



SPEAKING TO THE HEART & SOUL OF GREATER BOSTON AND NEW ENGLAND

Multimedia with purpose.



WHO WE ARE AND WHY WE EXIST

CULTURE CHANGES. THE MESSAGE DOESN'T.

Each day, throughout Greater Boston and New England, millions of people are searching for hope. Whether it be growing in their knowledge and understanding of God's Word and His will for their lives, or finding a way through the struggles of life, Salem Media Group Boston exists to be there for these millions—to uplift, encourage, and heal.

For over four decades, WEZE 590 AM The Word, WROL 950 AM The Spirit of Boston, and the Salem Christian digital platforms have long been relied on to bring the best Christian communicators to the masses. We have provided a local point of connection for the many national ministries whose world-renowned teachers and preachers are heard in Boston and New England on WEZE 590 AM and WROL 950 AM as they proclaim the Good News. We also partner with local churches and ministries throughout our communities to help bring our listeners into local church communities, whether in person or online.

Together, WEZE 590 AM, WROL 950 AM, and Salem Boston's Christian digital platforms have the unique opportunity to broadcast across Boston, New England, and the world.



Licensed Day 5 kW / 2 TWRS

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Contour: GW 0.5 mV/m

Total Population: 6,985,371



TRANSFORMATIVE TEACHING

For four decades, WEZE 590 AM, The Word has been bringing the best Christian communicators to the masses in Boston and in top markets across the nation. Our Christian Teaching block programming is the foundation of Salem's mission—our top 10 programmers have averaged over 35 years on air with us.

The families who depend upon WEZE programming can hear us from Southern New Hampshire to Maine, Cape Cod, Eastern Rhode Island, and stream around the world.



OUR CONTENT IS ALSO AVAILABLE ON THESE PLATFORMS:



