

## MARKETING PROCESS

*W*e use a diverse media mix to reach the widest audience of potential buyers.

Localized radio campaigns reach and a loyal and attentive group of listeners.



## WXRT AND WBBM RADIO

We utilize highly targeted and localized campaigns on radio and cable TV to reach a wider audience.

### RADIO

The Koenig & Strey radio campaign uses two of the Chicago areas top rated stations WBBM 780 & 105.9 and WXRT 93 FM. Our radio campaign reaches the following:

- Over 2.8 million Chicagoans aged 35+
- 255,800 homeowners with home values of \$500,000 and up
- 281,900 consumers that have a household income of \$150,000+
- WBBM listeners: 83% own their homes and they are 42% more likely to own a home between \$1,000,000 and \$2,000,000
- WXRT listeners who are 77% more likely to have homes with values of \$500,000+

