



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 3,200 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** |



EDWARD G. ATSINGER III

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



3,200

BROADCAST AFFILIATES CAN'T BE WRONG

SALEMNOW TOWNha

VIDEO ON DEMAND





ATTEND OUR
POLITICAL ENGAGEMENT
EVENTS HELD NATIONWIDE



Waking up America.

469 Affiliates | 6am-9am ET **HughHewitt.com**

f 125K

№ 204K

(i) 1.2K

▶ 20K



428 Affiliates | 9am-12pm ET MikeOnline.com

MIKE

▶ 18.4K



Talk radio's most unique thought leader.

407 Affiliates | Noon-2pm ET DennisPrager.com

493K

X 348K

▶ 46.2K







NATIONALLY SYNDICATED CONTENT



THE BIGGEST NAMES IN CONSERVATIVE TALK

3,200 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

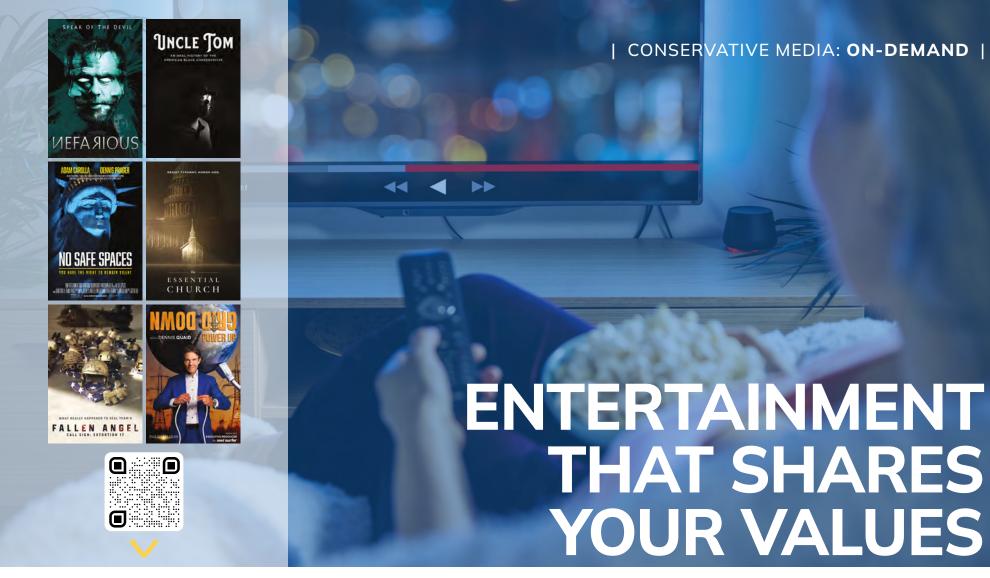
Bearing Arms, Townhall Media's Second Amendment site—led by Second Amendment advocate Cam Edwards—shares stories about firearms policy, training, guns and gear reviews and self-defense. "The right of the people to keep and bear arms shall not be infringed."



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.

> iBelieve

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



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

• > God**Ú**pdates

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.











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.

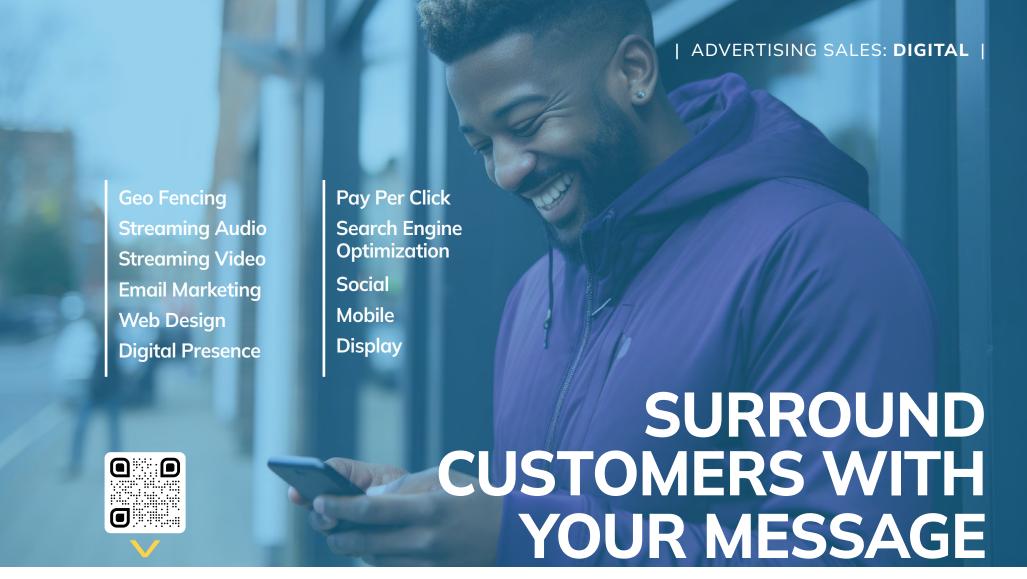


We deploy the best platforms in broadcast, web, digital audio streaming, podcast, print and more to craft strategies that work. The most talented media reps in the country are committed to providing meaningful, effective campaigns to touch the hearts and minds of our partners' target audiences.



