

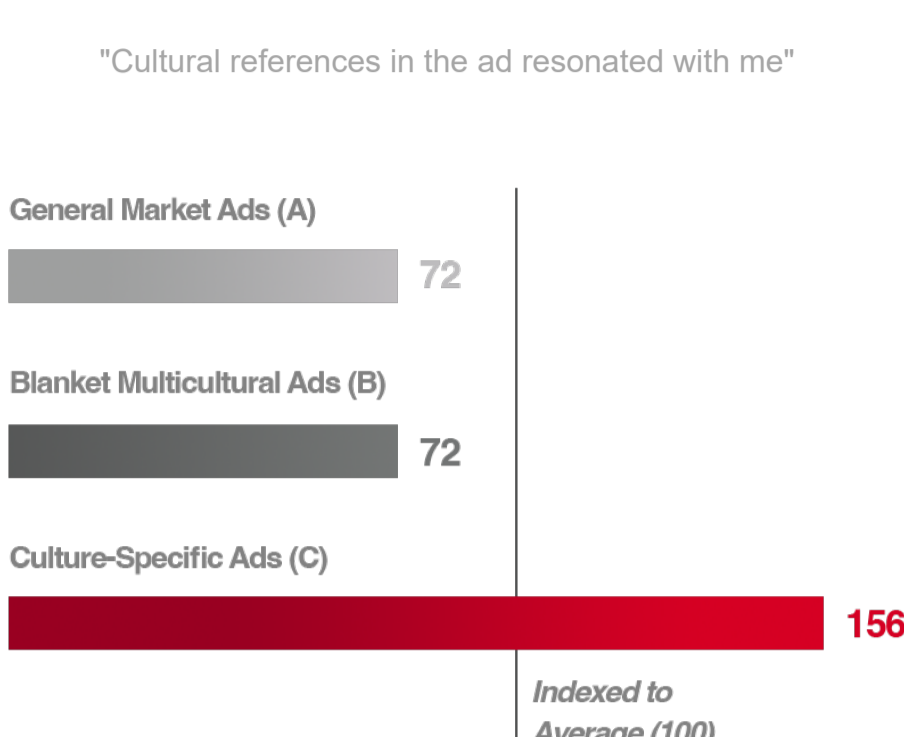
DID YOU KNOW

Having Conversations Directly With Multicultural Audiences Drives Brand Impact

FACT ONE

The more people identify with their race/ethnicity, the more they like culture-specific ads.

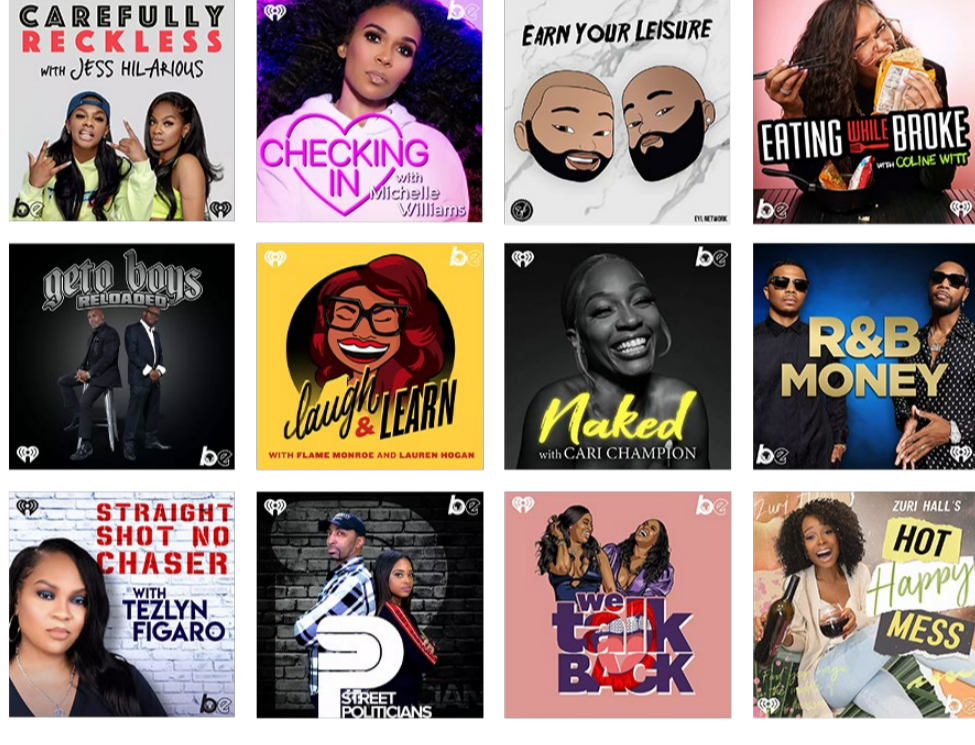
How Multicultural Audiences Feel About Ads



Source: "Challenging the One and Done Approach" study by Magna, Dec 2022

FACT TWO

ESSENCE named "16 Black Podcasts You Need to Hear this Winter." iHeartPodcasts and Charlamagne the God's The Black Effect had 12 of them.



Source: ESSENCE December 2022

FACT THREE

iHeartMedia has the most conversations with multicultural audiences every day.

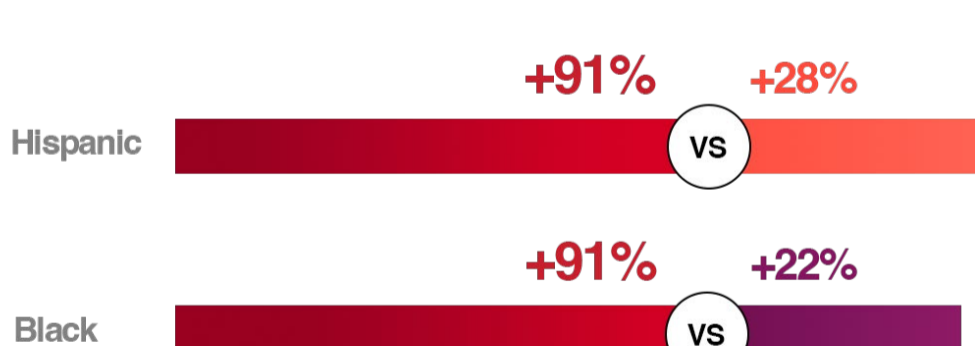
iHeartMedia Broadcast Reach



9 out of 10

Diverse Listeners

Every Month



Source: Nielsen Audio Nationwide, Fall 2021 – Mon-Su 12m-12m – Monthly Reach; nPower, Reach & Frequency Report, November 2022, Live+SD, M-Su 6a-6a, 6 min qualifier; Hispanic and AA based on 18+

Ready to drive growth? From Black Information Network to the My Cultura podcast network to The Black Effect and more, we'll work with you to identify the right iHeart assets and influencers to create relevant conversations with multicultural audiences.

Because we're #1, iHeart gives you access to all audiences, moments, conversations, and measurement.

Let's get started.

CONTACT US

FOR MORE INFO



America's #1 Audio Company

Reaching 9 out of 10 Americans Every Month