

Reach GBH's Valuable Weekend Audience

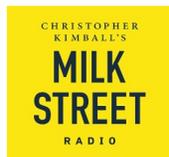
GBH 89.7 kicks back on the weekend with culture and lifestyle programming that fits the rhythm of our listeners' lives.



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,