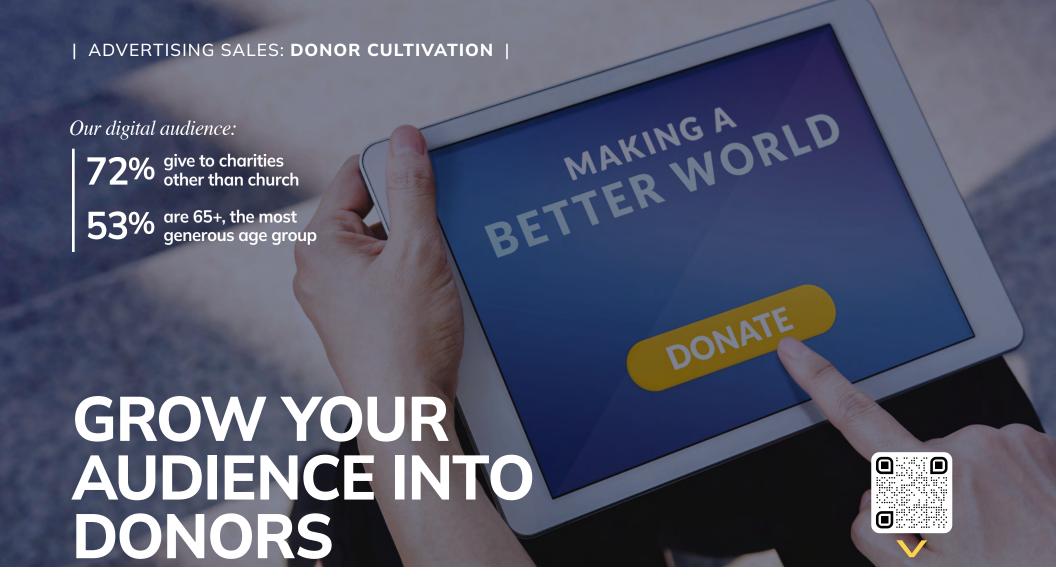
Connecting your message to a targeted, responsive audience with influence and purchasing power, Salem Media Reps helps companies and organizations accomplish their advertising objectives through a tailored multi-media plan based on our clients' goals.







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 24M



WEB
Sessions/mo



APPS
Sessions/mo







SOCIAL MEDIA Followers 151M



CHURCH LEADER Contacts 270,000

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 Atsinger Director

Heather GrizzleDirector

Eric H. HalvorsonDirector

Richard A. Riddle Director

Jacki L. PickDirector

| LEADERSHIP: CONTACTS |



SALEM ALLEN POWER

PRESIDENT Broadcast Media

Allen.Power@SalemMedia.com



EXECUTIVE VICE PRESIDENT Operations & Revenue Development Linnae.Young@SalemMedia.com



CHRIS GOULD

SENIOR VICE PRESIDENT National Programming & Ministry Relations

Christopher.Gould@SalemMedia.com



PHIL BOYCE

SENIOR VICE PRESIDENT National Syndication & Podcast SALEM DODCAST NETWORK Philip.Boyce@SalemMedia.com



