



Industry Spotlight: Tourism

Michigan Radio's audience is **intelligent, affluent and engaged...and** they are interested in what you have to offer!

By putting your message directly in front of your target audience, you will be able to showcase your product and build brand awareness with a broader scope of consumers.

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

41%

more likely than the average American to travel for pleasure

42%

more likely than the average American to take vacations within

500 roundtrip miles of home

51%

more likely than the average American to prefer

general sightseeing

70%

more likely than the average American to travel for a

specific event