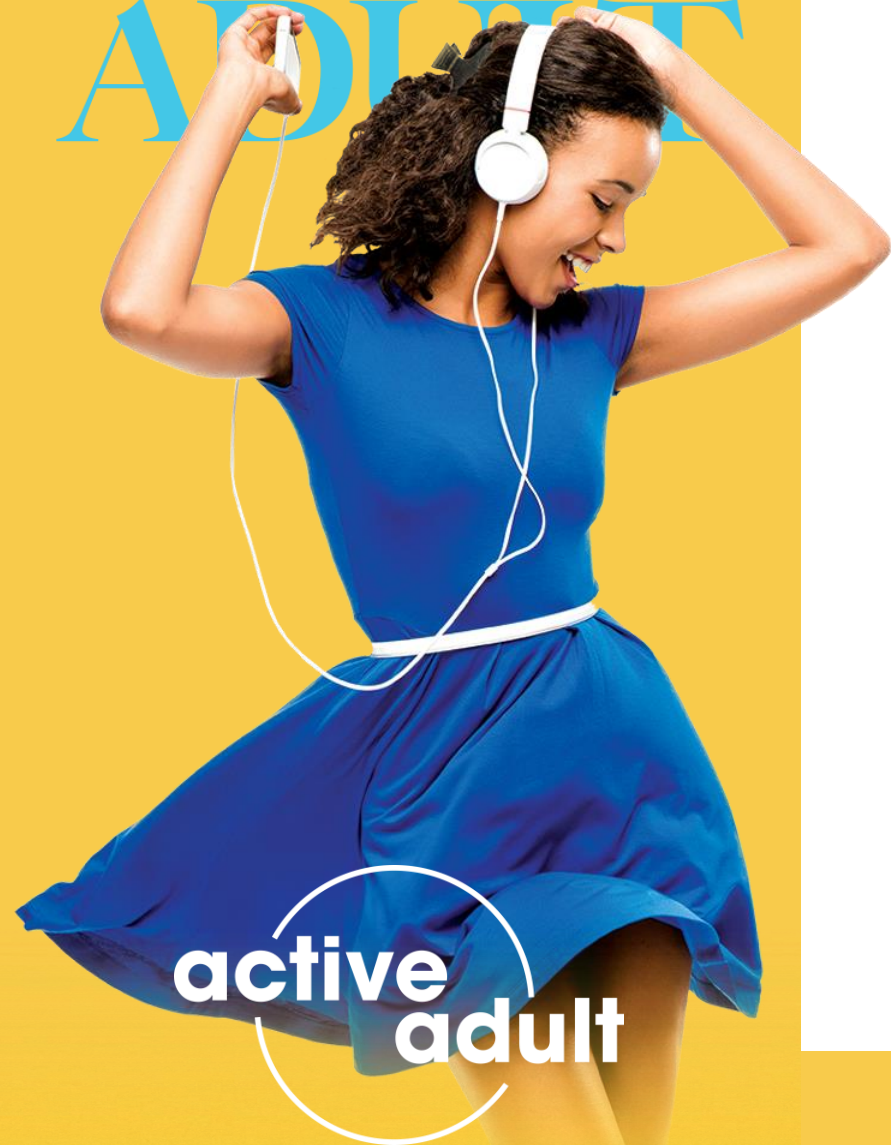


# ACTIVE ADULT



## Beyond The Traditional Listener.

Active Adult covers over 1,800 stations, offering a strong reach across all markets, while providing consistent delivery across a core demo of A18-49 and A25-54. The Active Adult audience of affluent listeners and its even distribution of men and women makes it a highly attractive network to a variety of advertisers.

**DETAILS:** Daypartable Network with AM, MD, PM Segments. Components Include Ashley & Brad, LOUD FM, Nashville Minute, Voz Express, Woody & Wilcox and more!

**LISTENER PROFILE:** Primary Formats Country, Urban Contemporary & Rock, Targeting A18-49.

### AM DAYPART:

535 Unique Stations  
with 84% DMA Coverage

### MD DAYPART:

454 Unique Stations  
with 81% DMA Coverage

### PM DAYPART:

569 Unique Stations  
With 93% DMA Coverage

 [SUNBGI.COM/ACTIVEADULT](https://www.sunbgi.com/activeadult)