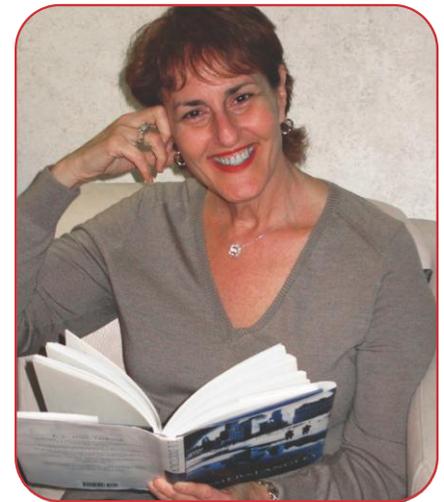




WITH ELAINE CHARLES



**REACH A LITERATE, AFFLUENT AUDIENCE WHILE
THEY ARE REALLY LISTENING**

NOW BROADCAST 6 DAYS A WEEK IN 3 MAJOR MARKETS AND ONLINE

The Book Report is a weekly radio show broadcast on leading talk radio stations in New York, Los Angeles and Miami, as well as on iTunes and iHeartRadio.com. Over the past 2 years, this unique weekly show has become appointment listening for people who want help sampling the books they'd like to read and hear.

Featuring a fresh, fast and funny approach, great guests, entertaining audiobook clips and high quality production, The Book Report captures a mature, affluent audience because it gives them fun, entertaining exposure to the hottest reads out there. The Book Report is so popular that we've now launched daily "Gotta Read It Minutes" every weekday on the same stations.

Host Elaine Charles is a former Library of Congress staffer and a 15-year veteran of The Miami Herald. She brings an infectious love of the subject and a winning personality to her show. Authors, publishers and listeners are giving her rave reviews!



Current Station Lineup

Broadcast Stations

New York	WOR 710	Sat 11-12pm
Los Angeles	KFWB 980	Sun 9-10 pm
Miami	WIOD 610	Sun 3-4pm

Podcast Stations

iTunes
iHeartRadio.com
wor710.com
bookreportradio.com



**THE BOOK
REPORT**
WITH ELAINE CHARLES



WHY ADVERTISE ON THE BOOK REPORT?

The Book Report with Elaine Charles reaches thinking adults who tune in every week to hear who and what are hot in the literary world. After spending an hour with the Book Report, readers/listeners come away with a solid feel of the latest in new releases, chats with authors, samples of a great variety of audio books and clear ideas on the latest technology for reading. And now listeners can get their daily book input from our new "Gotta Read It Minutes", broadcast weekdays on the same leading talk radio stations.

AUTHOR REVIEW

"If you love books, you'll love The Book Report. Elaine Charles is a terrific hostess, serving up a lively mix of news from the book world and previews of audio books. There are also interviews with authors like me. But also with good authors. You'll want to listen every week." - Dave Barry, Pulitzer-Prize winning author/humorist

Audience

Reach an audience of over 500,000* affluent, literate, influential listeners every week in key markets.
Limited units available.

Female 52.5%
Male 47.5%
Mean HHI \$129,210
Mean Age: 52
Book Reader Shopping Habits (MRI)
Luxury automobiles 62%
Prescription drugs 91%
Online Purchase (last 6 months) 72.1%
Electronics/telecom 86%
Some College 92%
Bachelors Degree 68%
Graduate Degree 31%
Over 2 Million listeners per month
Source: Arbitron Q1

Recent author voices/ interview guests:

Anthony Bourdain, David Baldacci, Joyce Carol Oates, Condoleeza Rice, Tony Blair, Meghan McCain, Jimmy Carter, Barack Obama, Brad Meltzer, Michael J Fox, Sebastian Junger, Pat Conroy, Joan Rivers, Daniel Silva, Steve Berry, Joseph Finder, Tess Gerritsen, Peter Ford, John Sayles, Ken Follett, James Patterson, Junot Diaz, Dave Barry, Maya Angelou, Jeffrey Deaver, Ken Follett, Harlan Coban, Michael Connelly, Taiye Selasi, Emma Donoghue, Janis Ian, Jo Nesbo, Lee Child, Dennis Lehane, Andre Dubus III, Nia Vardalos, Robin Cook, Karen Russell, Calvin Trillin, Michael Ondaatje, Mary Higgins Clark, Walter Mosley, Elizabeth Gilbert, Dr Ruth Westheimer, Mark Shriver, Sandra Cisneros, Russell Banks, Jeffrey Eugenides, Patricia Cornwell, Jim Lehrer, Tina Fey, Mary Higgins Clark, Pete Townshend, David Sedaris, CJ Box, Richard Branson, Doris Kearns Goodwin, Ian McEwan

Contact derek@bookreportradio.com for our sponsorship rate card or call 786-423-9626.

*Cumed audience of weekly Book Report shows and daily Gotta Read It Minutes. Source: Arbitron Q1 2013