



Oldies

95.9 / 106.9 FM

THE PALM BEACHES GOOD TIME OLDIES

GET UP! *and* GO SHOW

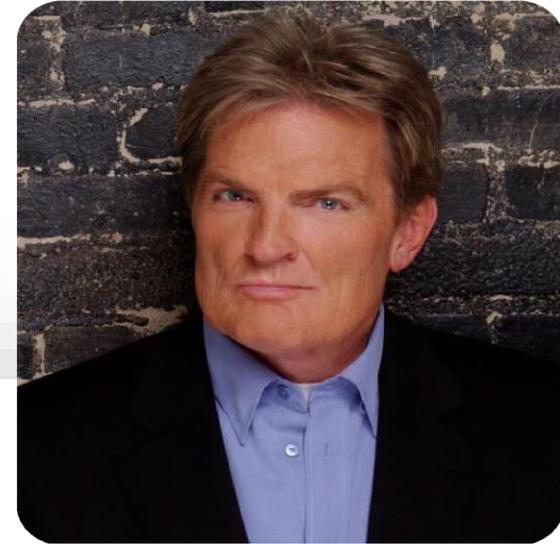
WEEKDAY MORNINGS TIM "THE BYRDMAN"



Tim Byrd, known as “The Byrdman”, started in radio at the age of 15 and most recently spent 13 years in local radio in South Florida “flying high” on 97.9fm WRMF, 104.3fm WEAT, and 105.5fm WOLL. Known as an influencer with his popular podcast and website Palm Beach Live Work Play and social media following, Tim has been promoting the best things to do in Palm Beach County. Tim has been a long-time emcee, and charity host throughout South Florida and his recent partnership with Palm Beach Illustrated Magazine has catapulted his visibility.

