

# Business Verticals Capitalizing on Radio Digital in 2025

In a local media landscape where advertisers need to be targeted and engaging, Radio Digital is seamlessly merging the reach of radio with the precision of digital.

It's the **secret sauce** that lets businesses tap into radio's vast reach and digital's pinpoint precision.

Smart business verticals see the opportunity and are spending!



## BIA Forecasts the Top Spending Vertical Categories on Radio Digital - 2025



### FINANCE/INSURANCE

\$480.9 million

**Direct Life Insurance Carriers** increasing Radio Digital ad spend by 5.5% YoY.



### RESTAURANTS & FOOD

\$262.3 million

**Full Service Restaurants and Bars** increasing Radio Digital ad spend by 8.6% YoY.



### RETAIL

\$382.7 million

**Mattress and Sleep Centers** increasing Radio Digital ad spend by 7.2% YoY.



### AUTOMOTIVE

\$245.3 million

**Tires, Automotive Parts, and Accessories Stores** increasing Radio Digital ad spend by 3.4% YoY.

*Source: BIA's 2025 U.S. Local Advertising Forecast, Issued March 2025.*

**BIA forecasts advertising spending across 253 radio markets. By tracking 16 media channels and 96 business sectors, we help you spot local opportunities before your competitors do.**

*For more vertical advertising insights:*

