



How To Reach The Top 1%

More and more advertisers are trying to reach the top 1%. College Grads with incomes over \$150,000 who own homes over \$200,000. There are just over 3 million of them in the USA*. They have more and buy more. And also more influence at work and in their home communities.

Your main strategy may be to reach a broader audience, but that shouldn't stop you from setting aside a special budget for your best prospects in the Top 1%.

To reach this desirable audience most media dollars go to national magazines like *Forbes*, *Fortune* or *Business Week*. But the best media buy for reaching this upscale audience is Classical Music Radio. And you can reach them with one phone call and one buy on 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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