



SUPER-SERVING OUR AUDIENCES: CHRISTIAN AND CONSERVATIVE

Salem Media Group is a market leader in Christian and conservative media—a multimedia company with nearly 100 radio stations, a network of 3,000 affiliates and over 100 web properties generating more than 150 million page views monthly. Our dramatic growth in digital media includes Salem Web Network, Townhall Media, Salem Podcast Network, Salem News Channel and Salem Surround.

Through our National Programming department, our Christian Teaching and Talk-formatted radio stations and OnePlace.com, Salem has partnered with the nation's leading Christian communicators to bring the Gospel message of hope.

Salem is also a national leader in conservative media, providing a constructive voice in our political climate that is equally impactful. Our News Talk stations, nearly 100 talk personalities—both broadcasters and podcasters—and our conservative websites, like Townhall.com and Hot Air.com, are reaching millions daily.

We are convinced that the voices and personalities within Salem Media Group are part of the solution to the spiritual, cultural and public policy challenges facing the nation today.

Salem leverages all our media assets to provide maximum benefit for our partner clients. Salem Media Reps and Salem Surround, our multi-media marketing agency, use a 360-degree approach to help advertisers reach potential customers at every stage of the customer journey.





HISTORY: **OUR FOUNDERS** |





STUART W. EPPERSON, SR.

Salem's history goes back to the 1970s as Edward Atsinger—now Executive Chairman—and the late Stuart Epperson, began acquiring radio properties.

In 1986, these brothers-in-law combined their assets to create what is now Salem Media Group. Their desire was to create a platform that would have a positive impact on the world as lives are transformed by Christ through the Christian message. The heart conviction that moved these men in those early days remains the foundational motivation for all Salem is doing today.







TOP-RATED FOR A REASON



SALEM PODCAST NETWORK

TRUSTED PODCASTS FOR CONSERVATIVES



3,000

BROADCAST AFFILIATES CAN'T BE WRONG

SALEMNOW TOWNHALL SALEMNOW

VIDEO ON DEMAND





THOUSANDS

ATTEND OUR
POLITICAL ENGAGEMENT
EVENTS HELD NATIONWIDE



Waking up America.

∮ 125K

№ 204K

1.2K

▶ 20K



Top-rated for a reason.

▶ 18.4K



Talk radio's most unique thought leader.

493K

X 348K

▶ 46.2K





NATIONALLY SYNDICATED CONTENT



THE BIGGEST NAMES IN CONSERVATIVE TALK

3,000 affiliates can't be wrong.

CONSERVATIVE MEDIA: BROADCAST |

Third largest conservative talk radio broadcaster in the top 25 U.S. markets, by station count.



30 conservative News Talk stations focused in the nation's top 25 markets

Atlanta, GA • Chicago, IL • Cleveland, OH • Colorado Springs, CO • Columbus, OH • Dallas-Ft. Worth, TX • Denver-Boulder, CO • Detroit, MI Honolulu, HI • Houston-Galveston, TX • Little Rock, AR • Los Angeles, CA • Minneapolis-St. Paul, MN • New York, NY Orlando, FL • Philadelphia, PA • Phoenix, AZ • Pittsburgh, PA • Portland, OR • Riverside-San Bernardino, CA • Sacramento, CA San Antonio, TX • San Diego, CA • San Francisco, CA • Sarasota-Bradenton, FL • Seattle-Tacoma, WA Tampa-St. Petersburg-Clearwater, FL • Warrenton, VA • Washington, DC

THE TALK RADIO EFFECT

Numerous studies show that local AM/FM radio, more than any other medium, provides trusted voices and resources that speak directly to the community. You'll find local insight and an informed perspective on breaking news, political developments and cultural trends on our conservative news talk stations nationwide, which are available digitally through multiple streaming apps.





FAST-PACED RADIO PROGRAM & PODCASTS



Political commentary, news and analysis on the stories you care about drawn from the best of Salem's talent—radio hosts and podcasters—across the nation. With interviews of political leaders and reliable experts, this daily podcast and weekend radio program hosted by Hugh Hewitt keeps you abreast of what you need to know. **TownhallReview.com**

Townhall Commentary

Heard daily by millions of listeners across the nation, the sharpest minds of Salem's Editorial Board bring their seasoned perspective on everything from politics and public policy to culture, family and faith. They sort through the myriad of issues of the day in brief, one-minute commentaries heard on all of Salem's talk-formatted radio stations. **TownhallReview.com**



HUGH HEWITT

A political veteran covering all things Beltway.



