



**THE GEORGIA  
CLASSICS**



**WHAT WE'VE CREATED – AND WHY  
YOUR BUSINESS NEEDS A PIECE OF IT.**

***The New TGC Radio*** ... It's The Georgia Classics. The music you grew up with – the best of the 60's, 70's and 80's lives right here, all day, every day. It's a special "back in your neighborhood" feel that we've created, coming to you from ***The Classic City – Athens, Georgia***. Welcome back to the time of your life!

IT'S NOT HOW MANY PEOPLE ...  
IT'S HOW MANY BUCKS.

**It's BABY BOOMERS and their BUCKS baby!** Boomers have been and continue to be the largest disposable income group in the U.S. They've made their money, saved their bucks and now spend them on everything – like their grandchildren, things they need – or, just WANT. Simply put, if you sell what they are buying... they are your target. Today, your marketing focus for products and services, should be on very targeted customers - **Boomer Consumers**.








## YOUR CUSTOMERS' MEDIA CONSUMPTION HAS CHANGED.

The numbers still matter, but you now know, ***it's where the bucks are.*** Our core listeners, 50+ are very loyal consumers and spend accordingly on quality products and services they want to buy. A huge target group with ***enormous*** disposable income. And effective ***digital*** media marketing to boomers is where their eyes and ears are today. Remember the term "over communicated society" from a decade plus ago – so much truer now than back then.

The combination of social media, specialized online content and streaming programming is key and (spoiler alert) is in active use by our audience.

Streaming TV and radio is now the norm. The music of our lives via the internet via wifi or cell, crystal clear on your phone via the ***TGC Radio Mobile App*** – Bluetooth it in your car, your smart speaker at home or tell Alexa or Siri to "Play TGC Radio". Their new choices should be your new choices.

