

The Fairways of Life with Matt Adams

The #1 Golf Radio Show in the World

The award-winning Fairways of Life Show with Matt Adams can be heard Monday through Friday from 7 to 9 am ET around the world on the PGA Tour Network (in North America on SiriusXM Radio and around the globe on www.PGATour.com). Fairways of Life is re-aired various times per day to reach global time zones.

The Fairways of Life Show is a celebration of all-things golf! From luxury golf travel, the latest gear and equipment, the game's great history, to it's most compelling personalities, like Jack Nicklaus, Arnold Palmer, Gary Player, Lee Trevino and Greg Norman, among others. The Fairways of Life Show understands that golf is more than just a game!

Customized multi-media marketing campaigns for your brand that can include: spots on daily radio, live remotes, editorial radio readings, radio endorsements, weekly e-newsletter inclusion, dedicated e-blasts, Key Notes, Hosting, Emcee, Clinics, Corporate Events, Sales Meetings, Fund Raisers, Team Building and more!

SIRIUSXM



RADIO



FairwaysOfLife.com



@MattAdamsFOL

SiriusXM Radio Demographic Summary

•SiriusXM Radio has 19,862,175 subscribers (Q310).

	<u>US Pop</u>	<u>SiriusXM</u>
	<u>%</u>	<u>Listener</u>
	<u>%</u>	<u>%</u>
<u>Gender</u>		
Male	48	55
Female	52	45
<u>Age</u>		
18-24	13	8
25-34	18	19
35-44	19	25
45-54	20	21
55-64	15	16
65+	16	10
<i>Median Age</i>	<i>45</i>	<i>44</i>
<u>Home</u>		
Own	70	82
Rent	29	17
Other	1	1
<u>Occupation</u>		
Professional	14	19
Mgmt/Bus./Financial	10	18
Sales/Office	15	17
Nat. Res./Const./Maint.	6	6
Other	18	16
<i>Top Management Job Title</i>	<i>4</i>	<i>9</i>

	<u>US Pop</u>	<u>SiriusXM</u>
	<u>%</u>	<u>Listener</u>
	<u>%</u>	<u>%</u>
<u>HH Income</u>		
\$100,000 or more	25	48
\$75,000-\$99,999	14	18
\$50,000-\$74,999	19	16
\$35,000-\$49,999	14	9
Less than \$35,000	28	9
<i>Average Income</i>	<i>\$74,110</i>	<i>\$110,600</i>
<u>Education</u>		
HS Grad or less	45	28
Some College/Assoc. Degree	28	30
College graduate or more	27	42
<u>Marital Status</u>		
Married	55	69
Single/Widowed/ Divorced/Separated	45	31
<u>HHs w/ Children</u>		
<18	41	44

Wealthy!

Educated!

Married!

Owns a home!

Professional!

