



Classical
99.5

RADIO



Reach a loyal and enthusiastic audience of classical music lovers

CRB Classical 99.5 connects with listeners in Boston and the surrounding area by playing music to accompany a busy, rich lifestyle. The region's only 24/7 classical music station, CRB attracts a valuable and hard-to-reach audience of classical music fans.

CRB devotes more time than any other station in the country to broadcasts by local arts organizations, with more than ***50 full-length broadcasts** by the Boston Symphony Orchestra, along with other concerts recorded and produced by CRB by the Handel and Haydn Society, the New England Conservatory, the Boston's Children's Chorus, Rockport Music, the Steinway Society Piano Competition, the Cantata Singers, The Boston Early Music Festival and others.

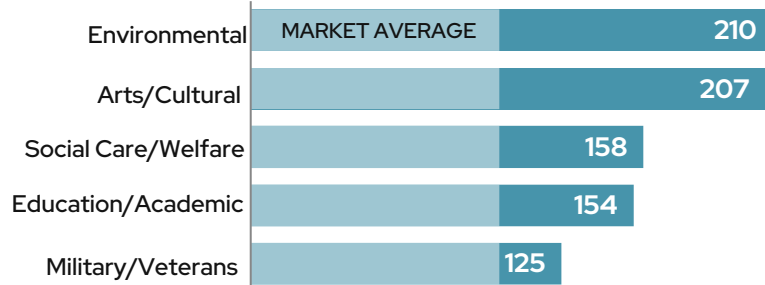
> Unique to CRB in the public radio space, sponsors have the ability to air either 15- or 30-second messages in 99.5's uncluttered all-classical environment.

Available on
both RADIO
and PODCAST



*Subject to change

In the past 12 months, listeners of CRB Classical 99.5 are more likely to have contributed to these types of organizations...



How to read: Compared to the average adult 18+ in the Boston DMA, **listeners of 99.5 are 110% more likely to have contributed to an environmental organization in the past 12 months**

Source: Scarborough-Boston 2/19-2/21, 99.5 M-F 6a-7p AQH, past 12 months

Affluent Listeners

In comparison to the average adult in the Boston market, listeners of CRB Classical 99.5 are:

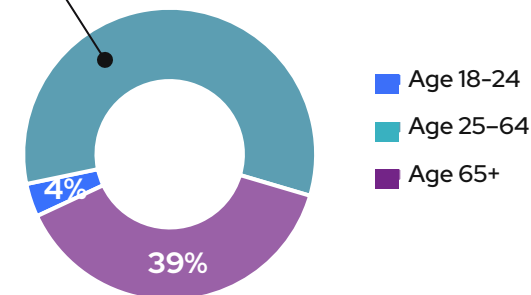
62% more likely to have a net worth of \$2MM+

42% more likely to consult a financial planner

Source: Scarborough-Boston 2/19-2/21, 99.5 M-F 6a-7p AQH

Audience Composition

58% of CRB's audience is A25-64



Source: Nielsen Audio/TAPSCAN, Jan-Apr 2021, Weekly Cume