



WSHE Connects with the CFO's of the Chicago household. Women account for 85% of all purchasing decisions. 91% of women say advertisers don't understand them...we understand at SHE (100.3)

THE SHE LISTENER

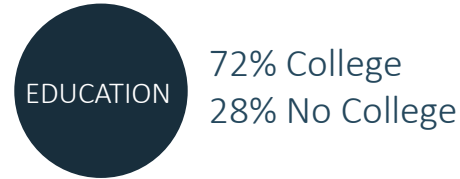
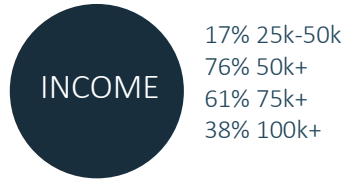
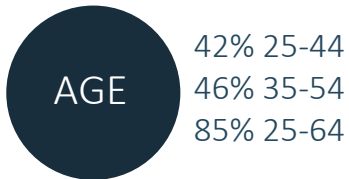
College educated, employed, business decision makers, leading active lifestyles

A COVETED AUDIENCE

1.06 Million Weekly Cume

Median age: 45

Average HHI: \$102,565



SHE (100.3 WSHE) is authentically focused on the sensibilities of today's modern woman. The majority of listeners are college educated, white collar working women who lead active lifestyles and hold the buying and decision-making powers in the household



© Research Director, Inc.; Data © Nielsen Audio, Chicago; Oct19/Nov19/Dec19 Mon-Sun 6A-12M unless otherwise noted w/ *
*CHICAGO; Scarborough R2 2019: Aug18-Aug19; Metro; M-Su 6a-12m; P 18+