

An aerial photograph of a town nestled in a valley, with a prominent radio tower on the right side. The town is surrounded by green hills and trees. The sky is blue with some clouds. The text 'GMP BOOST' is overlaid in white, with a colorful signal icon above the 'O'. Below it, 'NON-METRO' is written in white.

GMP BOOST

NON-METRO

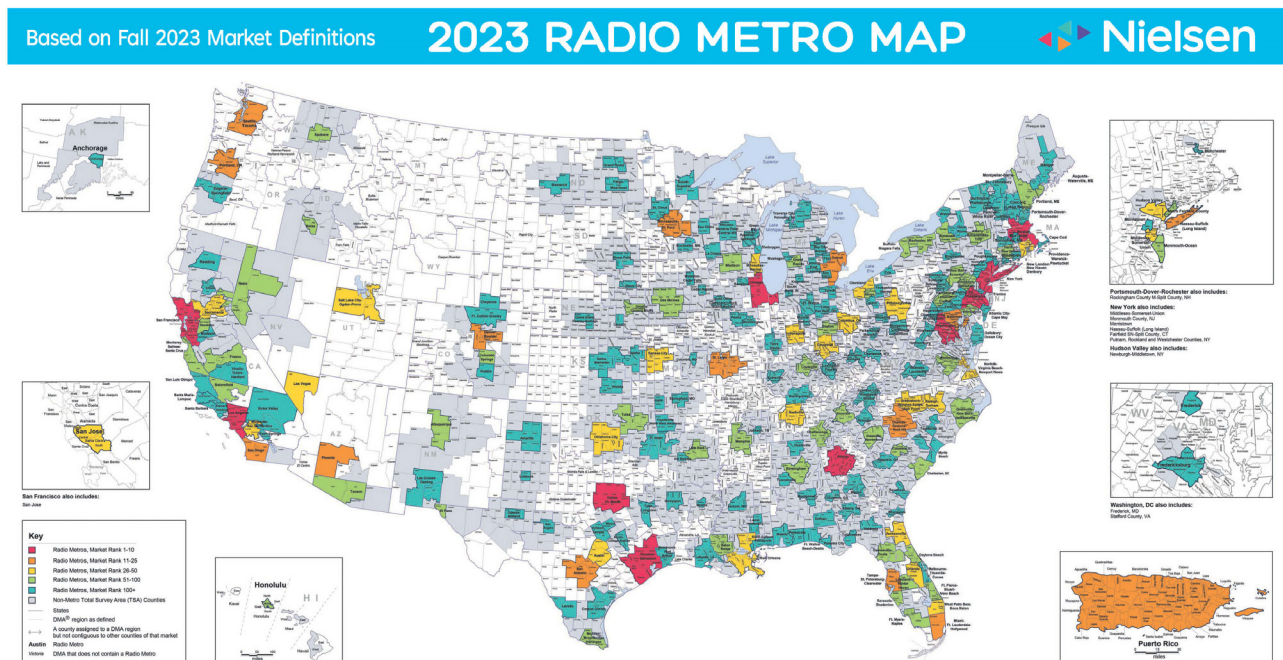
THE POWER OF SMALL MARKET RADIO

2024

THE POWER OF SMALL MARKET RADIO

WHAT IS A SMALL MARKET?

- ➔ GMP classifies markets as small or “Non-Metro” if they are outside of Nielsen’s defined audio MSAs.
- ➔ There are ~3000 counties in the US. Nielsen’s 248 rated metros are created by combining ~1000 of them.
- ➔ 2000 counties in the US are **NON-METRO** and represent over 20% of the US population!



THE POWER OF SMALL MARKET RADIO

WHETHER YOU CALL IT SMALL
MARKET, RURAL OR NON-METRO

IT'S GROWING!



- ➔ Recent years has seen non-metro areas **GROWING** disproportionately to urban areas.
- ➔ During 2020–21, many people moved to non-metro areas to reside in places with less population density as COVID-19 infection rates accelerated.



SOURCES: USDA, Rural America at a Glance: 2022 Edition, CENSUS, What is Rural America?

NON-METRO POPULATION PURCHASE POWER

Rural Communities
Account for a
Significant Portion of
the U.S. Population
and Economy

NON-METRO GDP =
\$2,235,415,415



SOURCE: U.S. Bureau of Economic Analysis, [CAGDPI County and MSA gross domestic product \(GDP\) summary](#)

NON-METRO POPULATION

HOW DO YOU TARGET THEM?