JERRY BOWYER

An expert on the markets, finance and money.



ED MORRISSEY

One of America's most well-known and enduring bloggers—at HotAir.com



DR. ALBERT MOHLER, JR.

America's most prominent Evangelical public intellectual.



CAROL PLATT LIEBAU

Harvard graduate, author and President of Yankee Institute.



SETH LEIBSOHN

Conservative radio host; writer, policy, political, and communications expert.



Millions of readers count on Townhall Media's investigations, news, analysis, commentary, video and podcasts to keep them updated, informed and alert on today's political and cultural battles. Available digitally 24/7.







Townhall

Townhall.com is **America's #1 conservative website.** The Townhall team, led by Katie Pavlich, combines investigative reports, breaking news reporting, cutting-edge political commentary and analysis for conservatives by conservatives.



#1 conservative blog. Readers rely on Managing Editor Ed Morrissey and HotAir's writers to deliver unrivaled political analysis and insight from a dedicated team that always keeps an ear to the ground for the next big story.

RedState

RedState aspires to educate, motivate and activate passionate conservative individuals who want to make a meaningful impact. Managing Editor Jennifer Van Laar and her team of RedState reporters across the country challenge the status quo and inform readers through their shared mission and conservative values.



PJ Media covers the stories the mainstream media ignores. Insightful news, commentary and analysis on politics, public policy, culture and breaking news by Managing Editor Paula Bolyard and her all-star lineup of columnists and reporters.



The Twitchy team mines X/Twitter to bring you "who said what" in U.S. politics, sports, entertainment and media 24/7. Led by Managing Editors Samantha Janney and Doug Powers, if it's news, they're on it. If it should be news, they're ahead of it. Staying connected is easy with Twitchy—the newswire of the 21st century.

BEARING ARMS

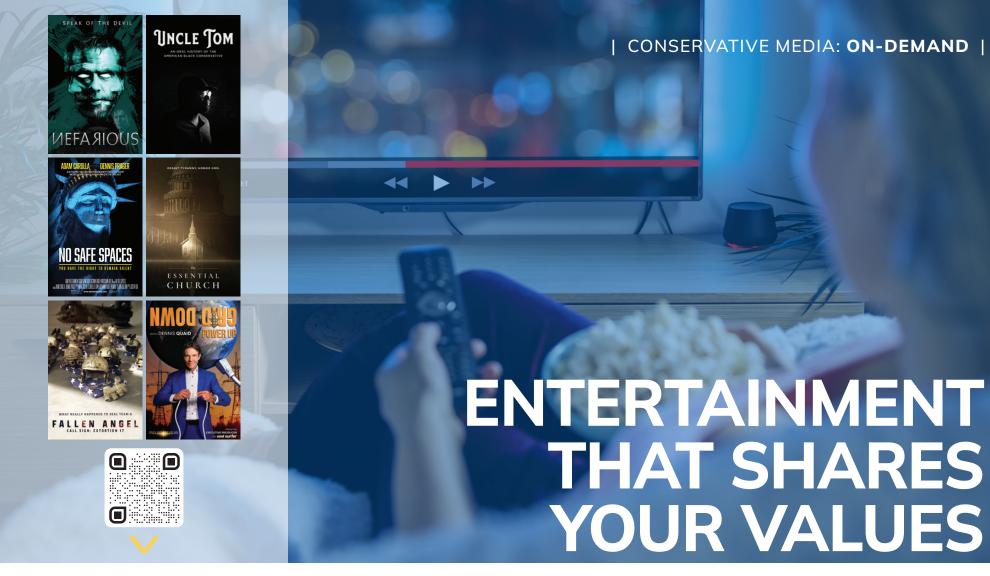
Bearing Arms, Townhall Media's Second Amendment site—led by Second Amendment advocate Cam Edwards—shares stories about firearms policy, training, guns and gear reviews and self-defense. "The right of the people to keep and bear arms shall not be infringed."



