

•NEW YORK.  
*Radio*  
**FREEDOM FM**  
**104.7FM**  
96.3 HD-4





# FREEDOM FM - NEW YORK

Broadcasting From the Top of One World Trade Center –  
the Tallest Building in America!



**104.7 FM and 96.3 FM HD-4**



**24/7/365**

New York's only Russian station on FM dial,  
accessible in any car or home stereo.



**freedomfmradio.com**



***"Alexa, enable Freedom FM skill"***





# FREEDOM FM MOBILE APP — AVAILABLE ON IOS & ANDROID



With over **282,000** unique users per month and an **average** listening time of **58 minutes**, the Freedom FM app brings your favorite shows and music wherever you are in the world.



Enjoy our live stream through a **user-friendly interface**, designed for smooth and easy access — anytime, anywhere.

12:01



Available on the  
App Store



12:01



GET IT ON  
Google Play







Over 3,000,000

# RUSSIAN-AMERICAN MARKET IS HUGE

**ADVERTISE ON THE ONLY RUSSIAN FM RADIO STATION IN NYC!**

- With over 3,500,000 Russian-Americans nationwide, our FM and HD broadcast in New York, New Jersey and Connecticut has access to the world's largest Russian-speaking community outside of Russia - over 1,600,000 people as per U.S. Census American Community Survey.
- Russian-Americans on the average are well-educated (equivalent of four years of college); most of our listeners are working professionals and business owners. They pursue quality in spending their money both for fun and profit, proactive in the investment, real estate, food, drink, entertainment and fitness.
- The vast majority of the Russian-American population is well equipped for both online and offline commerce, receptive to new ideas, devices, diets. Our cultural traits may be in our talk and on our dining tables - but we are curious and we are patriotic towards the United States of America.



# FREEDOM FM: FEET ON THE GROUND, HEAD IN THE SKIES

01

FREEDOM FM target audience is the age group 35-60, where FM stations have the largest reach with Generation X (ages 35-54), with 80.5 million listeners tuning during an average month (97% of the Gen X population) per 2018 Nielsen report.

02

FREEDOM FM format is an energizing cocktail of three parts entertainment to one part information and talk.

