

# Reach GBH's Valuable Weekend Audience

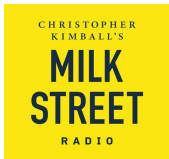
GBH 89.7 kicks back on the weekend with culture and lifestyle programming that fits the rhythm of our listeners' lives.



## Programming Highlights



Cultural potpourri from  
*The New Yorker*



Cooking & culture from  
around the globe



Your personal green  
thumb guide



**WAIT WAIT...  
DON'T TELL ME!**  
FROM NPR® & WBEZ® CHICAGO

NPR's weekly news quiz



Weekly news wrap up & analysis



Stories you won't find on big media outlets



The ultimate travel guide



Big news stories &  
thoughtful commentaries



Renovation 'know-how' and  
inspiration



**GBH's exclusive audience  
favors GBH sponsors**

Among public radio listeners:

- 91% do **not** listen to WBZ-AM
- 85% do **not** listen to WROR-FM
- 63% do **not** listen to WBUR-FM

Source: Nielsen TAPSCAN, Boston Metro, JUL 2024, M-F  
6a-10a + 3p-7p+

- 80% **feel more positive** about  
companies that sponsor GBH 89.7
- 75% would **prefer to buy** a product or  
service from a company that sponsors  
GBH 89.7

Source: GBH 89.7 Audience Survey, Fielded 8/29/23 –  
9/25/23,