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Radio Ratings Roundup Is Moving to Hot Topics!

Annapolis, MD, August 31, 2023 — For the past 11 years, Research Director, Inc. in conjunction with our partners at XTrends, has written a monthly ratings recap column on the top 15 PPM markets for All Access. With the recent changes to All Access, we are excited to announce that the newly named Radio Ratings Roundup column will now publish as part of Research Director, Inc.'s popular Hot Topics blog!

This is the only ratings recap that goes beyond the Persons 6+ numbers and focuses on the target demos of Adults 25-54, 18-34, and 18-49. It is the most comprehensive look at ratings for these specific markets and we can't wait to share our insights with you on a regular basis.

If you are not already receiving emails for our Hot Topics blog, now is the time to follow and subscribe so that you don't miss a beat. You can also check out previous topics we've covered. As always, Research Director, Inc. is here to help grow your ratings and revenue, while also creating valuable industry content.

Subscribe here to join us on this new endeavor!

About Research Director, Inc. — The Ratings Experts

At Research Director, we don't just deliver data. We enable radio stations across the U.S. to grow their ratings and revenue using a unique combination of proprietary analysis tools and consulting services. Our expert team of sales and programming consultants works closely with our clients to provide strategic guidance and powerful tools that laser focus on increasing sales, providing a better understanding of ratings changes, and identifying opportunities for ratings growth. The result enables radio stations to make more confident programming decisions, compete on the same level with larger groups, and become a marketing resource to their clients, all while saving time and resources. Visit www.ResearchDirectorInc.com to learn more.

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