SALEM

MIKE REED

SENIOR VICE PRESIDENT National Sales

Influencer Network MReed@SalemReps.com



SALEM JAMIE COHEN

SENIOR VICE PRESIDENT **Broadcast Digital Sales** Jamie.Cohen@SalemMedia.com



Townhall JONATHAN GARTHWAITE MEDIA

SENIOR VICE PRESIDENT Townhall Media

Jonathan.Garthwaite@TownhallMedia.com



SENIOR VICE PRESIDENT Salem Church Products Bill@SalemCP.com



VICE PRESIDENT Salem Events & Marketing Dan.Nelson@SalemMedia.com



SALEM ROB ELLIS

DIRECTOR DIGITAL MEDIA

SalemNOW

REllis@SalemNational.com



CARY PAHIGIAN

VICE PRESIDENT Salem News Channel

Cary.Pahigian@SalemNewsChannel.com



SALEM DAVID BINGHAM

SENIOR VICE PRESIDENT

Salem Web Network

lifeaudio David.Bingham@SalemWebNetwork.com



SALEM CHAD NYKAMP

VICE PRESIDENT

Publishing

CNykamp@ChristianPublishing.com



NIC ANDERSON

VICE PRESIDENT **Government Affairs**

Nic.Anderson@SalemMedia.com



KEVIN ANDERSON

General Manager Salem Music Network

Kevin@TheFishNashville.com



BRAD DAVIES

VICE PRESIDENT Salem Cultivate

Bradley.Davies@SalemWebNetwork.com



VICE PRESIDENT

Contemporary Christian Music

Mike.Blakemore@SalemAtlanta.com

BROADCAST AFFILIATES

(not shown on map) ALASKA 79 ALABAMA 66 ARKANSAS 34 ARIZONA 116 CALIFORNIA 179 COLORADO CONNECTICUT **DELAWARE** FLORIDA GEORGIA 115 HAWAII IOWA IDAHO ILLINOIS INDIANA 55 KANSAS 69 KENTUCKY 71 LOUISIANA 19 MASSACHUSETTS 16 MARYLAND MAINE MICHIGAN MINNESOTA MISSOURI 108 MISSISSIPPI MONTANA 62 NORTH CAROLINA 104 NORTH DAKOTA 16 NEBRASKA 44 NEW HAMPSHIRE NEW JERSEY NEW MEXICO NEVADA NEW YORK 134 OHIO 63 OKLAHOMA OREGON PENNSYLVANIA 181 RHODE ISLAND 5 SOUTH CAROLINA 43 SOUTH DAKOTA 33 TENNESSEE 104 TEXAS 103 UTAH 36 VIRGINIA **VERMONT** WASHINGTON WASHINGTON, D.C. WEST VIRGINIA WISCONSIN WYOMING AFRICA/SOUTH AFRICA AMERICAN SAMOA AUSTRALIA CANADA **CAYMAN ISLANDS**

FRANCE

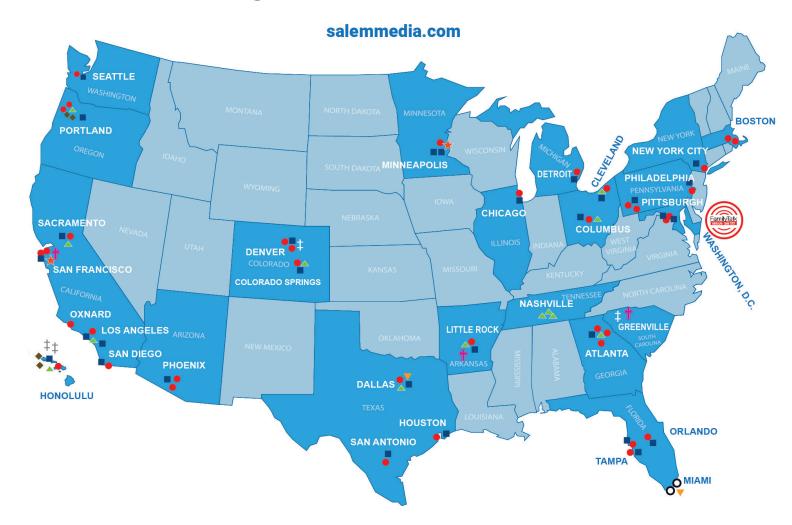
ST. MAARTEN TURKS & CAICOS IS.

NORTH MARIANA IS.
PUERTO RICO

GUAM



Multimedia reaching America's Christian and conservative audiences.



100
RADIO STATIONS

NATIONWIDE



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

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
- ▲ 12 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:















streaming and archives







3,200 AFFILIATES

NATIONWIDE

EXTENDING OUR REACH

3,200 affiliate partners in small, medium and large markets nationwide, deliver Salem's programming.

SALEM BRAND EXTENSIONS



Digital marketing

SALEM

Movies, events and more...on demand

SALEMNOW

SALEM DODGAST NETWORK

Podcasts from leading Salem Media voices SALEM NEWS CHANNEL

Streaming TV news featuring respected conservative voices SALEM Events & Marketing

Ticketed events, tours and more reaching the Salem audience SALEM Influencer Network

Growing brands through responsible influencers

MOBILE APPS

- Daily Bible Devotions App (iOS and Android)
- 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)

 (iOS)
- 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

SALEMON Author Services

Mill City Press

....

Liberty Hill Publishing

Provides a full suite of services for authors.

100+ MILLIONS WEB PROPERTIES OF PAGE VIEWS

The largest faith-based online audience.



























































Multimedia reaching America's Christian and conservative audiences.

Corporate Offices | (805) 987-0400 | 4880 Santa Rosa Road | Camarillo, CA 93012

salemmedia.com | OTCQX: SALM