Launched in January 2021, the Salem Podcast Network has quickly assembled a fearless team of thought leaders to bring about positive change in the culture.









On-demand video streaming dedicated to conservative and faith-based videos. From box office hits, acclaimed documentaries, music festivals, interviews and more—watch the content most mainstream outlets don't want you to see.















Salem News Channel delivers 24/7 coverage, insight and analysis of the most important stories of the day. With the biggest names in news and opinion, SNC is the home of some of conservative media's most popular TV programs.























and many more!



Harnessing the exploding streaming and connected TV sector.





Salem hosts political and social events across the country and around the world, collectively drawing thousands of attendees for dialogue, discussion and community, creating change locally.

Our strength is in the loyalty of our audience.



"... Salem Media Group built an 'empire of influence' broadcasting religious and political conservatives."

—CHRISTIANITY TODAY

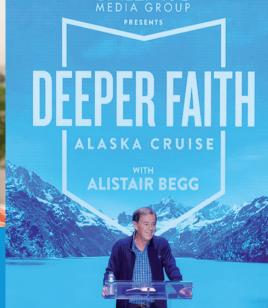
CHANGING LIVES
IMPACTING CULTURE





THE LARGEST
FAITH-BASED
ONLINE DESTINATION





lifeaudio

FAITH-BASED PODCASTS



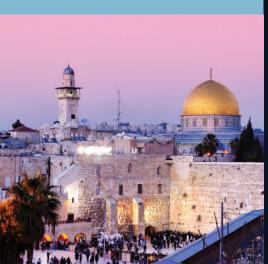
LARGEST

COMMERCIAL CHRISTIAN RADIO BROADCASTER IN AMERICA



THOUSANDS

ATTEND OUR
CHRISTIAN ENGAGEMENT
EVENTS HELD NATIONWIDE

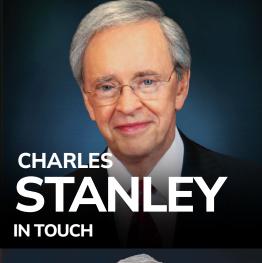


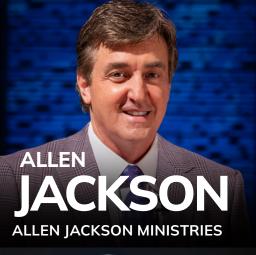


For four decades, Salem has been bringing the best Christian communicators to the masses. Listeners have long relied on Salem for trustworthy Christian programming—in top markets across the nation. Our Christian Teaching block programming is the foundation of Salem's mission—our top 10 programmers have averaged 33 years on the air with us.



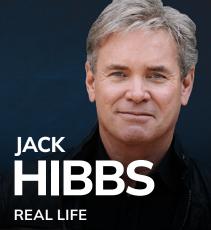


























Tune in to our Christian radio stations for hope, inspiration and guidance with biblically-based teaching and Christian talk shows addressing breaking news, family, faith and issues in today's culture. All our stations are available digitally through multiple streaming apps.









Originating from a state-of-the art international news center just ten minutes from the White House and Capitol Hill, SRN and Townhall News field a team of the finest anchors and reporters in conservative journalism. Stations across America rely daily on SRN News to provide on-the-spot coverage of breaking news from around the world.



Our world has never been so divided. Salem's Contemporary Christian Music stations provide a safe and fun place to escape the negativity in the world. Our mix of talented personalities and encouraging music provides what is lacking in mainstream media. This unique format, which lifts listeners' spirits and promotes JOY during life's struggles, is available digitally through multiple streaming apps.









Winning formulas get noticed. Salem Music Network, the industry leader in Christian music programming solutions, provides hundreds of stations with top talent, strategic music rotations, consistent quality and support for local initiatives. Uplifting and "Safe for the Whole Family"."







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.







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



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



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



Timely and relevant content from trustworthy Christian leaders and thinkers.

Believe

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



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

GodÚpdates

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



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.





Practical online resources to meet the needs of ministries and churches in the areas of worship, sermons, videos, creative content, lessons, activities, teaching, hiring, staffing and more. Free up valuable time to focus on growing the church.

















