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Advertisers stick with Howard Stern

NEW YORK, March 8 (UPI) -- Advertisers are sticking with U.S. radio talk show host Howard Stern because the shock jock's audience has an important demographic of young men.

Stern's show, which was recently suspended in six markets for indecency by Clear Channel Communications, has not suffered from a loss of advertisers in the wake of the suspensions, the Wall Street Journal reported Monday.

Advertising with "a guy's guy," is a particularly effective way to draw male customers, said Gerry Howatt media-buying manager at Vermont Teddy Bear Co.

Howatt said "guys who listen to Howard Stern still have birthdays, still have anniversaries" to buy for.

In New York City, the show's hometown, "The Howard Stern Show" is among the top-ranked morning radio programs, as it is in most markets.

Of the approximately one million listeners who listen to the show in the greater New York market each week, about three-quarters are men; half are in the 18-44 age bracket, Arbitron Inc., a radio ratings service, reported.

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