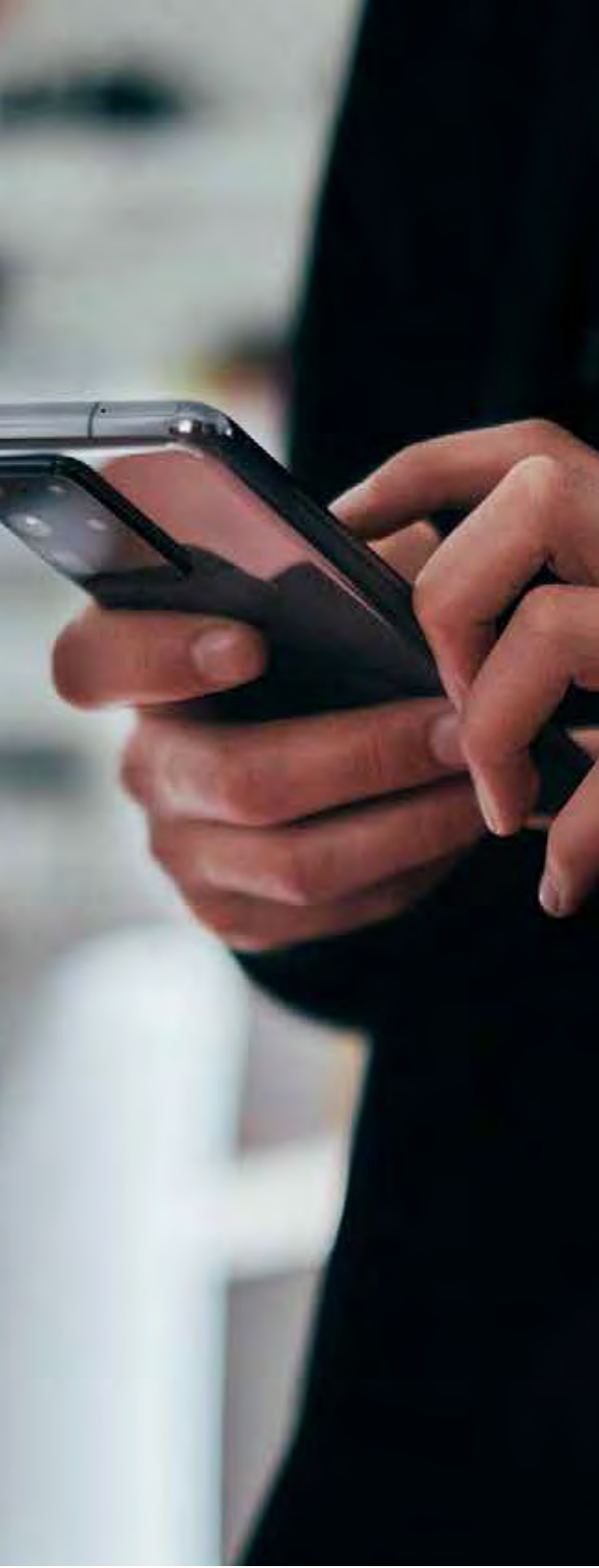


## DEMOGRAPHICS, PSYCHOGRAPHICS, LIFESTYLE – HOW AND WHY THEY BUY.

***TGC Radio's core listeners*** tend to be loyal consumers, and spend accumulated income on quality products and services.

They remain active, are focused on health and wellness, enjoy traveling, shop online, are avid social media users, and have great variety in their lifestyles. For sure, they are big spenders in our consumer economy; in fact, boomers specifically spend more than the average customer in almost every category, making up more than 70% of the nation's disposable income, according to Nielsen. Boomers represent individuals who focused on hard work, individualism, and social activism. They value trust, loyalty, and sense of community." (Source: *Eric Roth, managing director, consumer, MidOcean Partners*)





## NOT TO BORE YOU WITH THE INCREDIBLE BUYING POWER, SUFFICE IT TO SAY THAT:

- **68%** of baby boomers own a smartphone. *(Source: Pew Research Center)*
- **14%** of baby boomers are ordering groceries online for home delivery. *(Source: AARP)*
- **47%** of baby boomers seek out Cyber Monday deals when shopping for the holidays. *(Source: Deloitte)*
- **41%** of baby boomers use digital coupons while they're grocery shopping in stores. *(Source: AARP)*
- Boomers were expected to take **four to six** leisure trips in 2020 before the pandemic began. *(Source: AARP)*
- Boomers planned to spend **\$7,800** on travel in 2020 prior to the pandemic. *(Source: AARP)*
- They account for about **38%** of pet spending. *(Source: Pet Business Professor)*
- They increased their spending on new clothes by **28%** compared to before the pandemic. *(Source: Retail Dive)*





**TODAY, THE GENERATION THAT GREW UP WITH AND STILL LOVES THEIR MUSIC FROM THE 60'S, 70'S AND 80'S** *TEND TO BE MORE ACTIVE, TEND TO SPEND MORE ON LUXURY PRODUCTS AND SERVICES AND GUARD THEIR NEST EGGS.*

- There are around **72 million** baby boomers in the United States. *(Source: Pew Research Center)* **46%** OF U.S. ADULTS
- Baby boomers hold **51%** of all wealth in the United States, a net worth of nearly **\$70 trillion**, hold more than **\$20 trillion** in stocks and mutual funds. *(Source: Federal Reserve)*
- Baby boomers have **\$2.6 trillion** in buying power. *(Source: FONA)*
- Baby boomers spend **\$548 billion** a year and represent **50%** of all US spending
- Baby boomers spend an average of **\$63,325** each year. *(Source: SmartAsset)*
- **59%** of baby boomers are willing to pay extra for socially compliant, sustainable products. *(Source: Deloitte)*

*(Source: Eric Roth, managing director, consumer, MidOcean Partners)*



## AND NOW TO YOUR LINGERING QUESTION – STREAMING RADIO:

*PUBLISHED BY STATISTA RESEARCH DEPARTMENT, FEB 11, 2022*

“ The audio universe in the United States has gone through a major digital transformation over the last decade, sustained by the development of online streaming services and online radio. Contrary to various other traditional media formats, over-the-air (OTA) radio has partly managed to readjust to this digital shift, maintaining an extended weekly reach and holding the largest share of audio ad spending. Its pervasive range notwithstanding, OTA radio is still facing a decline that is being counter-balanced by the rise of its online counterpart, with internet-based radio platforms now accounting for close to 600 million U.S. dollars’ worth in revenue. Paid music streaming subscription numbers have also been mounting up year after year, boasting a tenfold increase from 2014 to 2021. Despite its ever-increasing omnipresence in the day-to-day life of consumers, online audio was still expected to be the most under-invested media in the U.S. in 2022 – meaning the share it takes of consumers’ media time is significantly larger than its piece of the ad revenue pie. ”



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- The weekly time spent with online radio and other online audio sources in the United States increased to **974 minutes** in 2021, with the amount of time spent per week amounting to **16 hours and 14 minutes**. This increase might be caused by the rise in time spent at home due to the pandemic.
  - According to industry data, local radio digital advertising revenue in the United States reached **1.5 billion** U.S. dollars in 2021. By the end of 2022, the revenue was expected to reach **1.8 billion** dollars.
  - **Radio** has managed to adapt to the massive changes brought about by the proliferation of mobile internet.
  - New, internet-based or online radio platforms now account for over **500 million** dollars' worth of streaming music revenue and the format continues to grow with each passing year.

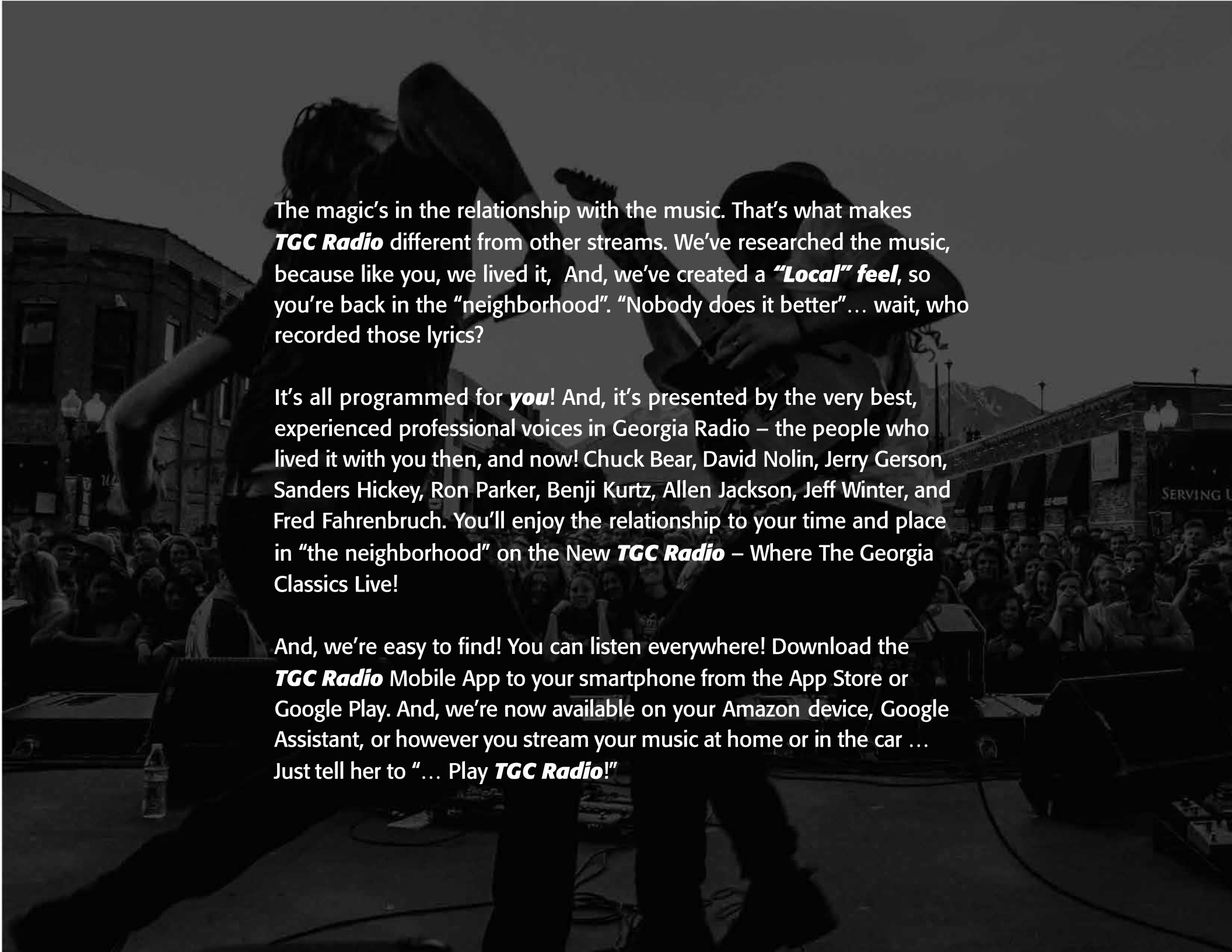


## TGC RADIO – IF THEY CALL YOU A BOOMER, TELL ‘EM YOU’RE A GEORGIA CLASSIC!

**We take you back** to a place and time that was meaningful in your life – UGA, Athens – The Classic City, an epic era in our lives. Whether you were a college student, a resident, born & raised, an adopted Georgia native, just a DAWG fan from wherever – WOOF – you belong. We’ve created a “neighborhood” online, just for you, worldwide. And, we’re playing Your Continuous Georgia Classics from the 60s, 70s and 80s! Listen – you’ll hear it, and you’ll feel it.

Our philosophy is that every time you click on the **TGC Radio Mobile App**, you’ll hear a song you know and can sing (even if you can’t carry a tune in a bucket – so roll up the windows). Hey, we’re on the internet and you can take us with you everywhere!





The magic's in the relationship with the music. That's what makes **TGC Radio** different from other streams. We've researched the music, because like you, we lived it. And, we've created a **"Local" feel**, so you're back in the "neighborhood". "Nobody does it better" ... wait, who recorded those lyrics?

It's all programmed for **you!** And, it's presented by the very best, experienced professional voices in Georgia Radio – the people who lived it with you then, and now! Chuck Bear, David Nolin, Jerry Gerson, Sanders Hickey, Ron Parker, Benji Kurtz, Allen Jackson, Jeff Winter, and Fred Fahrenbruch. You'll enjoy the relationship to your time and place in "the neighborhood" on the New **TGC Radio** – Where The Georgia Classics Live!

And, we're easy to find! You can listen everywhere! Download the **TGC Radio** Mobile App to your smartphone from the App Store or Google Play. And, we're now available on your Amazon device, Google Assistant, or however you stream your music at home or in the car ... Just tell her to "... Play **TGC Radio!**"





# NOW THAT YOU KNOW WHERE THE BUCKS ARE ...

## **Advertise on The NEW TGC Radio!**

The audience, their buying power, our digital technology – ***a better, more efficient way to reach customers.*** Boomers are “right here and waiting for you”. *Wait, who recorded those lyrics?*

Welcome back to your music ... and the neighborhood.

***Call Karen Hickey at (404) 697-3621,  
or email [Karen@TGCRadio.com](mailto:Karen@TGCRadio.com).***

We'll get your messaging ready pronto  
and get you into the neighborhood –  
where our listeners are shopping.



# HOW TO LISTEN TO TGC RADIO

AND HEAR WHAT YOU WANT WHEN YOU WANT:

1

Listen Live on **TGCRadio.com**

2

Download the app from **Google Play** or the **App store**

3

Tell **Alexa** to **"Play TGC Radio"**



A black and white photograph of a vinyl record on a turntable. The tonearm and stylus are positioned over the record. The text is overlaid on the record.

**THE NEW TGC RADIO –  
THE GEORGIA CLASSICS LIVE HERE!**





**THE GEORGIA  
CLASSICS**