Captivating and trustworthy Christian content from top pastors, authors and ministry leaders. Find podcasts to deepen faith, strengthen families and develop understanding of the Bible.







Always wanted to be a writer but don't know where to start? Authors of books on Christianity, politics and general market will find a home with Salem Author Services. We guide the process from concept to completion. You write and we do everything else.















Our trusted Christian social media influencers are entertaining while educating millions of fans globally on a wide range of topics. From relationships and family to finance, travel and fashion, our influencers are harnessing this halo effect to build brands.











CONNECTING WITH OUR AUDIENCE

From clean comedy shows, ministry appreciation gatherings and concerts by award-winning artists to cruises around the world and multi-day conferences, Salem directly impacts the lives of our audience with events designed to change lives and transform communities.



Faith-based events attract thousands annually.

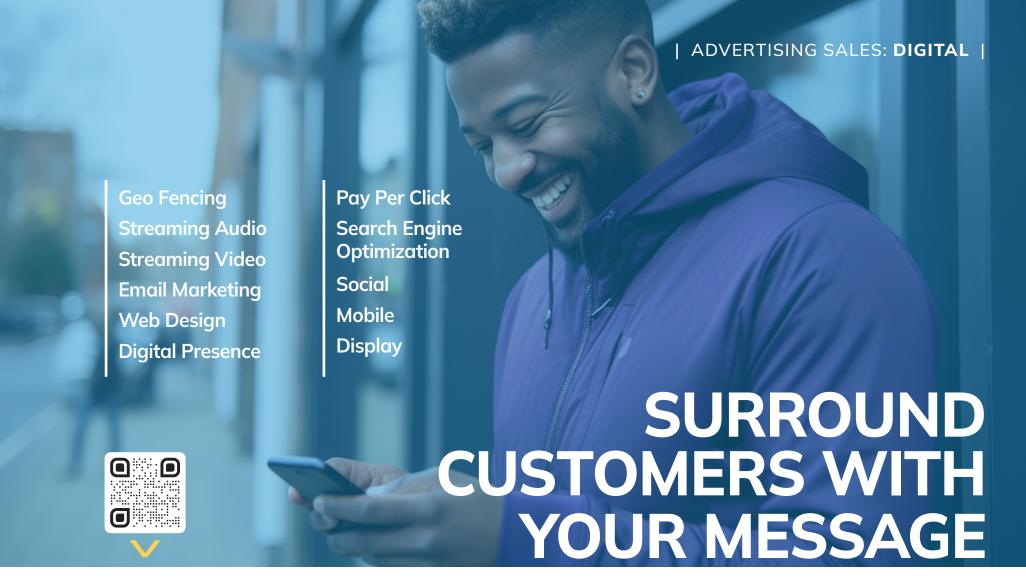


We deploy the best platforms in broadcast, web, digital audio streaming, podcast, print and more to craft strategies that work. The most talented media reps in the country are committed to providing meaningful, effective campaigns to touch the hearts and minds of our partners' target audiences.