03

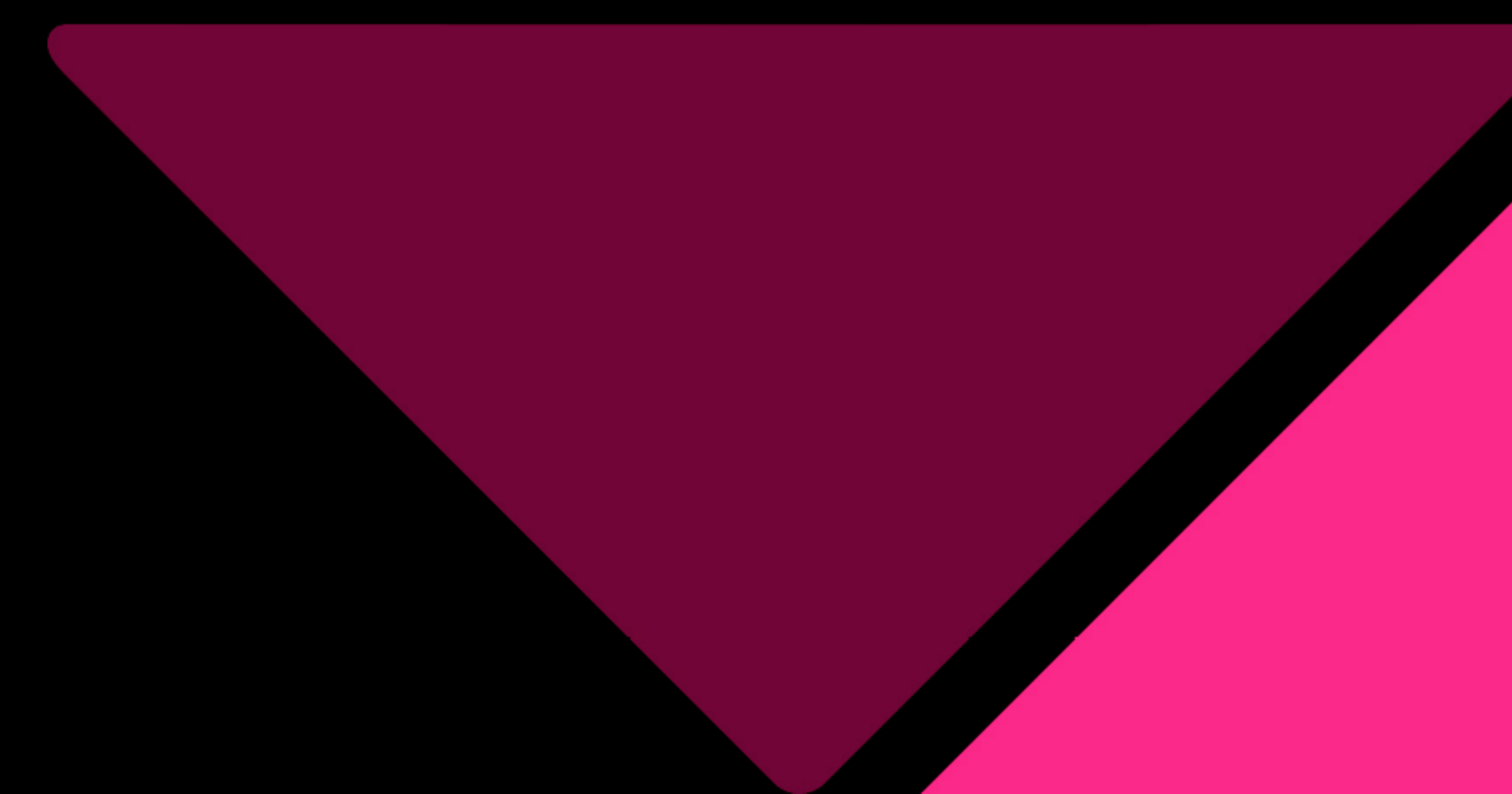
Charismatic local hosts and reporters from Russia, Israel, Ukraine, Belarus, Uzbekistan, Georgia, Armenia et al. cater to the many flavors of the "Russian-American" market.

04

Hand-picked programming featuring Russian and world music alongside with all-time greatest hits – because "The Russians love their oldies too".

05

Heavy Social Media presence, with live audio and video streaming, live concerts and events, weekly initiatives to benefit and promote the community: today's listeners are tomorrow's customers.





