



THE TRI-STATE'S
BEST VARIETY OF COUNTRY
QueenB Radio

 www.wglr.com
 (608) 349-2000



Daily Programs

Weekdays

- 5-6 am – The Farm Show with Bob Middendorf
- 6-11 am – The Big Show with Rob Spangler
- 2-7 pm – Afternoon Cruise with Murph
- 7 pm-Midnight – 97.7 Country Nights
- 12-5 am – WGLR After Hours
- Mornings, Noon, and 5 pm – News with Mark Evenstad

Saturday

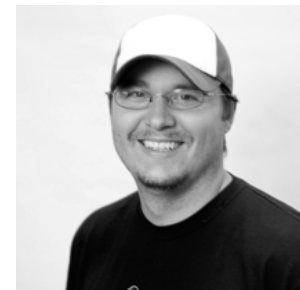
- 1-3 pm – Z-Max Racing Company
- 3-6 pm – CMT's Country Countdown USA
- 6-11 pm – The Big Time Saturday Night

Sunday

- 7 am-Noon – The Roadhouse



Bob
Middendorf



Rob
Spangler



Dave
Murphy



Mark
Evenstad



Additional Programming

Sports

- Green Bay Packers Radio Network
- Wisconsin Badgers Football
- Locally produced high school sports broadcasts
 - Football
 - Basketball
 - Volleyball
 - Wrestling
 - Softball
 - Baseball



Special Events

- Holiday Auction
- Interview with Santa
- Before the Hunt
- Night of Romance (Valentine's Day)
- Home, Outdoor, and Ag Show





Focus on Farming

97-Seven Country WGLR is the only station in Southwest Wisconsin with its own Farm Director.

Bob Middendorf hosts *The Farm Show* on weekday mornings, 5-6 am, providing news and information impacting the farming industry.

Bob also provides updates throughout the day on farm market prices.

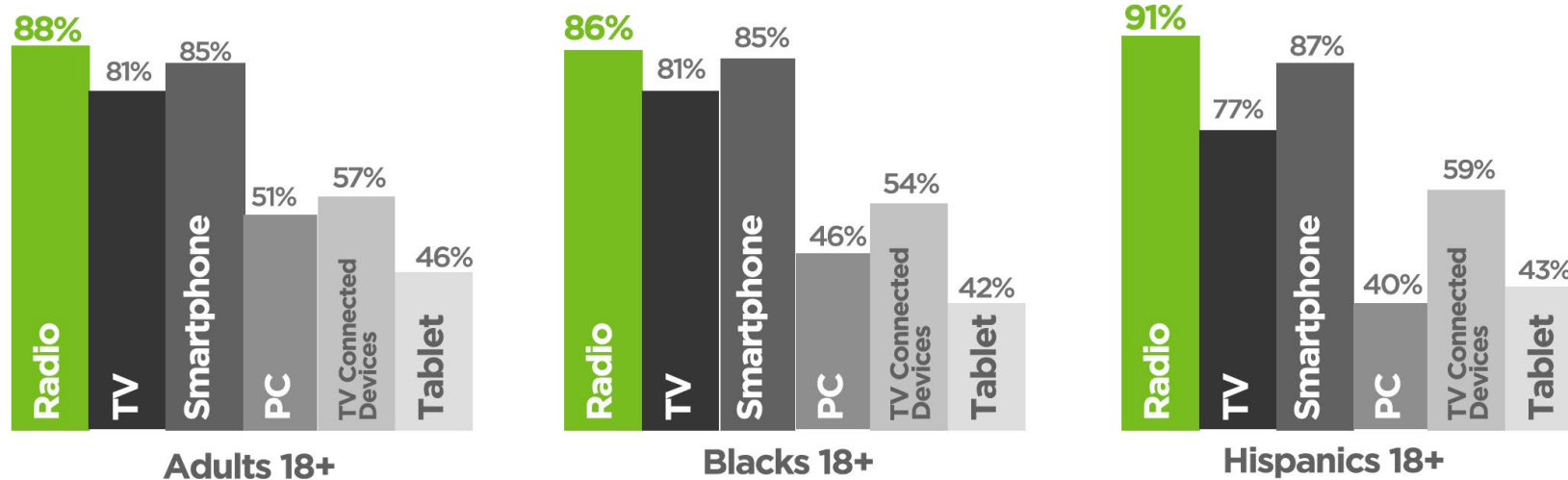




When an advertiser is looking to generate ROI – Radio Matters. When disaster strikes – Radio Matters. And when it comes to serving the community – Radio Matters.

