

## CHEERS TO RADIO

### "Radio Serves Wine Drinkers their Preferred Media Choice"

Cheers to Wine and Food is a daily minute on radio spiced with information on dining out, cooking ideas, wine tips, and enjoying a culinary lifestyle. The show is a good match for restaurant advertisers. When wine drinkers dine out, they have a big appetite for Radio.

- ▶ 94% Use Car when eating out
- ▶ 87% Listen to Radio When Driving to Eat Out
- ▶ 25 minutes is the average time car radio is on when driving to eat out

Wine drinkers love radio, and when Cheers to Wine and Food plays, listener interest is engaged, which heightens the effectiveness of sponsor messages. Consider the facts on Average Weekday Share of Time Spent with Each Medium. **Indeed, Radio sounds delicious.**

Medium	6a-6p Average time spent with all media 4 hours 51 minutes daily	6a-Midnight Average time spent with all media 7 hours 34 minutes daily
<b>Radio</b>	<b>49%</b>	<b>37%</b>
Television	31%	46%
Newspapers	13%	10%
Magazines	7%	7%

source: Media Targeting 2000 conducted by The Arbitron Company.

When it comes to targeting upscale consumers, advertisers can count on success by reaching wine drinkers on **Cheers to Wine and Food**. Demographic data shows wine drinkers are typically above average consumers. Our programming appeals to the various psychographic segments of wine consumers including connoisseurs, aspirants, newcomers, and simple drinkers. When you target and reach wine drinkers, your message will be delivered to key consumers:

Demographic	% of pop.*	Index
Men	43.4%	90
Women	56.6%	109
Own Home	76.7%	109
College Grad	23.5%	157
Post-grad	13.1%	179
Married	64 %	112
\$100-150k	14 %	171
\$150 plus	6.9%	190
Pro/Managerial	31.2 %	155

#### WINE DRINKER CONSUMER PROFILE

- ✓ **Upper income households**
- ✓ **Highly educated**
- ✓ **Married**
- ✓ **Own home**
- ✓ **Managers, Owners, Professionals, Exec.**
- ✓ **40 to 69 years of age**

Source: MRI Doublebase, demographics of U.S. domestic wine drinkers. \* % of population who drink domestic wine.

For research and creative ideas to target food and wine consumers, contact Paul Carfagnini, Divine Media Inc.

[paulcarf@sympatico.ca](mailto:paulcarf@sympatico.ca)

905-328-5296