DID YOU KNOW

**FACT ONE**
The more people identify with their race/ethnicity, the more they like culture-specific 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 tha 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.

*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*

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.

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