DIGITAL MARKETING STRUGGLES IN SMALLER MARKETS

- ➔ Only 50% of homes in the continental US receive true broadband internet access.
- ➔ 34% of homes receive internet access at speeds of less than 5Mbps, including 15% that do not have any internet access.
- ➔ Vermont, West Virginia, New Mexico, and Mississippi among the least connected states.

SOURCE : NPD's Rural America report

NEWSPAPERS ARE DYING, CREATING “NEWS DESERTS”

- ➔ A quarter of all U.S. newspapers have died in the last 15 years.
- ➔ In poorer, less-wired parts of the U.S., it's harder to find credible news about your local community.
- ➔ A fifth of the population live in a news desert or in a community at risk of becoming one.

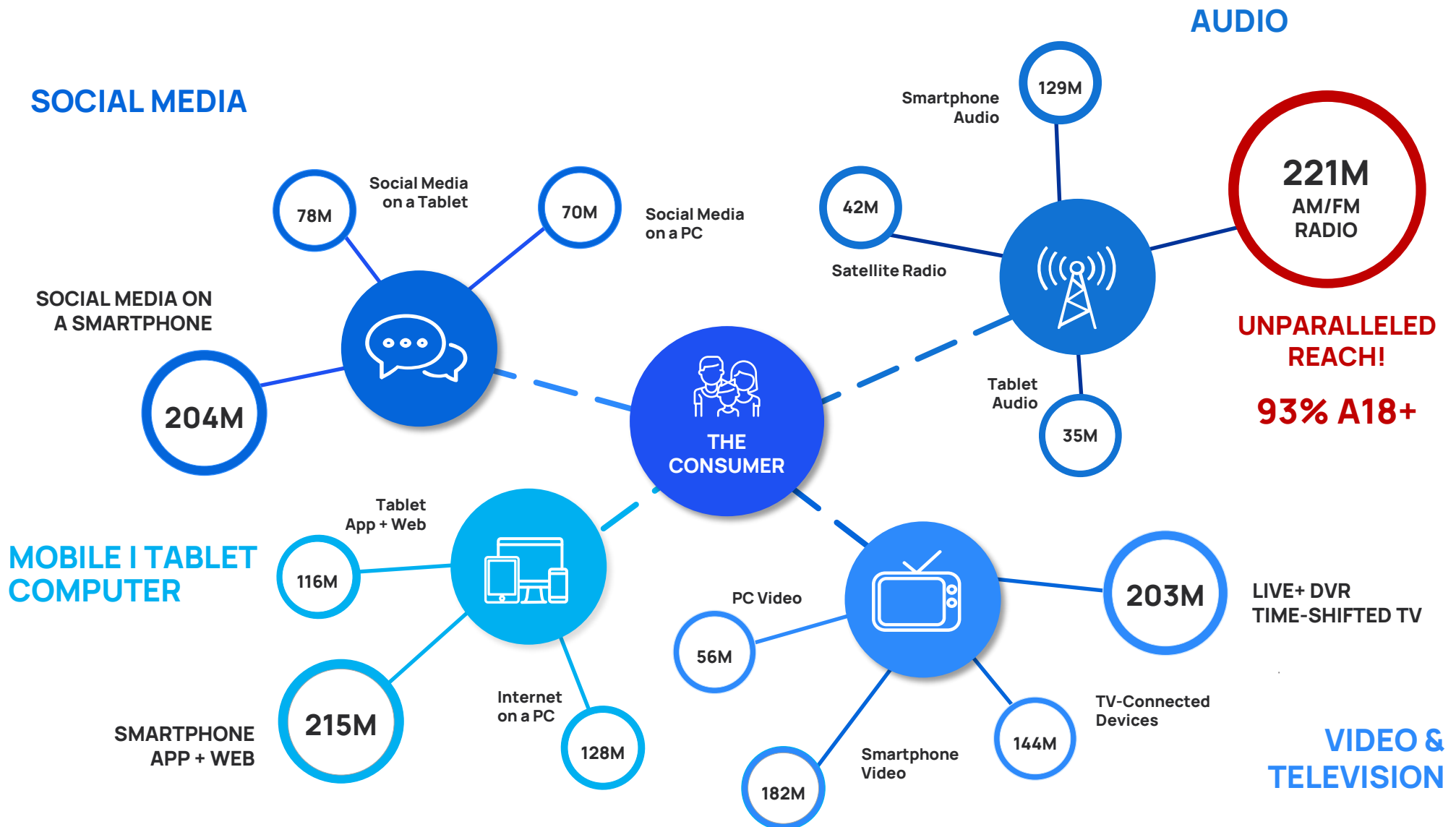
SOURCE : <https://www.usnewsdeserts.com/reports/news-deserts-and-ghost-newspapers-will-local-news-survive>

The Non-Metro population is valuable and growing... but can be hard to reach and measure.



