

# Why Christian Talk Radio is the Most Cost Effective Advertising Option

A careful review of that facts shows that Christian Talk Radio is powerful and cost effective. The logic looks like this:

- \* The audience for radio is actually growing compared to other ad venues.
- \* Christian Radio is at the top of the growth chart compared to other genres.
- \* Talk Radio is the best format for advertising due to the active vs. passive nature of its audience.
- \* Christian stations often can charge less than other venues giving advertisers more impact and a better ROI.
- \* Thus, Christian Talk Radio is the Best Option for Advertisers.

Here are the details...

## **Radio is “Alive & Well” In fact, it’s Growing!**

The myth is that radio is dead. Some suggest that the rise of social media usage and the pace of our culture had rendered it obsolete.

The facts however, show otherwise!

Nielsen released a report stating that the second quarter of 2015 saw the highest number of people tuning into radio in history! As of that time, 245 million people listen to radio at least once a week. That’s 91% of the American population age 12 and older!<sup>1</sup>

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<sup>1</sup> McIntyre, Hugh, Forbes Contributor, Blog Post, August 13, 2015

Forbes contributor Hugh McIntyre believes this is due in part to the amount of automobile travel most Americans do each day and the fact that they listen to the radio while driving/riding.

### ***Christian Radio at the Top***

Not only is radio growing, Christian Radio leads the pack in many respects. Here are just a few examples:

1. According to Inside Radio's October 2012 report, Christian radio listeners are the most format faithful. Almost 73% feel their favorite station is "a lot better" than other choices compared to about 50% of non-Christian listeners' view of their stations.<sup>2</sup>

2. Salem Media Group's Radio Insights showed that Christian Radio was the 2014 format winner, gaining 69% above the previous year. This beat all other formats including Adult Hits, Classic Hits, News, Sports, Country, etc.<sup>3</sup>

3. That same report showed that more than 2/3 of Christian Radio Stations Finished that year with MORE LISTENERS than they had in 2013.

4. Christian Radio has more buyers. According to Arbitron, Religious format stations had the highest percentage of listeners aged 45 and older. Thus, they have more disposable income and are often decision makers who can act on your advertisements.<sup>4</sup>

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<sup>2</sup> Inside Radio Report, October 26, 2012

<sup>3</sup> Harker Research, Radio InSights: Format Winners of 2014, reported by Salem Media Group, 2015

<sup>4</sup> Arbitron, Radio Today Advocace Report, 2011

5. Most listeners are evangelical. This is relevant since they tend to be more prone to seek-out other Christians to do business, etc. This means more impact for less money. In local terms, “Pondering,” WSDK’s daily talk radio program, starts its advertising packages at only \$25!

## **Christian Talk Radio—the Best of the Best**

In an article entitled, “Talk Radio: The Real Revenue Generator,” Mark Masters wrote,

*“Here’s some interesting data on just how powerful the talk radio medium is as a revenue generator—it’s mind blowing stuff. A while back, I had my staff analyze America’s top 20 rated markets, and compare the ratings rank of music stations and talk stations vs. the revenue rank of music and talk stations...News or News/Talk stations out-billed music stations in 16 of the top 20 rated markets—and get this, the News/News Talk stations out-billed music stations that were usually 5 to 10 rating ranks above the News/Talk stations.*

*Why is this so? Studies show that the commercial messages aired within talk programming tend to have higher awareness, recall and retention due to the active listening patterns of talk listeners compared to the generally passive attention levels of listeners to background music stations. The active listening patterns of Talk listeners is said to generate as much as three times the response to ads than comparable sized audiences of passive music listeners.*

*Former Clear Channel CEO Randy Michaels recently said, 'As advertisers look for accountability, the brightest will recognize that foreground spoken-word programming is much more valuable than indicated by the cost per point.'"<sup>5</sup>*

## **A Recommendation**

Considering all these facts, Christian Talk Radio is the most effective format for advertising in today's market. If you'd like to find-out how you can take advantage of this powerful, growing tool, please contact us:

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<sup>5</sup> Masters, Mark, Blog Post, "Talk Radio: The Real Revenue Generator," June 8, 2008.