MOBILE APP



RADIO STATION STREAMING



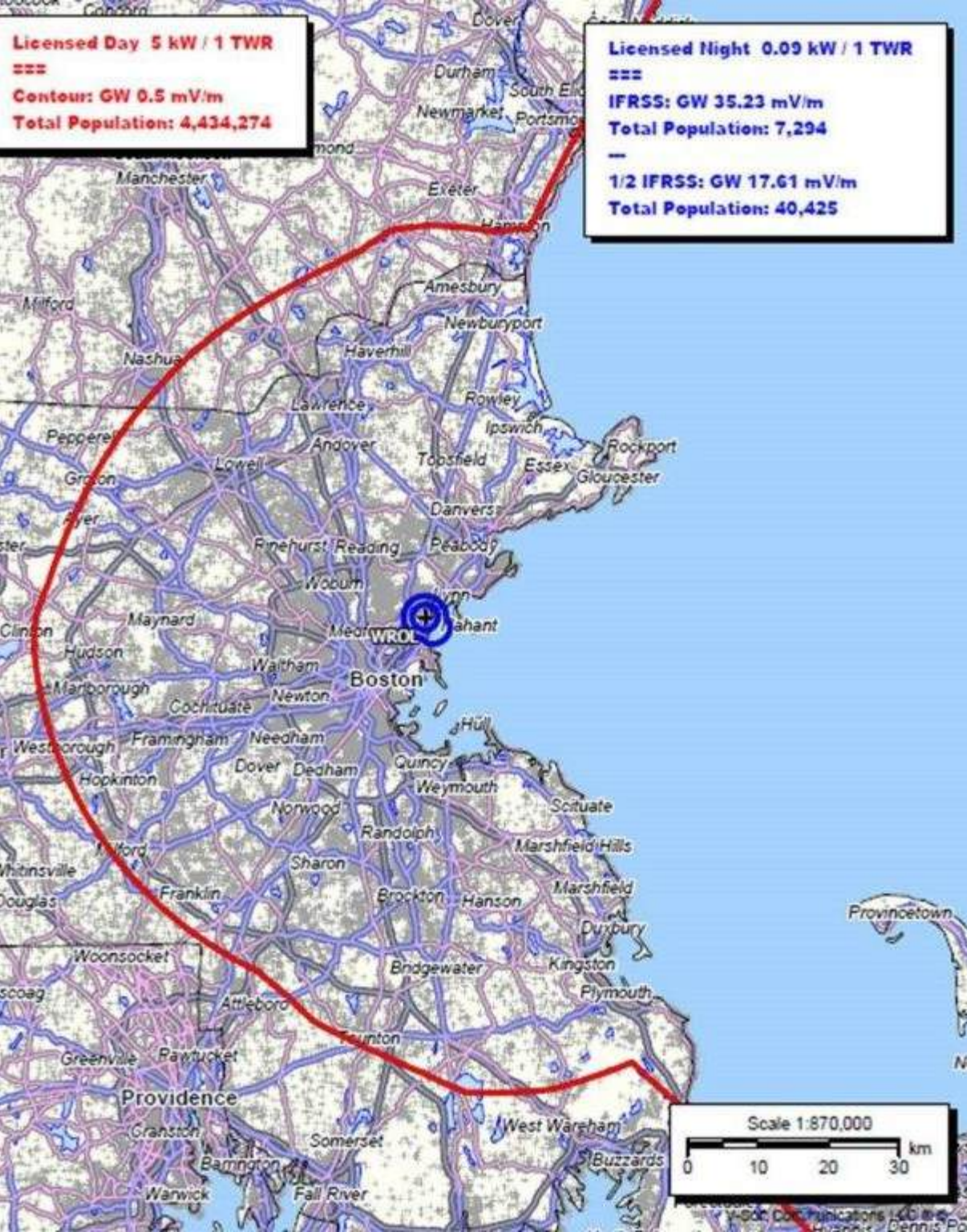
alexa



SOCIAL MEDIA



E-NEWSLETTER



LIFE-CHANGING CONTENT

Tune into our WROL 950AM The Spirit of Boston stations for hope, inspiration, and guidance with biblically-based teaching and Christian talk shows addressing breaking news, family, faith, and issues in today's culture. All our stations are available digitally through multiple streaming apps.

The families who depend upon WROL programming can hear us from Southern New Hampshire to Maine, Cape Cod, Eastern Rhode Island, and stream around the world.



OUR CONTENT IS ALSO AVAILABLE ON THESE PLATFORMS:



Culture changes. The message doesn't.

CHANGING LIVES IMPACTING CULTURE



CHRISTIAN TEACHING & TALK (CTT)

CHRISTIAN RADIO

The Future is Bright

TRENDS: LARGE GROWTH

OPPORTUNITY WITH A YOUNGER AUDIENCE



18-39 year old CTT Listeners...

- have increased from 5% to 33% between 2021 and 2023 but are familiar with an average of 3.8 Ministry Programs compared to their middle age (10.4) or older (11.7) counterparts.
- use the radio (42%) to listen to Ministry Programs but are increasingly using digital sources like Smart Speakers (34%), Station Websites (30%), and Apps
- are more likely to be Monthly donors (37%) than their middle age (27%) or older (20%) counterparts.

MOBILE APPS

- **Daily Bible Devotion App** (iOS and Android)
- **King James Bible App** (Android)
- **Daily Bible App** (Android)
- **Bible Study Tools App** (iOS)
- **OnePlace App** (iOS, Android, Roku and Amazon)
- **Light Source App** (iOS, Android, Roku and Amazon)
- **The One Bible App** (iOS and Android)
- **La Biblia Reina Valera** (de estudio en Espanol) (iOS)
- **Spanish Bible Reina Valera** (Android)
- **Louis Segond French Bible** (Google Play)

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**LARGE MARKET
RADIO STATIONS
NATIONWIDE**

Our radio stations are located in the top radio markets nationwide.



**SiriusXM
SATELLITE
RADIO**

Our digital audience:

72% *Give to charities other than church*

53% *Are 65+, the most generous age group*

GROW YOUR AUDIENCE INTO DONORS

Our strength is in the loyalty of our audience.

| OUR AUDIENCE SUPPORTS WHO THEY HEAR |

CHRISTIAN TEACHING & TALK (CTT)

CHRISTIAN RADIO

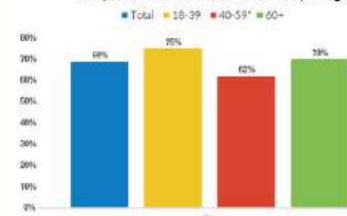
A Heart for Helping

**THE CHRISTIAN AUDIENCE IS
RESPONSIVE AND GENEROUS!**

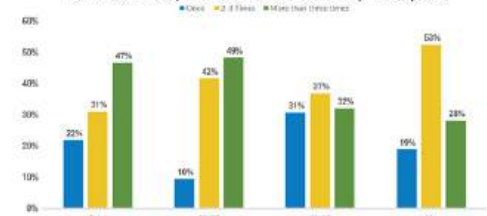
- 70% of CTT listeners donate
- 40% donate more than 3x to their favorite ministries
- More than 60% who donate do so within a week of the ask



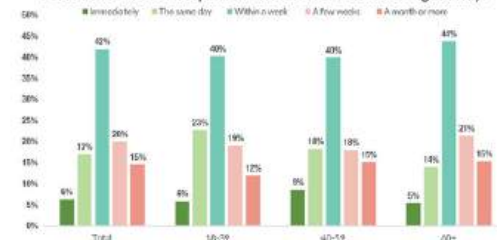
Respondent donations to Ministry Programs



How often have you donated to this Ministry in the past?




Most donors do not respond to the CTA for a donation right away.



**590 AM
THE WORD**
WEZE | FAITH COMES BY HEARING

**SALEM
MEDIA GROUP**
B O S T O N

**950 AM
WROL
100.3 FM**
The Spirit of Boston **6**

A person is lying on a light-colored couch, holding a tablet computer with both hands. The person is wearing a light-colored long-sleeved shirt and dark jeans. The background is a soft-focus indoor setting with a lamp visible on the right.

More than

25 million
monthly users

THE LARGEST CHRISTIAN AUDIENCE ONLINE

The premier online destination for all aspects of Christian living including Bible study, daily devotionals, marriage, parenting, entertainment, news and more. Every day, millions of Christians turn to our content to encourage their walk with God. That's a trust we take very seriously.