WHY RADIO?

CONSIDER THE MEDIA UNIVERSE



Source: Nielsen Total Audience Report 2022

RADIO MYTHS...



01

No one is listening

- Radio is America's #1 reach medium, connecting more adults 18 and older than social media or TV via smartphones, tablets, PCs or apps and delivering a vast amount of content wherever and whenever listeners want it – on-air, online and on-demand
- Regardless of advances in technology, radio remains the top source for music discovery and the most used audio source in car.

SOURCE: Nielsen RADAR 159 P18+

02

Everyone is listening to Pandora/ Spotify/ Satellite

- Radio reaches more adults 18+ than any other audio source and broadcast radio accounts for 85% of the ad supported audio time spent in the car.
- AM/FM Radio 82%, Pandora 12%, Satellite 18%, Spotify 19%

SOURCE: Scarborough USA+ 2023 Release 1 Total (Dec 2021 – May 2023)
& Edison Research, "Share of Ear" Q2 2022 – Q2 2023)

03

Listeners change the station during commercials

- Because Radio delivers live and local content that is informative and engaging, it maintains and delivers more than 93% of its lead-in audience during commercial breaks. When radio commercials air, listeners act.
- store visits were 20% higher, website visits were 75% higher, and 40% increase in a desire for additional information about the product.

SOURCE: Nielsen RADAR 159 P18+

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- ➔ Radio's **LOCAL** targetability is one of its best assets and we can recommend and work with stations defined by a county or a zip code.
- ➔ When you need to fill in your metro buys with qualified, targeted stations in areas that can be hard to reach, and harder to work with, we can do it all.
- ➔ We believe in local radio, we believe in local broadcasters, we believe in local content, we believe in local connection, and we have the most powerful and viable network of stations to help you activate your important message.

GMP MAKES IT EASY

It is our mission and driving motivation that the rural communities in American should be targeted separately, intentionally and differently than the major metros.

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**CONSUMERS THINK, ACT & BUY LOCALLY
SO NATIONAL BRANDS NEED TO
ADVERTISE LOCALLY**

Radio is the medium
closest to purchase
& drives an average
increase of 22% store
traffic lift for retailers

85%

**of all retail purchases are
made at a brick & mortar store**

SOURCE: US Census 2023 – Commercial Sales Reports

87%

**typically travel 15 minutes or less to
make everyday purchases**

SOURCE: Access Development, The Impact of Proximity on
Consumer Purchases national survey

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CONSUMERS CRAVE LOCAL CONNECTION
AND NEWS FROM A TRUSTED SOURCE

**RADIO IS THE
MOST TRUSTED MEDIUM**

SOURCE: MRI-Simmons COVID-19 Consumer Insights Study

67% of adults rate radio as trustworthy
or very trustworthy

Newspapers (66%)

Network TV (62%) • Cable TV (61%)

Computer Internet (57%) • Mobile Internet (51%)

Social Media (which came in last place at 32%)

SOURCE: Jacobs Media's Techsurvey 2020



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INCREASED SHARE OF INFLUENCE



Listeners feel an emotional bond to their favorite radio stations. This connection is **NOT** shared by TV and is even more important in a small market, where the local station is most often the first place the public turns to for local news, information and community updates.

There may be thousands of marketing options in a major metropolitan (city), but only a handful in a small market so it is much easier to cut through the clutter and **own a share of influence.**

**In a small market, being
local matters.**

**Advertisers WILL ALWAYS
benefit from that
association.**

SMALL MARKET RADIO PERSONALITIES

THE ORIGINAL GEOTARGETED, HYPER LOCAL INFLUENCERS

“ People treat me like a local Celebrity! ”

“ I help brands identify local themes, tastes, and even the unique language and cultural nuances! ”

“ Nobody knows the Market like me! ”

“ Listeners think of me like a trusted friend! ”

55%

of Radio listeners trust a product or service more when endorsed by their favorite radio personality

SOURCES: RAB F.C.T Report 2014

YOUR SMALL MARKET SOLUTION

GMP's BOOST NON-METRO NETWORK marries Nielsen county data and GMP's independent broadcaster roster to help brands and agencies easily cover the country's rural, beyond the metro geographies.



**Every County
in the Country**



**MSA/DMA
Detail**



**Metro Spill
Analysis**

We can compute 10 or 10K zip codes and send you market analysis and a customized non-metro network for your locations in a blink!



