

# The World of CAFÉ MOCHA RADIO

ANGELIQUE

LONI LOVE

YO YO

*Radio from a Woman's Perspective!*

 CAFEMOCHARADIO.COM • (301) 249-1700

Café Mocha is the only nationally syndicated show that was created exclusively BY and FOR women of color. This high-energy, two-hour show features the latest urban music, lively chats from an unabashedly women's perspective, no-holds barred advice and exclusive interviews with top performers, celebrities, politicians and community leaders.

## DIGITAL



**64%**

MORE LIKELY TO  
CREATE A SOCIAL  
MEDIA PROFILE

**300K**

UNIQUE  
MONTHLY  
VISITORS

**15 Million**

MONTHLY  
ENGAGEMENT  
IMPRESSIONS

## AUDIENCE PROFILE



### GENDER

MEN 45%  
WOMEN 55%

### ADULT AGE

MEDIAN AGE  
(DESKTOP) 42  
18-34 27%  
18-49 49%  
25-54 40%

### HOUSEHOLD

CHILDREN  
YES 41%

### INCOME

MEDIAN INCOME  
(DESKTOP) \$103,119  
HH \$75K+ 47%  
HH \$100K+ 39%

## RADIO



**92%**

BLACK CONSUMERS  
CHOOSE RADIO

**1.2**

MILLION CAFÉ MOCHA  
RADIO LISTENERS WEEKLY

**30**

RADIO STATION MARKETS  
PLUS SIRIUS XM RADIO  
(WITH 22 MILLION SUBSCRIBERS)

Demographic	# of AA Listeners Reached by Café Mocha Urban Stations	% Reached of MSA
Women 25-54	5,129,300	75.9%
Women 18-49	5,568,700	76.0%
Women 18-34	2,899,700	77.3%

# CAFE MOCHA RADIO

## Women

“1.2 trillion in spending power.”

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### OUR AUDIENCE PROFILE

#### SHREWD:

- More than 60% consider themselves savvy, stylish, and trendsetters.
- Has higher levels of happiness with their beauty, appearance, spiritual and religious commitments.
- Is more likely to start a business at 6x the rate of other segments.
- Values “authenticity” above all in targeted messaging.
- Is more likely to respond to images that reflect her and her family/community.
- Is optimistic: 59% expect an increase in income over the next five years.
- Is health conscious: 79% believe pursuing good health is important.
- Is supportive: 62% believe embracing and supporting their culture is important.

#### A RADIO LISTENER:

- 91% black consumers listen to radio each week.
- Prefer listening to businesses on broadcast that give back to their communities.

#### A SMART SHOPPER:

- Makes 85% of brand purchase decisions.
- 21% buy for fun frequently; 73% use mobile to research new products.
- 70% buy brands reflecting their style
- Considers value more than price when making decisions.
- 80% will tell a friend about a product she likes.
- 82% important to be well groomed

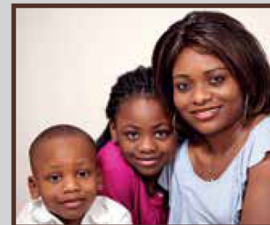
#### RADIO, DIGITAL AND EVENTS

#### OUR SEGMENTS



#### MOCHA MAVEN

- AGE: 24-35
- INCOME: \$35-60K
- SOME COLLEGE
- LIKELY TO READ BLACK-ORIENTED BLOGS
- CITY APARTMENT DWELLER
- MOBILE PURCHASING USER
- LIKELY TO BE AN ENTREPRENEUR
- ENJOYS RADIO ONLINE LISTENING



#### MOCHA WOMAN

- AGE: 36-54
- INCOME: \$75K+ AND HIGHER
- LIKELY TO BE SINGLE OR SINGLE MOTHER
- HOMEOWNER
- COLLEGE, SOME GRADUATE
- 2 OR MORE CHILDREN
- 63% SPEND MONEY AS CAREGIVERS
- 50% WISH TO BE DEBT-FREE
- LIKELY TO BE A PROFESSIONAL
- AVID RADIO LISTENER