GREATEST HITS FOR YOUR WORKDAY WITH SCOTT SHANNON

WEEKDAY MIDDAYS SCOTT SHANNON



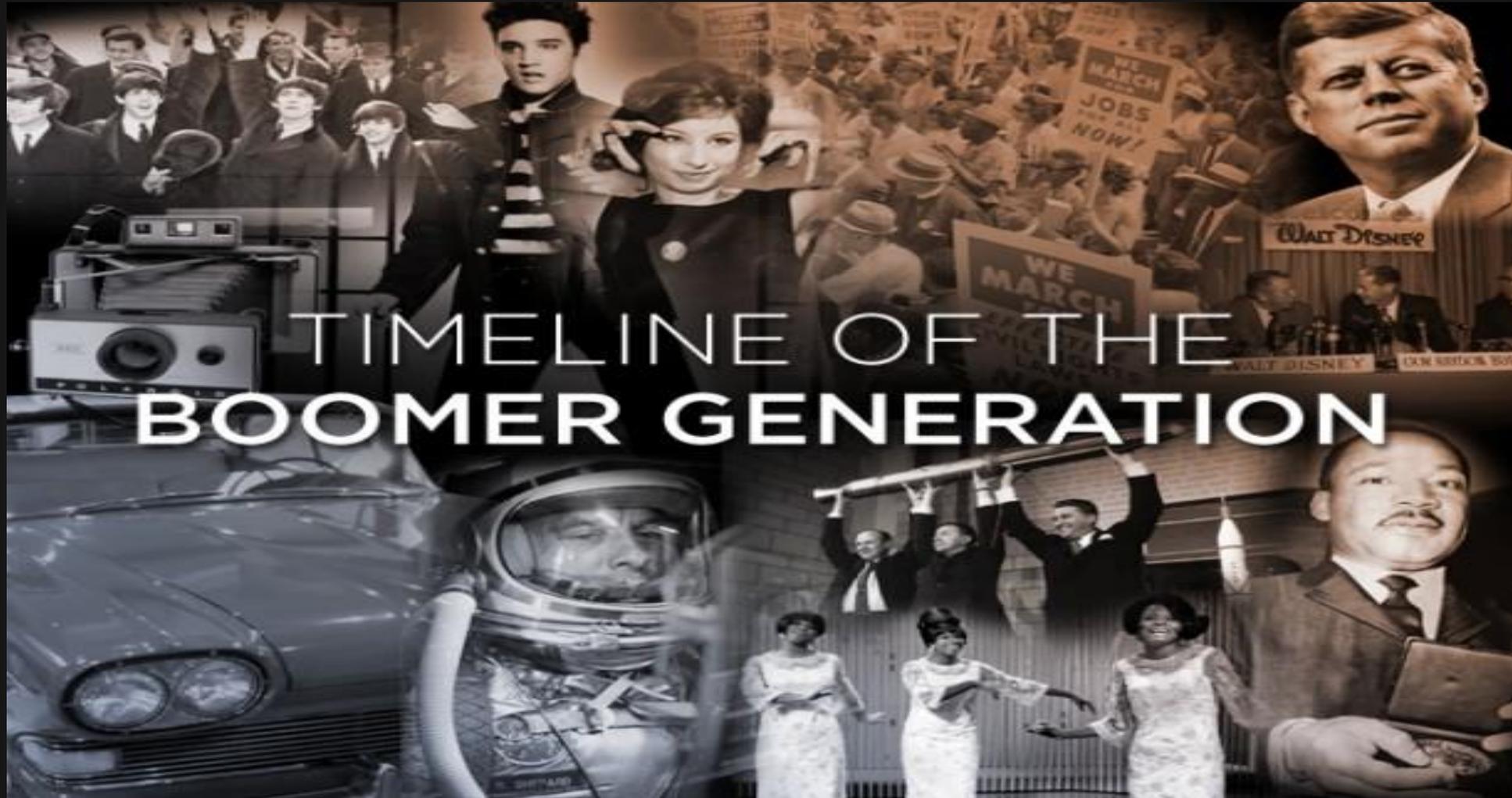
One of the most enduring and well-respected voices in radio today belongs to Scott Shannon. An acknowledged authority on music from early rock 'n' roll to today's hits, Scott can be heard every weekday morning on the legendary New York radio station, WCBS-FM 101.1. The Shannon in the Morning show is filled with music, entertainment news and celebrity interviews. Scott is also the voice of the Sean Hannity Radio Show, which can be heard on more than 500 stations nationwide. Scott Shannon's passion for radio has led him down a path with stops in Memphis, Nashville, Atlanta, Washington D.C., Los Angeles and Tampa Bay, where he created the revolutionary Morning Zoo show format at Q105 (WRBQ). In 1983, Scott brought his show to the #1 radio market, New York City, where he launched WHTZ Radio, better known as Z100. As Program Director and Host of the Z Morning Zoo, Scott took Z100 from the bottom of the radio heap, all the way to #1 in the Arbitron ratings (worst to first) in a historic 74 days! Scott also co-hosted the Scott & Todd in the Morning show on 95.5 WPLJ (New York) for an amazing 23 years (1991-2014).

INTELLIGENCE FOR YOUR LIFE WITH JOHN TESH

WEEKDAY AFTERNOONS JOHN TESH



John Tesh is an American pianist and composer of pop music, as well as radio host and television presenter. He was born in Garden City, New York, on Long Island, and graduated from Garden City High School in 1970. Playing piano and trumpet from the age of six, he studied with teachers from The Julliard School and was named to the New York State Symphonic Orchestra in high school, while also playing the organ in a rock band. Tesh studied communications and music at North Carolina State University. While in the area, Tesh worked as a news anchor at WTVD in Durham, North Carolina. Tesh went to Orlando, Florida to take a television position at WFTV. His television career included a stint as a news anchor and reporter at WSM-TV in Nashville, Tennessee in the 1970's, where he often covered the same stories as Oprah Winfrey, who worked at a competing Nashville station. He became more well-known when he co-hosted the television show Entertainment Tonight from 1986 to 1996. Tesh has also won six music Emmys, has four gold albums, two Grammy nominations, and an Associated Press award for investigative journalist. Tesh has sold over eight million records. His live concerts have raised more than \$20 million for PBS.