BOOST NON-METRO AUDIO NETWORKS are 100% customizable



We take your target geographies and produce a no waste, performance qualified, preferred format, demo specific, non-metro network package in minutes

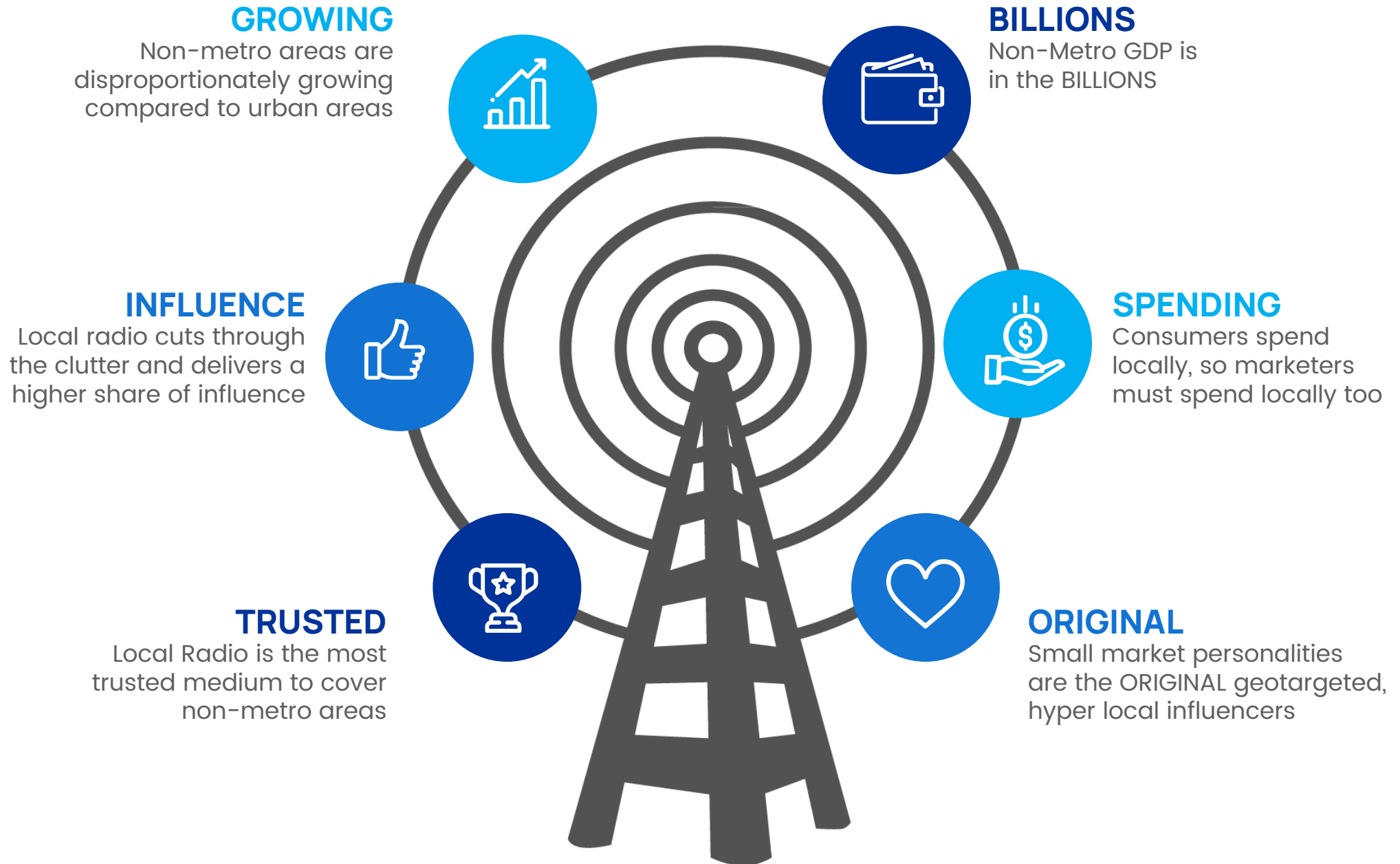


BOOST NON-METRO is a simple solution to “turn on the radio” where 20% of Americans live and work- One vendor code, one order, one invoice

Need to understand your locations and how to best plan for coverage, but don't know where to start? That's where we come in!

*Put our ZIP
BOOSTER to work!*

THE POWER OF SMALL MARKET RADIO





THANK YOU

DEVON SHUMAN

SVP, Director of Non-Metro Audio Sales

 970-485-0300

 devon.shuman@genmediapartners.com

 www.gmp-boost.com

**SCHEDULE A DEMO
TODAY!**