

# PLATINUM ADULT



## Reaching The Upscale Adult.

Platinum Adult reaches the highly-coveted professionals and upscale adults motivated to jump start their day! Listeners stay tuned-in to the nearly 850 affiliates to assure they are up-to-date on current events and stay ahead of the ever-changing economic landscape. Platinum Adult's loyal audience is engaged, responsive, and highly impressionable, making it an excellent platform to reach your core target.

**DETAILS:** Components Include Americas First News, USA Radio Top of the Hour, USA Radio Bottom of the Hour, Megatrax, SPLAT, Radio Traffic, Woody & Wilcox, Smart Talk and more!

**LISTENER PROFILE:** Primary Formats Non-Controversial Talk, Sports, Country, Targeting A25-54, Skews Male (57%).

**STATS:** 1,130 Unique Stations with 99% DMA Coverage. Airing in Markets Like: New York, Los Angeles, and Chicago.



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