# HOW AMERICA LISTENS: THE AMERICAN AUDIO LANDSCAPE

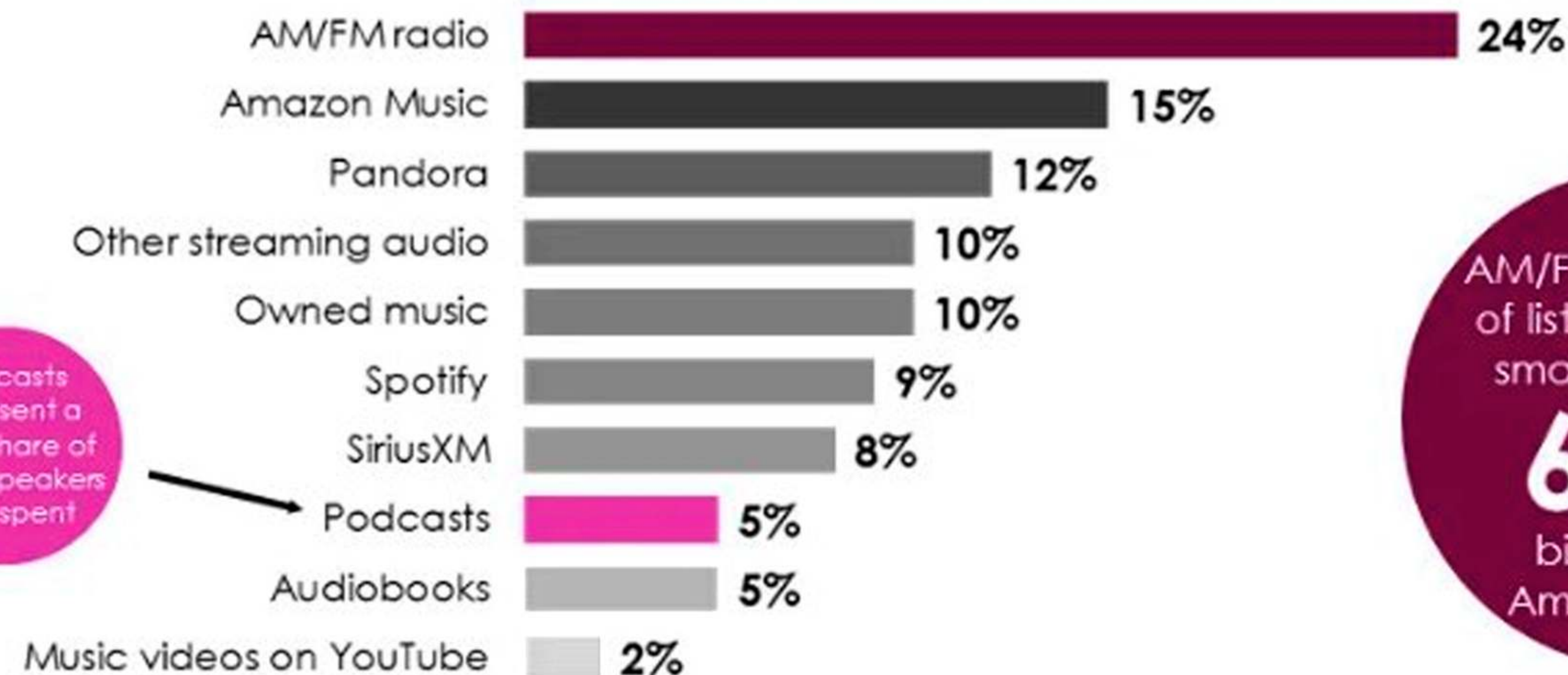
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Weekly U.S. reach ( percent of population )

Source: Nielsen Comparable Metrics Report Q2

## AM/FM radio is #1 in smart speaker share of time spent

Share of listening on the smart speaker device among persons 13+



AM/FM radio share of listening on the smart speaker is

**60%**

bigger than Amazon Music

**How to read:** Among persons 13+, 24% of listening on the smart speaker in Q3 2019 is to AM/FM radio.



# THE GREATER THE INCOME, THE GREATER THE FM RADIO AQH AUDIENCE RECOVERY

i

FREEDOM FM - AMERICA'S ONLY RUSSIAN 24/7 FM RADIO STATION,  
ACCESSIBLE IN ANY CAR OR HOME STEREO

AQH recovery index: Nielsen Nationwide Spring 2021 versus Spring 2020  
25-54 average quarter-hour persons by income, Monday-Friday 6AM-7PM



Source: Nielsen Audio Nationwide, Average quarter-hour persons by household income range, persons 25-54, Spring 2021 as a % of Spring 2020

