

# MVYRADIO

MARTHA'S VINEYARD & THE WORLD

## UNDERWRITING MEDIA KIT

Independent

Listener-Supported

Non-Profit

### What is a Business Underwriter?

**MVYRADIO** is an independent radio station, funded by listeners, grants and local businesses. Your business can show support for **MVYRADIO** through Underwriting messages on our broadcast, stream, website, newsletter and other sponsorship opportunities. When you hear "**Support for MVYRADIO comes from...**" on the station, that's Underwriting! Your **:15 messages** can raise awareness for your location(s), goods and/or services available and contact information.

### Why use underwriting to promote my business?

**Our listeners tune in longer, and your messages are heard.**

Conscientious programming allows for just **two 15 second** Underwriting messages to air back to back during regularly scheduled program breaks. Listeners are only **30 seconds** away from the next set of programming, resulting in longer listening habits. Our 2019 survey showed that our core listeners tuned in to **MVYRADIO** an average of **10 hours a week\***, meaning your message will be heard.

### Our listeners are loyal and growing.

**MVYRADIO** listeners are on average between the ages of **35 and 65+**; **89%** have a some college, a college degree or higher; **86%** have incomes **over \$50,000**, **92%** are **homeowners**, and exhibit **strong buying habits** with a loyalty that has only grown over the years.\*

Our website reaches **171,000+** new visitors each year, and averages **40,000+** views each month. Our stream is activated **279,000+** times/month, and our app is launched **201,000+** times/month. \*\*

Over **90%\*\*\*** of listeners surveyed were also **donors** to the station, showing a loyalty to **MVYRADIO** and an affinity for local businesses that also support the station.

### MVYRADIO's format is exclusive to the Cape and Islands, Newport and the Southcoast:

The station's consistent format is recognized nationwide and offers an eclectic mix of current and classic **Adult Alternative Albums**, including rock, folk, blues, singer/songwriter, mixed with national and local news, weather and community information. We broadcast from **Martha's Vineyard**, reaching listeners all over **Cape Cod, the islands**, and the **South Coast** on **88.7 FM** and **Newport, RI** on **96.5 FM**.

\*The Nielsen Company, Cape Cod Market Spring 21- Fall 21 survey average

\*\*SOURCES: StreamGuys, AirKast, Google Analytics. All metrics are estimates supplied by the individual platforms to MVYRADIO based on each platform's individual analytics system.

\*\*\*MVYRADIO Listener Survey 2022

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## LEARN MORE ABOUT US ON MVYRADIO.ORG:

