creates a feeling of combined effort, more than half of listeners prefer to patronize an NPR sponsor, all other things being equal.\*\*

## Reach Your Core Clientele

# 51

median **age** of NPR listener

# 79%

of our audience are **home owners**

# 175%

More likely than the average American to work in **management**

# 107%

more likely than the average American to be in the legal industry =

**referrals for you!**