FACTS!

According to Nielsen, less than 5% of all advertising marketing budgets are being spent to target the 50+ demographic, America's wealthiest segment of the population. The baby boomers dine out 3 times per week, they purchase 43% of all cars and spend 90% of all vacation travel, totaling one trillion dollars annually!

Over 3.8 Million Baby Boomers 50+ reside in South Florida and they spend MORE TIME ONLINE than do the Millennial's.

*Limelight Networks

The 50+ community is the most powerful consumer group in history.



GROW YOUR BOTTOM LINE BY
TARGETING THE AUDIENCE WITH
THE MOST PURCHASING POWER



The Baby Boomer Woman

CONSUMER PROFILE

Name: _____

Age: _____

Hobbies: _____



Net worth of women age 50 and older - **\$19 Trillion**



Pass along information about deals or finds to others - **92 percent**



51 percent are moms



Average number of contacts in their email lists - **171**



Shop online at least once a day - **22 percent**



Want to be part of a special or select panel - **76 percent**



Would get rid of their TV if they had to lose one digital device - **58 percent**

REASONS TO TARGET THE 50+ AUDIENCE

The 50+ audience remains and will be **the dominant and most powerful consumer group** for decades to come. So as a marketer, no matter your age, 45+ will likely dominate the consumer marketplace for a majority of your career

As the **WEALTHIEST GENERATION IN HISTORY**, BOOMERS ARE IN THE BEST POSITION TO BOOST YOUR BRAND! While millennials (born 1981-1994) have size, GEN X'ers (born 1965-1980) have a high household income and matures (born before 1945) have high accumulate wealth. **Only BOOMERS have all 3!**

Given the size of Boomers and older consumers' size, as well as their earned and accumulated wealth, adding 50+ to your marketing strategy will ensure your brand a share of voice with **the consumer group that can most profoundly impact your bottom line!**

At 50, Boomers are looking for guidance in making the right decision for themselves, their families, and their future. **This audience is listening to radio for information.**

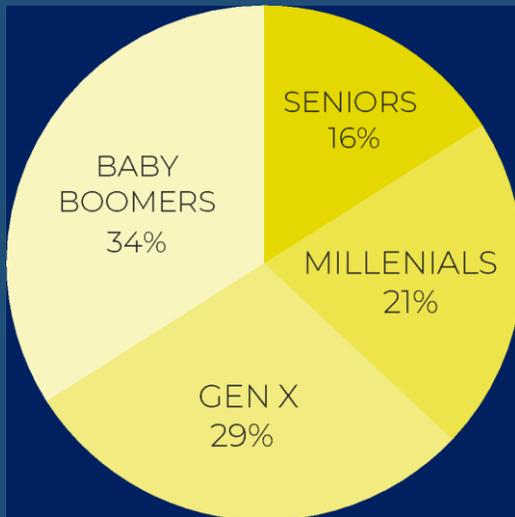
Marketers who speak to Boomers on their own terms, which means portraying themselves – not as getting older, but being in perpetual middle age – will find **a HIGHLY ENGAGED and RESPONSIVE audience** looking to create better lives at 50+

With **MONEY** comes **POWER**, **and the generation with the most money**, Boomers, find themselves in a unique position to heavily influence the spending of those in and beyond their household.

