

DREAMVISIONS 7 RADIO

Uniting mankind with Universal love



WBNW 1120 AM Boston

Flagship Station of Dreamvisions 7 Radio Network
 Simulcast with WPLM 1390AM

WBNW primarily targets an upscale educated audience of adults 35+. Although, in today's changing economy with more people now investing in the stock and bond markets through employer benefits, the audience has expanded to include a broader base of success-oriented consumers.

These individuals are also interested in current news and information on a day-to-day basis. This broader base includes the well-educated, affluent and financially stable older adults with discretionary incomes: Adults 55+, as well as the up and coming hi-tech professional, entrepreneur, business owner and manager.

Demographics	Household Income		HOUSEHOLD INCOME (CONTINUED)	
25-34 10.7%	\$100,000+	29.2%	\$70,000+	15.0%
35-54 52.4%				
55-65 33.3%	\$90,000+	11.4%	\$60,000+	13.4%
(68.3% are in peak earning years)	\$80,000+	13.2%	Under \$60,000	17.8%

visits/hits-length of listenership:
 60% stay longer than 20 minutes

EDUCATION

Advanced Degree	27%
College Degree	46%
High School Degree	22%

Marital Status:

Married	58.2%
Single	23.6%
Divorced/Widows	18.2%

Gender:

Male	58.2%
Female	41.4%

Internet Demographics

Daily Average: 2,748 *As of July '08 -Plus combined monthly with Dreamvisions 7 Radio 142,000

