

Reach out to people who LIVE AND LOVE the arts!

Advertise your business on

Entertainment and the Arts,

**simulcast each Sunday night from 7 – 8 PM on
Tampa Bay's 1340 AM and 1400 AM and
via the Internet at www.tantalk1340.com.**

Our program reaches

**More than 3,000,000 people around Tampa Bay, plus
The entire world via the Internet!**

**For information on advertising,
call 727-239-6711 or email**

brenmar@entertainmentandthearts.com.

Entertainment & The Arts Audience Profile

Actors

Entertainers

Agents

Musicians

Artists

Patrons

Authors

Playwrights

Comedians

Photographers

Directors

Producers

Writers

TanTalk

Radio Network
AM 1340 AM 1350 AM 1400



Audience Profile

TanTalk Listener Locations

- 99% listen at home
- 72% listen in cars
- 49% listen at their place of business

TanTalk Listeners' Age Range:

- 58% between 25-49
- 32% between 25-34
- 25% between 35-49
- 24% between 50-64

TanTalk Listeners Have Purchasing Power

- 48% earn \$35,000+
- 29% earn \$35,000-\$50,000
- 14% earn \$25,000-\$35,000

TanTalk Listeners are Decision Makers

- Attorneys, Doctors, Educators,
- Business Executives, Scientists,
- Engineers, Professionals

TanTalk Listeners are Well Educated

- 86% are College Trained
- 44% have Graduate Degrees or better
- 16% are students

TanTalk Listeners Own Real Estate

- 84% own their own homes
- 10% own second homes

TanTalk Listeners Drive

- 99% own at least one automobile
- 48% own two automobiles
- 8% own three or more automobiles