  **AUDIO ACTIVE**  
GROUP

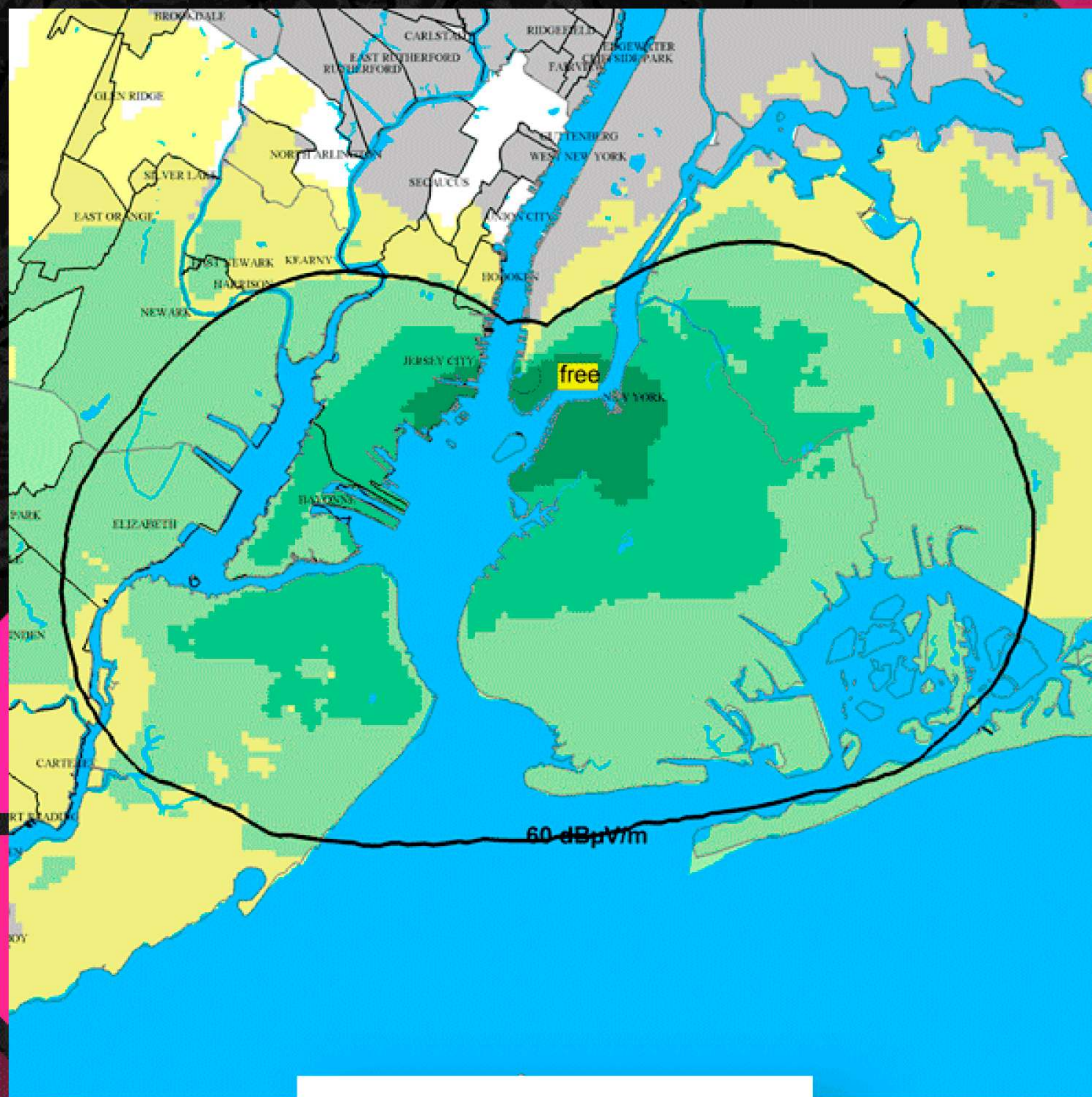


# RATE CARD

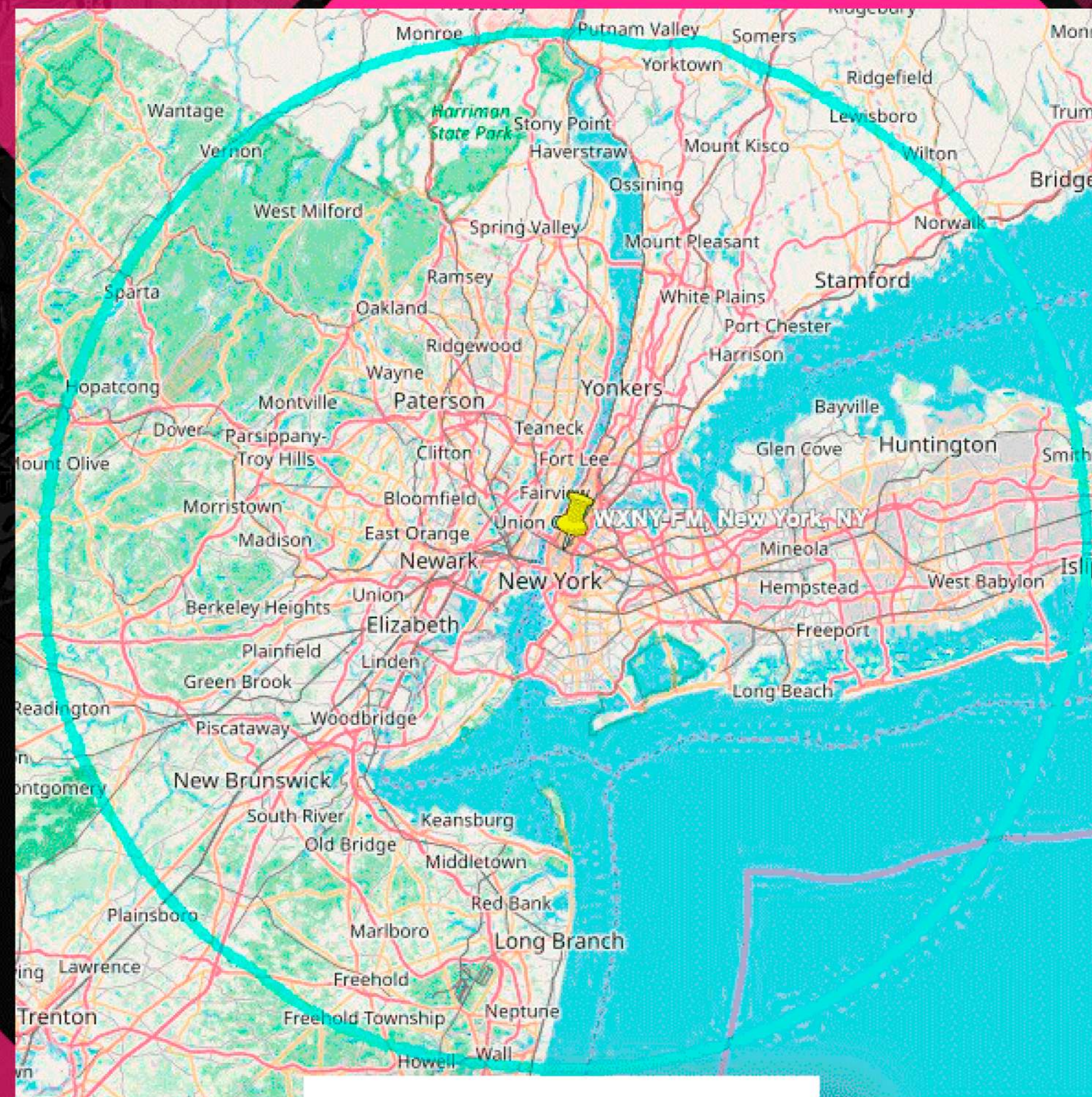
PRODUCT	PRIME TIME	DAY TIME	ALL OTHER TIME
Commercial	Monday-Friday 7:00-10:00am & 5:00-8:00pm	Monday - Friday 10:00am-5:00pm Saturday - Sunday All Day	Monday - Sunday 8:00pm-6:00am (except special projects)
15 seconds	\$75.00	\$45.00	\$20.00
30 seconds	\$120.00	\$80.00	\$45.00
45 seconds	\$170.00	\$105.00	\$55.00
60 seconds	\$200.00	\$140.00	\$100.00
Ad Libs			
30 seconds	\$145.00	\$95.00	\$50.00
45 seconds	\$190.00	\$125.00	\$60.00
60 seconds	\$230.00	\$155.00	\$110.00
Infomercial			
2 minutes	\$300.00	\$170.00	\$120.00
3 minutes	\$400.00	\$220.00	\$175.00
4 minutes	\$500.00	\$280.00	\$200.00
5 minutes	\$600.00	\$350.00	\$220.00
Show Sponsor 2x:30+2x:15	\$350.00	\$220.00	\$150.00
News Sponsor :10 +:30	\$150.00	\$100.00	\$60.00
PRIZE Give Away 2x:30	\$150.00	\$100.00	\$55.00
Talk Show or Live broadcast ( Live Broadcast is \$200 surcharge for host and transportation )			
10 min	\$1,000.00	\$600.00	\$350.00
15 min	N / A	\$750.00	\$400.00
20 min	N / A	\$850.00	\$500.00
1 HR	N / A	\$1,700.00	\$1,000.00



