




LOUISVILLE PUBLIC MEDIA

89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR

Insure the Health of Your Medical Business With Public Radio

9 out of 10 Louisville Public Media listeners (218,000) are covered by health insurance. Additionally, \$1.10 of every \$10 out-of-pocket spent in the market comes from the Louisville Public Media audience.

Louisville Public Media Audience Accounts For:

16% of the dollars spent on hospital services

10% of the dollars spent on eye care

9.6% of the dollars spent on prescription drugs



The Louisville Public Media Audience is the number 1 radio destination for adults, 35-64.

Louisville Public Media's audience indexes extremely high in net worth — They have the ability to fund elective procedures.



Put your message on Public Radio. It works.