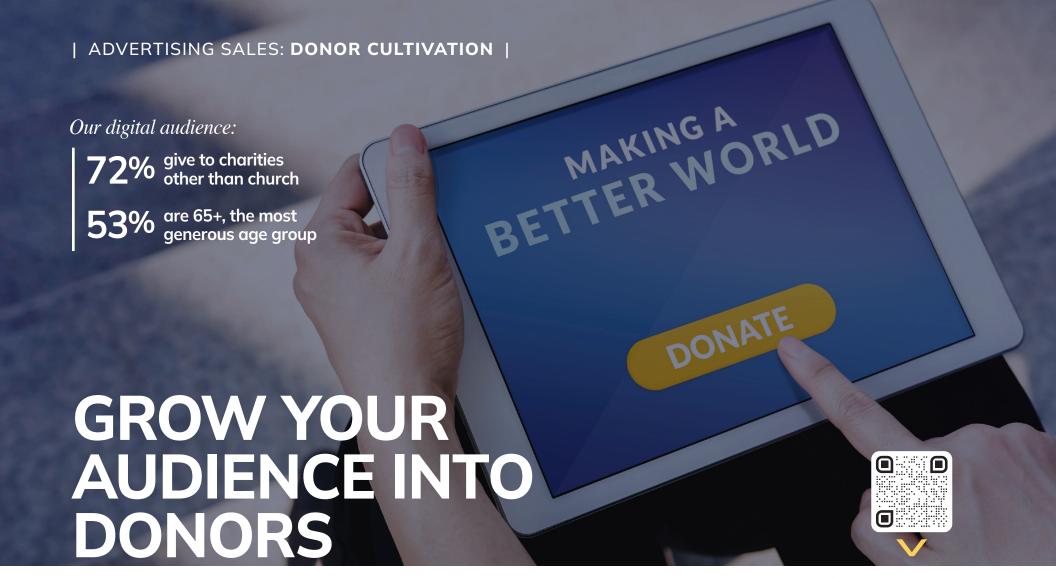
Connecting your message to a targeted, responsive audience with influence and purchasing power, Salem Media Reps helps companies and organizations accomplish their advertising objectives through a tailored multi-media plan based on our clients' goals.







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.



Salem Cultivate takes advantage of everything we know about the faith-based audience combined with innovative best practices in digital fundraising and puts them to work for a wide range of clients. We have a track record of providing new donors for your organization so you can drive more revenue to fund your mission.









PODCAST Downloads/mo



WEB
Sessions/mo
73.3M



APPS
Sessions/mo
14.5M







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.

LEADERSHIP: **EXECUTIVE TEAM**



EDWARD G. ATSINGER III
CO-FOUNDER, EXECUTIVE CHAIRMAN

Mr. Atsinger provides extensive experience in radio, executive leadership, business development and insight into Salem's background and vision, while also focusing on external relationships, government affairs and leadership development.



DAVID P. SANTRELLA
CHIEF EXECUTIVE OFFICER

A broadcast industry veteran, Mr. Santrella focuses on Salem's mission to serve the media needs of the audiences interested in Christian content and public policy programming with a traditional conservative focus.



DAVID A.R. EVANS
CHIEF OPERATING OFFICER

Mr. Evans combines traditional media and digital media in new and transformative ways to advance the efforts of Salem. His prior experience includes senior leadership positions at Warner Bros. in both Los Angeles and London.



EVAN D. MASYR

EXECUTIVE VICE PRESIDENT

AND CHIEF FINANCIAL OFFICER

Mr. Masyr is responsible for the financial and accounting operations of the company. He oversees Investor Relations and manages the capital structure, financial risk and controls.



CHRISTOPHER J. HENDERSON EXECUTIVE VICE PRESIDENT AND GENERAL COUNSEL

Mr. Henderson has oversight over the Legal, Real Estate, Human Resources and I.T. departments. Since joining in 2001, his valued contributions are felt broadly across the company.

