

RADIO REACHES
94.9%
OF CINCINNATI
ADULTS WEEKLY

“Traditional” Radio remains strong
in the face of new
technologies, reaching 94.9% of all
adults in Cincinnati each week.

“When it comes to advertising or marketing, you don’t build
a brand in the mind with pictures, you do it with words.”

-Al Ries, Author of “The 22 Immutable Laws of Marketing”



cincinnati media research