



How To Reach People with Money, Power and Brains

More and more advertisers are trying to reach an upscale audience: college grads with high paying management and professional jobs. They have more and buy more. And they have more influence at work and in their home communities.

Media professionals have pet names for them. Thought Leaders. Influentials. Affluentials. The best prospects for high quality big-ticket consumer and business purchases. Most media dollars go to national magazines like *Forbes*, *Fortune* or *Business Week*.

The best media buy for reaching this upscale audience is Classical CMN, The Concert Music Network. **Classical Radio reaches them wherever they go** – in the car, on the patio, in the office.

A color page in *Forbes*, *Fortune* or *Business Week* costs about \$80,000. Each ad reaches about four million readers.* One time. The same dollars on Classical CMN will reach about 7 million listeners.# Three times. And you'll reach more of those upper income prospects.

Radio ads are very hard to avoid. Commercials simply pop right out of the programming. **They can't turn the page past your ad.** Readers spend about 45 minutes a week with a news magazine.* Classical listeners spend about eight hours a week with CMN.#

When your message runs next to classical music the quality of the music programming rubs off on the advertising.

Compare reach, frequency, cost, quality and time spent. **See why CMN, dollar for dollar, can guarantee better impact than magazines.**

* Mediamark Research, Inc.
ARB

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