**About MVYRADIO:** [About MVYRADIO](#)

**Mission, Vision, Values, Non-Profit information, Diversity statement & Boards:** [MVYRADIO Board](#)

**MVYRADIO On-Air Personalities:** [MVYRADIO On-Air Personalities](#)

**MVYRADIO Programs & Features:** [MVYRADIO Programs](#)

**Program Schedule:**

<https://mvyradio.org/mvyradio Program Guide Web.pdf>

**MVYRADIO Listener Map:** [MVYRADIO Ways to Listen](#)

**MVYRADIO Events:** [MVYRADIO Events](#)

**Contact Information, Staffing:** [MVYRADIO Contact Information](#)

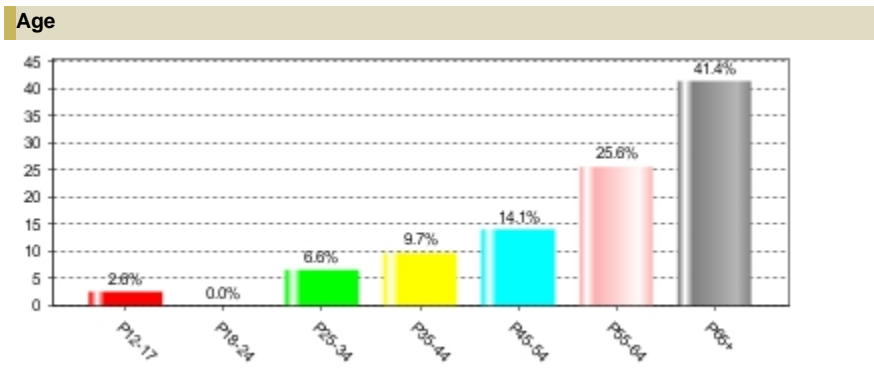
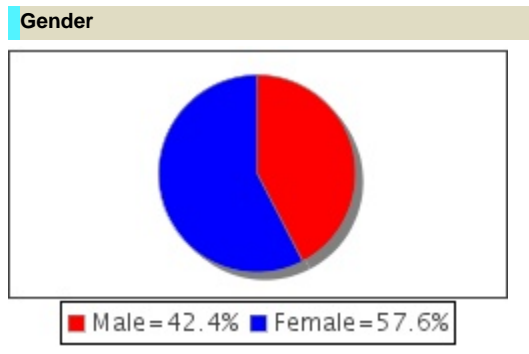
**Blue Lobster Society, Business Supporters list and job opportunities, Bumper Sticker sponsors, Underwriting Staff, coverage maps and qualitative information:** [MVYRADIO Business Supporters](#)

**Underwriting Inquiry form:** [MVYRADIO Underwriting Inquiry Form](#)

# Instant Qualitative Profile

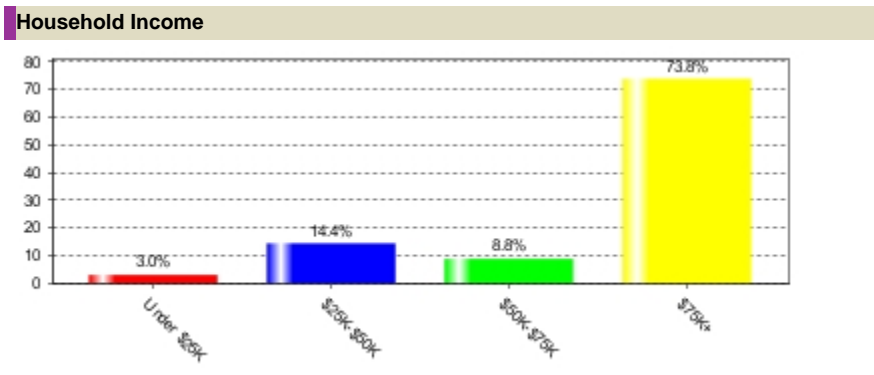


RADIO STATIONS: WMVY-FM  
 CAPE COD, MA - Metro  
 Nielsen Radio Spring 2022  
 Persons 12+



