



The Concert Music Network (CMN) is the only national satellite network of Classical Music Radio stations in America. With a single phone call CMN connects your product or service with the most affluent.

Coverage: National.

Audience: (ARB, spring 2004) 521,000 aqh, 6.4 MM wkly, 10.4 MM monthly.

Programs: CMN offers exclusive title sponsorships of programs to national advertisers. Examples are Chevron/Texaco: Metropolitan Opera, Morgan Stanley: *The American Spirit*, Monaco Tourism: *Making Music in Monaco*, and Steuben.com: *The Romantic Hours*.

Rates: 60's, \$2500; 30's, \$1500.
ROS in a combination of local and national programs.

Acceptance: Advertisers like Xerox, Jaguar, Epson, Bantam Books, Monaco Tourism, Pepperidge Farm, Computer Associates, Warner Lambert, State Farm, Travelocity and Steuben Glass.

Brand Relationship Marketing: CMN helps companies connect with their best customers and prospects in other ways beyond running straight advertising: Airline entertainment; Live concert events; Database marketing; Contests; Web banners.

Web: www.classicaliscool.com "One of the best general information sites for classical music on the internet."--*The Wall Street Journal*.

Contact: [Dave Logan](#), Marketing





CMN Affiliates

DMA	STATION
001 NY	WQXR, WINS
002 Los Angeles	KMZT
003 Chicago	WFMT
004 Philadelphia	WPEN
005 San Francisco	KDFC
006 Boston	WCRB
007 Dallas	WRR
008 Washington	WGMS
012 Seattle	KING
013 Minneapolis	WMGT
015 Cleveland	WCLV/WBKC/WRMR
022 St. Louis	KFUO
027 Hartford	WTMI
029 Milwaukee	WFMR
030 Kansas City	KXTR
050 Albuquerque	KHFM
056 Albany, NY	WBKK
156 Anchorage	KLEF



Audience Qualitative Profile

Demographic Group	Composition	Index USA Avg = 100
Age 18-24	5%	39
Age 25-34	11%	61
Age 35-44	17%	82
Age 45-54	25%	132
Age 55-64	19%	151
Age 65+	23%	142
Men	52%	108
Women	48%	93
College Grad+	52%	213
Post Grad	23%	295
HHI \$150M+	16%	242
Prof-Mgr	37%	181
Top Mgt	9%	227
Home Value \$500M+	19%	439
A County	90%	219

Source: Mediamark Research, Inc., doublebase 2004