

The demographic and psychographic profile of **Tooth Talk** listeners are the most desirable in radio! Not only does Tooth Talk enjoy the same demographic and psychographic profile of News-Talk radio, but also provides high value in its ability to target an audience specifically interested in issues surrounding oral health!

THE PERFECT DEMOGRAPHIC TARGET

- 43% Earn Over \$75K Per Year
- 37% Earn Over \$250K Per Year
- 50% Are White Collar Employed
- 80% Have College Degrees
- 82% Own Their Own Homes
- 34% Own A Second Home
- 53% Have Used A Gold or Platinum Card In Last Three Months

*Scarborough Research

Add **Tooth Talk** to your media mix to reach this highly-targeted niche audience of listeners keenly interested in dental and oral hygienic issues! For advertising and marketing opportunities, contact Q2 Broadcasting in San Francisco at 415.277.1710 or email info@q2broadcasting.com.



***Tooth Talk** provides precision targeting to a highly niche audience!*