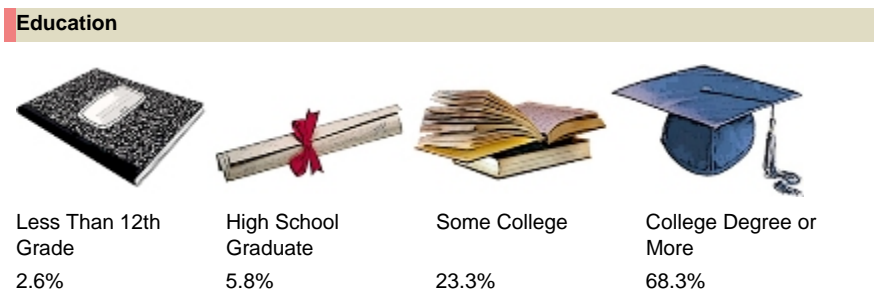
### Employment Status

Employed Full-Time	41.8%
Employed Part-Time	16.5%
Not Employed	41.7%



### Home Ownership

Own	91.8%
Rent	8.2%



### Number of Persons in household under 12

None	95.3%
One	1.9%
Two	2.8%
Three or More	0.0%

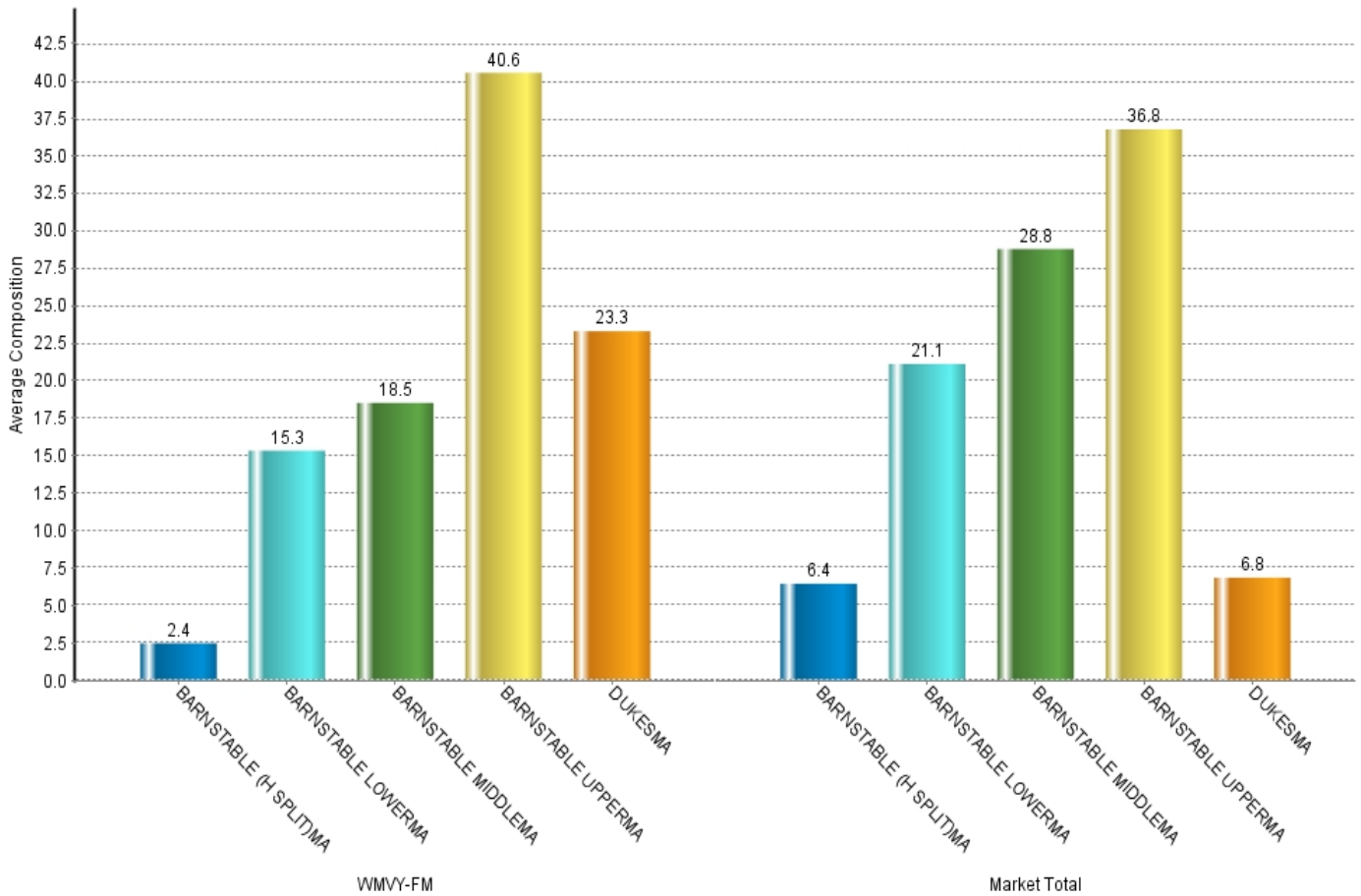




# Percent of Listeners in Local Counties

MVYRADIO vs. CAPE COD MARKET

County Breakout of Persons 12+, Monday-Sunday 6a-midnight



Though radio covers a wide geographic area, you can make the most of your marketing dollars by using stations that mirror your trading area.