| LEADERSHIP: **BOARD OF DIRECTORS** |

Edward G. Atsinger III
Executive Chairman

Stuart Epperson, Jr. Director

Ted AtsingerDirector

Heather GrizzleDirector

Eric H. Halvorson Director

Richard A. RiddleDirector

Jacki L. PickDirector

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BROADCAST AFFILIATES

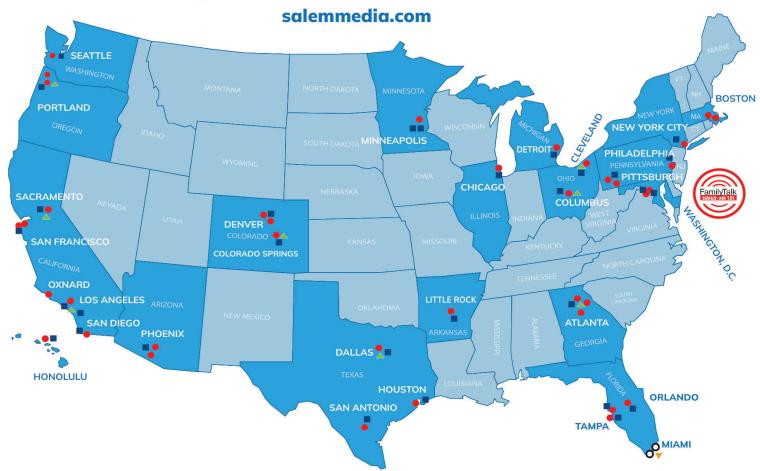
(not shown on map

ALASKA	79
ALABAMA	74
ARKANSAS	34
ARIZONA	118
CALIFORNIA	167
COLORADO	54
CONNECTICUT	13
DELAWARE	6
FLORIDA	96
GEORGIA	114
HAWAII	8
IOWA	39
IDAHO	27
ILLINOIS	101
INDIANA	52
KANSAS	43
KENTUCKY	71
LOUISIANA	19
MASSACHUSETTS	18
MARYLAND	23
MARTLAND	21
MICHIGAN	63
MINNESOTA	77
MISSOURI	64
MISSISSIPPI	29
MONTANA	58
NORTH CAROLINA	111
NORTH CAROLINA NORTH DAKOTA	10
NEBRASKA	33
NEW HAMPSHIRE	16
NEW JERSEY	18
NEW MEXICO	
	49
NEVADA NEW YORK	<u>38</u> 131
OHIO OHIO	<u>66</u>
OKLAHOMA	30
OREGON PENNSYLVANIA	83 169
RHODE ISLAND	5
SOUTH CAROLINA	43
SOUTH DAKOTA	
TENNESSEE	<u>30</u> 93
TEXAS	101
UTAH	34
VIRGINIA	89
VERMONT	7
WASHINGTON	62
WASHINGTON, D.C.	1
WEST VIRGINIA	44
WISCONSIN	70
WYOMING	31
AFRICA/SOUTH AFRICA	31
AMERICAN SAMOA	1
AMERICAN SAMUA	1
CANADA	1
CAYMAN ISLANDS	
FRANCE	7
GUAM	4
NORTH MARIANA IS.	<u>1</u>
PUERTO RICO	<u>3</u>
ST. MAARTEN	
TURKS & CAICOS IS.	1





//ultimedia reaching America's Christian and conservative audiences.



90

LARGE MARKET RADIO STATIONS NATIONWIDE

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



SiriusXM SATELLITE RADIO

KEY DIVISIONS

- RADIO & PODCAST
- TELEVISION
- DIGITAL
- PUBLISHING

OUR RADIO STATIONS

3 STRATEGIC FORMATS

- Christian Teach & Talk
- News/Talk The ANSWER
- Contemporary Christian Music

- 38 Christian Teaching & Talk
- 30 News Talk
- ▲ 7 Contemporary Christian Music
- * 2 Business Talk
- 2 Spanish Christian Teaching & Talk
- O 2 Spanish Conservative News Talk
- † 2 Urban Gospel
- 4 Other Formats
- ‡ 3 Third-party Programming

OUR CONTENT IS ALSO AVAILABLE ON THESE PLATFORMS:



APP



STREAMING













3,000 AFFILIATES

NATIONWIDE

EXTENDING OUR REACH

Our affiliate partners broadcast Salem's programming in small, medium and large markets nationwide.



DIGITAL MARKETING AGENCY







((D))

ON-DEMAND

FILMS & TV SHOWS



PODCASTING





EVENTS





MOBILE APPS

• Daily Bible Devotions App (iOS and Android)

SALEM

- King James Bible App (Android)
- Daily Bible App (Android)
- Bible Study Tools App (iOS)
- One Place App (iOS, Android, Roku and Amazon)

- Light Source App (iOS, Android, Roku and Amazon)
- La Biblia Reina Valera (de estudio en Espanol)
- Louis Segond French Bible
 (Google Play)
- Spanish Bible Reina Valera

 (Android)

BOOK PUBLISHING

Publishes 2,000+ books each year under the imprints of:

- Xulon Press
- Mill City Press
- SALEM SAUTHOR Services
- Liberty Hill Publishing

Provides a full suite of services for authors.

100+ MILLIONS WEB PROPERTIES OF PAGE VIEWS

One of the largest Christian and conservative online audiences.

























































Multimedia reaching America's Christian and conservative audiences.

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salemmedia.com | OTCQX: SALM

