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 listener 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+; 84% have some college, a college degree or higher; 82% have incomes over $50,000, 87% are homeowners, and exhibit strong buying habits with a loyalty that has only grown over the years.*

Our website reaches 151,000+ new visitors each year, and averages 33,000+ views each month. Our stream is activated 280,000+ times/month, and our app is launched 192,000+ 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. Our streaming audience is made up of listeners in every state in the U.S. and over 200 countries, with almost 1.2 million listening hours across all streaming platforms in 2022.**

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*The Nielsen Company, Cape Cod Market Spring 22 - Fall 22 survey average

**StreamGuys, AirKast, Google Analytics. All metrics are estimates based on each platform's individual analytics system.

***MVYRADIO Listener Survey 2022
PERCENT OF LISTENERS IN LOCAL COUNTIES

County Breakout Persons 12+, Monday-Sunday 6AM-midnight

WMVY-FM

BARNSTABLE (HYANNIS) MA
BARNSTABLE LOWER MA
BARNSTABLE MIDDLE MA
BARNSTABLE UPPER MA
DUKES MA

MARKET TOTAL

BARNSTABLE (HYANNIS) MA
BARNSTABLE LOWER MA
BARNSTABLE MIDDLE MA
BARNSTABLE UPPER MA
DUKES MA

County Composition Detailed Sourcing Summary

Market: CAPE COD, MA
Survey: Average of Nielsen Radio Fall 2022, Nielsen Radio Spring 2022
Geography: Base Geo: Metro
Daypart: Monday-Sunday 6a-midnight
Demo/Intab/Population:

<table>
<thead>
<tr>
<th>Persons</th>
<th>Age/Gender</th>
<th>Population</th>
<th>Intab</th>
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<tr>
<td>12+</td>
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<td>223,000</td>
<td>2,021</td>
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MVYRADIO QUALITATIVE PROFILE

GENDER
MALE FEMALE
M F
47.6% 52.4%

AGE
12-17 25-34 35-44 45-54 56-64 65+
1.4% 4.1% 3.9% 12.1% 35.6%

HOUSEHOLD INCOME
UNDER $25K $25K - $50K $50K - $75K $75K+
63% 14.8% 19.2%

EDUCATION
Less Than 12th Grade High School Graduate Some College College Degree or More
4.1% 7.7% 8.3%

NUMBER OF PERSONS IN HOUSEHOLD UNDER 12
None One Two Three or More
0% 0% 0% 0%

EMPLOYMENT
Employed Full-Time Not Employed Employed Part-Time
50.9% 36.7% 12.4%

IQP Detailed Sourcing Summary
Market: CAPE COD, MA | Qualitative: Nielsen Radio Fall 2022
Geography: Metro
Qualitative Demo/Intab/Population:
Persons 12+ RADIO STATIONS: WMVY-FM 20,700 Intab 93
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<tr>
<th>About MVYRADIO</th>
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<td>Board Mission, Vision, Values, Non-Profit information, Diversity statement &amp; Boards</td>
<td>On-Air Personalities</td>
<td>Programs &amp; Features</td>
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<td>On-Air Schedule</td>
<td>Ways to Listen &amp; Listener Map</td>
<td>Events</td>
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<td>Business Supporters</td>
<td>Underwriting Inquiry Form</td>
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<tbody>
<tr>
<td>Hear Underwriting Client Testimonials</td>
<td>LISTEN NOW!</td>
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LEARN MORE ABOUT US ON MVYRADIO.ORG

P.O. Box 1420, West Tisbury MA 02575 | Tel (508) 693-5000 | Fax (508) 693-8211
MVYRADIO.ORG | 88.7FM Cape & Islands | 96.5FM Newport RI