> Godtube

A video sharing platform for engaging faith-based, family-friendly content.

> Bible Study Tools

One of the largest online Bible resources with more than 40 well-known translations.

> crosswalk.com

The most visited faith-based online destination built upon four content areas: faith, family, fun and community.

> Christianity.com

Timely and relevant content from trustworthy Christian leaders and thinkers.

> iBelieve

Inspiring Christian women with blogs, articles devotionals, Bible studies, recipes and more.

> oneplace

The most recognized provider of on-demand online streaming for ministries.

> GodUpdates

Featuring inspiring articles and images that share joy, love and hope.

> CHRISTIAN HEADLINES

Well-rounded reporting on today's current events and cultural trends grounded in a Christian worldview.

> LightSource

Watch Christian videos, TV shows and ministry programs featuring your favorite pastors, speakers and authors.

> THE CHRISTIAN OUTLOOK

The culture around us is changing quickly. Our podcast sorts through the issues in a way that honors your Christian faith.

MILLIONS OF PAGE VIEWS

Bible Study Tools

Christianity.com Godtube

oneplace crosswalk.com

iBelieve LightSource

GodUpdates Children's Ministry Tools

ChristianJobs

Shift Worship

CHURCHSTAFFING

worshiphouse media

worshiphouse KIDS

Preaching

TOM

Townhall HOT AIR

RedState twitchy

BEARING ARMS

THM NEWS RJ Media

Senior Resource Network

Retirement Watch

Dividend Investor

STOCK INVESTOR



SEO/ SEM
Social Media Marketing
Streaming Audio
Streaming Television
Digital Out Of Home
Website Development
Email Marketing

SURROUND CUSTOMERS WITH YOUR MESSAGE

Take the mystery out of digital advertising and free up your time while acquiring customers. Salem Surround is a premier digital marketing agency using a robust toolkit for growth– to build brand awareness, broaden your customer base and boost sales revenue.



RADIO
Listeners
14M*

includes O & O's and Affiliates



PODCAST
Downloads/mo
29M



WEB
Sessions/mo
73.3M



APPS
Sessions/mo
14.5M



EMAIL
Subscribers
5.1M



VIDEO
Sessions/mo
28.2M



**SOCIAL
MEDIA**
Followers
156M



**CHURCH
LEADER**
Contacts
399,485

It's not just numbers that make Salem Media Group great, it's what we can do with those numbers that counts. Our team is constantly gathering customer data so we can target specific people in our audience to best reach your ideal high-value consumer and deliver custom experiences. We help our partner clients acquire consumers effectively in their customer journey with better response for long term engagement.

TESTIMONIAL



We are very happy with the web team from Salem Media. We found them easy to work with, open to our suggestions, and creative. We love our new website that conveys the heart of our ministry. We have found that this has increased our visibility and helped us with recruiting providers.



MARY PEARSON DO

Chief Operating Officer- New Creation Healing Center



TESTIMONIAL



At the end of 2005 myself, my wife and 3 small children had a handful of believers meeting in my home for a Sunday Bible study. At that time, I was encouraged to do some outreach on the radio with Salem Media Boston. We decided to go on the radio with our little budget and only a few believers who were praying that a new church would spring up on the North Shore. From the beginning, we started to see visitors and salvations as well as regular church attendees coming out to our little fellowship.

Due to God using the radio our fellowship had to move 5 times until we found our permanent home with our own 35k sq ft facility on 7 acres of land in Danvers. The radio played an instrumental part in our outreach over the years. We believe that "Gods work done Gods way will never lack Gods provision" so we kept on with our radio broadcast and still 20 years later God is using it to bless many. We have heard thousands of testimonies of people that have been blessed, saved, and encouraged by our sermons on WEZE 590am The Word.

Looking back on the last 2 decades we can clearly see as a church that radio was the most instrumental tool that God used to grow our fellowship of under 10 people to close to 1,000 people today. My prayer is that you would consider partnering with Salem Media and that you would see even greater results for God's Kingdom and the Glory of Jesus!

PASTOR MAT NADWORNÝ

Great Rock Church, Danvers Massachusetts.



CLIENT CASE STUDY

This Concrete Coating Company received:

6,825 Leads in 13 Months!

SALEM 
MEDIA GROUP
B O S T O N

Our client's main objective was looking to generate more leads via phone calls.

Our team implemented a full-service radio and geo-targeted digital marketing approach to accomplish this.

- OTT /CTV Television created brand awareness.
- Search Engine Marketing and Search Engine Optimization positioned our client so he showed up on the first page of Google search results.

The Results Were Amazing and provided a very solid ROI.
This Concrete Coatings Company received:

Products Utilized:

SEO, SEM, Chat, OTT/CTV Television
Display Ads

6,825

Leads

58.8K

Clicks

2.6MM

Impressions

Growing your business is our business.

SALEM
MEDIA GROUP
B O S T O N

Multimedia designed to connect churches, ministries, and businesses with your best audience.



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