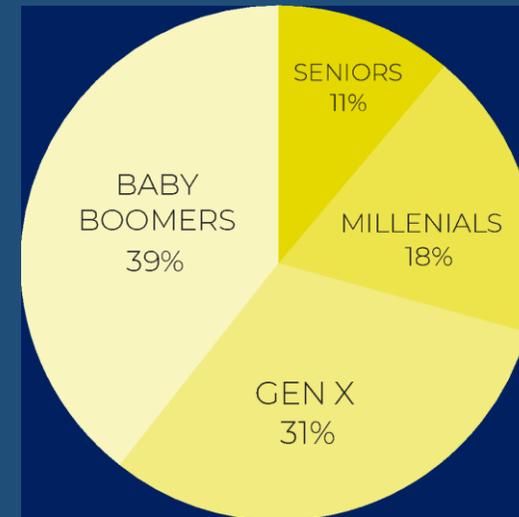
*Source www.advertise.aarp.org

BABY BOOMERS THE GREATEST PURCHASING POWER

SHARE OF TOTAL NET WORTH
DOLLARS



SHARE OF TOTAL INCOME
DOLLARS





HOW TO EFFECTIVELY MARKET TO BOOMERS!



- Boomers love to invest in educational products and services, especially for their grandchildren.
- If you can market your products in this way, you'll grab their attention.
- They value education, loyalty, authenticity, and any kind of content or product that fulfills that goal will be of interest to them.
- Baby boomers tend to be hard-working people prone to spending money and learning new things.
- They want to be informed about the going on's of the world, and they want to interact with their brands in a personal way. They want you to help them when they are troubleshooting, and they count on you to deliver on a good product when you say you will.
- They're also willing to wait for your messages and communication much longer than millennials.
- Knowing these key characteristics about baby boomers is power in your marketing hands because you can tweak your message to appeal to this large group of people.
- Don't fall into the trap of appealing only to millennials with every message.

WHAT VALUE DO WE DELIVER TO OUR CUSTOMERS?

TESTIMONIALS FROM PROSPECTS AND CUSTOMERS

- 50% of the U.S. population will be over the age of 50 by 2021.
- Baby boomers spend the most across all product categories but are targeted by just 5-10% of marketing.
- Over the next 20 years, spending by people 50+ is expected to increase by 58% to \$4.74 trillion, while spending by Americans aged 25- 50 will grow by only 24%.

- Baby boomers will inherit \$15 trillion in the next 20 years.
- 70% of the disposable income in the U.S. is controlled by baby boomers.
- The peak age of vehicle buyers shifted upward to 55-to-64 from 35-to-44 in 2011.
- Boomers own 80% of all money in savings and loan associations.

- 63% of baby boomer households have at least one person working.
- The 50+ population has \$2.4 trillion in annual income in the U.S., which makes up 42% of all after-tax income.
- Boomers outspend younger adults online 2:1 on a per-capita basis, and they spend more than other generations by an estimated \$400 billion a year.

SOME OF THE BRANDS THAT GET RESULTS WITH THE OLDIES CHANNEL



OUR HAPPY CLIENTS

JOHN MORGAN, DANA'S AIR CONDITIONING

Dana's Air Conditioning has been advertising with VCMG Live for over a year on the True Oldies Channel and on the Surf since it's inception. The results have always been very good. They have proven to be a valuable asset to our company. They are always professional, knowledgeable and extremely helpful

DEREK SCHWARTZ, NOBILE SHOES

VCMG Live has not only helped Nobile Shoes promote our business, but also supported us in times of need with creative ways to reach customers! Nobile Shoes has seen tremendous growth in the last few years and a big part is the support and help with the VCMG Live stations and staff!

BLANCA PERPER GREENSTEIN, LAWS OF LIFE

My experience with True Oldies Radio has been AMAZING. Their team is second to none because you get a fully professional team on your side. Highly recommend them if you need a radio show, podcast, live streaming or a combination of everything! The customer service standard is UNBELIEVABLE at this station. No need to look anywhere else!

JOHN E. MITCHELL, ROBES LAW GROUP, PLLC

A true partnership, in an age when such relationships seem harder and harder to develop. True Oldies management wants its advertisers to succeed, now isn't that refreshing?

For More Information

Please contact:

Name:

Phone:

Email: