



	AVERAGE VIEWER AGE	TARGET AUDIENCE WOMEN	TARGET AUDIENCE MEN
	24-54	64%	46%
	18-49	58%	42%
	25-54	49%	51%
	28-49	13%	87%
	25-54	38%	62%
	15-64	15%	85%
	18-54	65%	35%
	25-54	52%	48%
	18-64	22%	78%
	25-54	65%	35%
	18-54	65%	35%
	18-64	32%	68%
	25-54	78%	22%
	25-54	48%	52%
	25-54	24%	76%
	18-49	42%	58%
	25-54	54%	46%
	25-54	58%	42%

### TELEVISION

For over 50 years, television advertising has been and continues to be the most efficient form of mass media. Television advertising provides the benefit of combining sight, sound, color, and action to an actively engaged audience. Virtually every business can afford to put the power of television to work for them. Cable television advertising will help your business drive sales and build your brand recognition. Advertising on Paul Bunyan Television is the least expensive and most efficient advertising for businesses of all sizes.

### NEWSPAPER

Newspapers have experienced declines in circulation and readership annually for the past 5+ years. The primary driver of these declines is the fact that consumers get their primary news and information from television and the Internet. Many newspapers have transferred their advertising to websites, but have no method of promoting these websites other than through their newspaper advertising. With the amount of households reached with newspaper advertising versus television advertising, advertising on PBTV is the most cost efficient.

### RADIO

With the fragmentation of formats, and the introduction of satellite radio, radio has declined dramatically as a broad reaching vehicle for advertisers. Radio provides a background to other activities like driving, working, etc. In terms of cost, radio advertising is 3 times more expensive than advertising on Paul Bunyan Television.

## **ADVERTISE YOUR BUSINESS ON PBTV. BE SEEN. GET RESULTS.**

Find out how you can put the most powerful medium to work for you today for less money per person or household reached. Paul Bunyan Television can help you create the right commercial and the right schedule to grow your sales and enhance your brand. Put cable television advertising to work for your business, right here!