# FREEDOM FM COVERAGE: 1,600,000 RUSSIAN LISTENERS - ON FM/HD-4 3,500,000 NATIONWIDE AND ELSEWHERE-ONLINE



**FM** 15 miles



**HD** 40 miles



# CONTACTS



**(718) 758-5050**



**info@freedomfmradio.com**

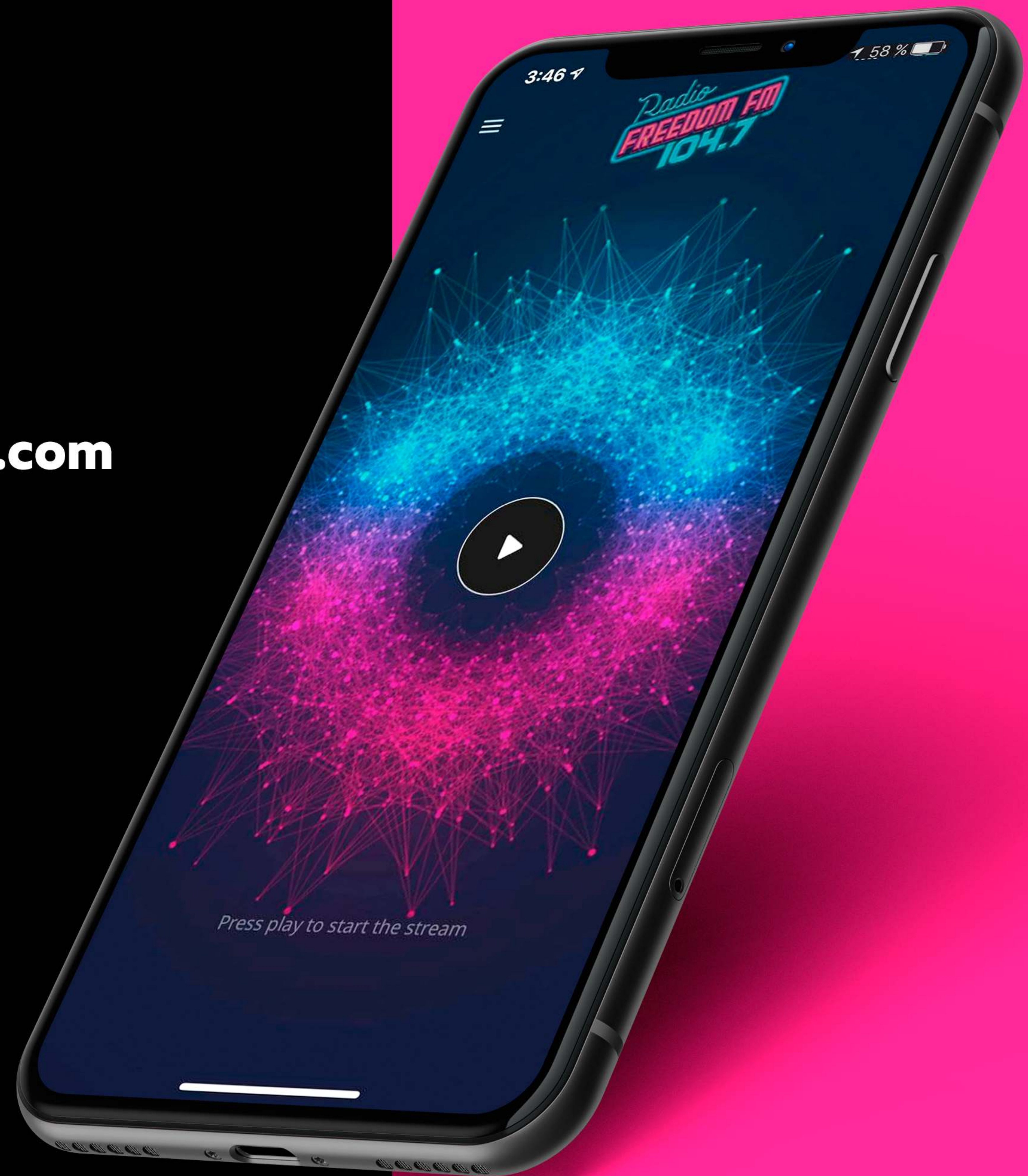


**2906 Shell Road  
Brooklyn, NY 11224**



**freedomfmradio.com**

**DOWNLOAD**  
**App Freedom FM**





# OUR CLIENTS

