

THE CASE FOR CHRISTIAN RADIO

Why Radio?



Radio is a
"call-to-action
medium" moving
audiences to
RESPOND



Weekly
Potential
Audience:
**235
million**

It is
CENTRAL
to people's lives



It reaches
92%
of the population
per week



THE CASE FOR CHRISTIAN RADIO

Listeners

How Many Give:

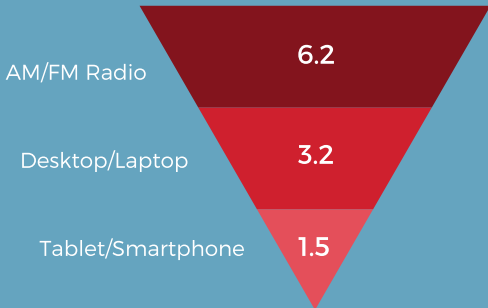


70% donated to 1-2 ministries that they listen to on the radio in the last 6 months



Of those, half made **5 or more** donations

How They Listen:



What They Listen To:



listen to Christian talk or sermons on the radio per week

How Long They Listen:



Of those, 31 % listen for **5 + hrs** per week

THE CASE FOR CHRISTIAN RADIO

The Donor Difference

Listeners:

72%

58%

81%

31%

** Listeners who donate are the most
passionate & committed to their faith*

Describe themselves as Born
again or evangelical

Describe religion as essential to life

Are regular donors to a local church

Listens to a Christian teaching/talk
radio station daily or regularly

Listeners who
donate:

97%

93%

94%

77%

THE CASE FOR CHRISTIAN RADIO

Case in Point



Christian Radio listeners are committed to faith and active at church

For unparalleled, cost-effective reach to (and response from) the most committed Christians...



**...the answer is
Christian Radio!**



Majority of Christian Radio listeners convert into ministry donors & support multiple ministries each year

If you are looking to expand your ministry's reach & impact
now & for eternity...we would urge you to unlock the
unparalleled reach & response of Christian radio!

For more information visit:
www.ambassadoradvertising.com/caseforradio

AMBASSADOR

1641 Langley Ave.

Irvine, CA 92614-5619

PH: 949.681.7600

marketing@ambaa.com

All things social: @AmbassadorTeam