RADIO RULES! RADIO IS A TOP REACH MEDIUM FOR ALL ADULTS. HIGHEST AMONG TRADITIONAL MEDIA.

Weekly Reach (% of Population)



Source: Nielsen The Total Audience Report - June 2021 (users among population)



- Coverage area:**

- Wisconsin Counties – Grant, Iowa, Lafayette, Crawford, Vernon
- Iowa Counties – Dubuque, Delaware, Clayton, Allamakee
- Illinois Counties – Jo Daviess

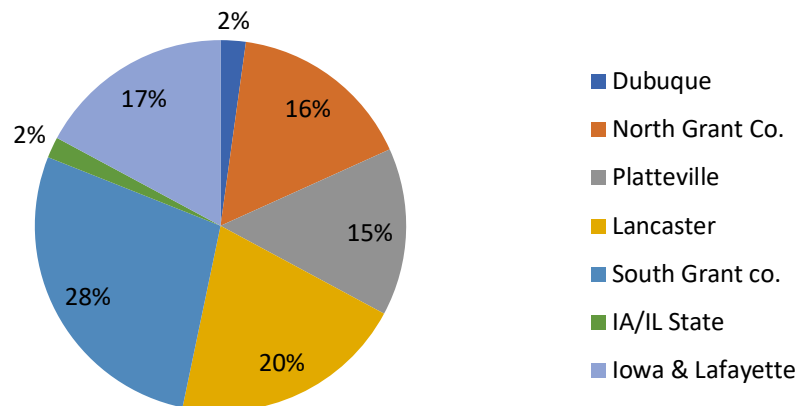


Demographics

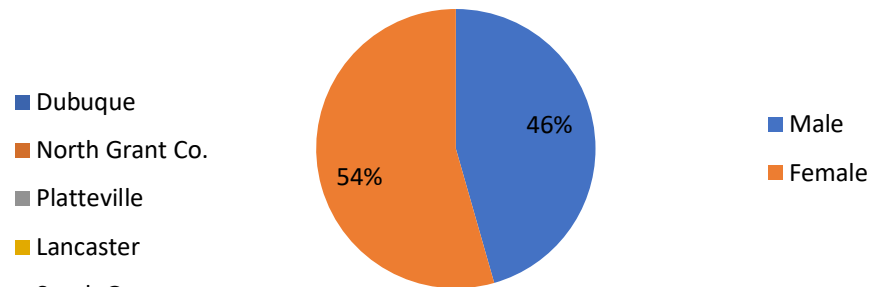
97-Seven Country WGLR

- Delivers the most popular music format in the country
- Tri-state's news, Agricultural information, and sports
- Homeowners with household incomes of \$50,000-\$75,000 and up**
- The widest demographic of any format

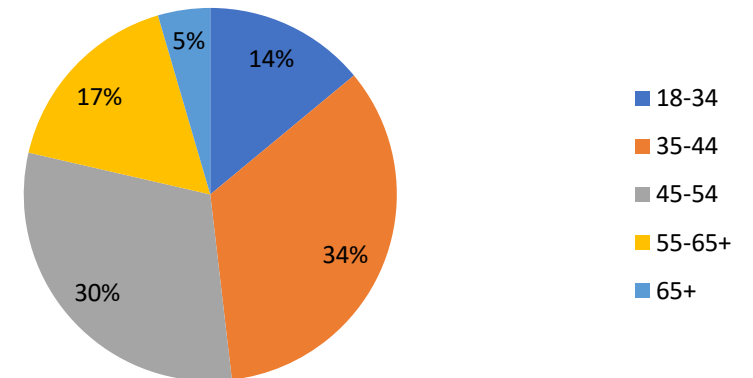
County Respondents*



Gender Respondents*



Age Respondents*

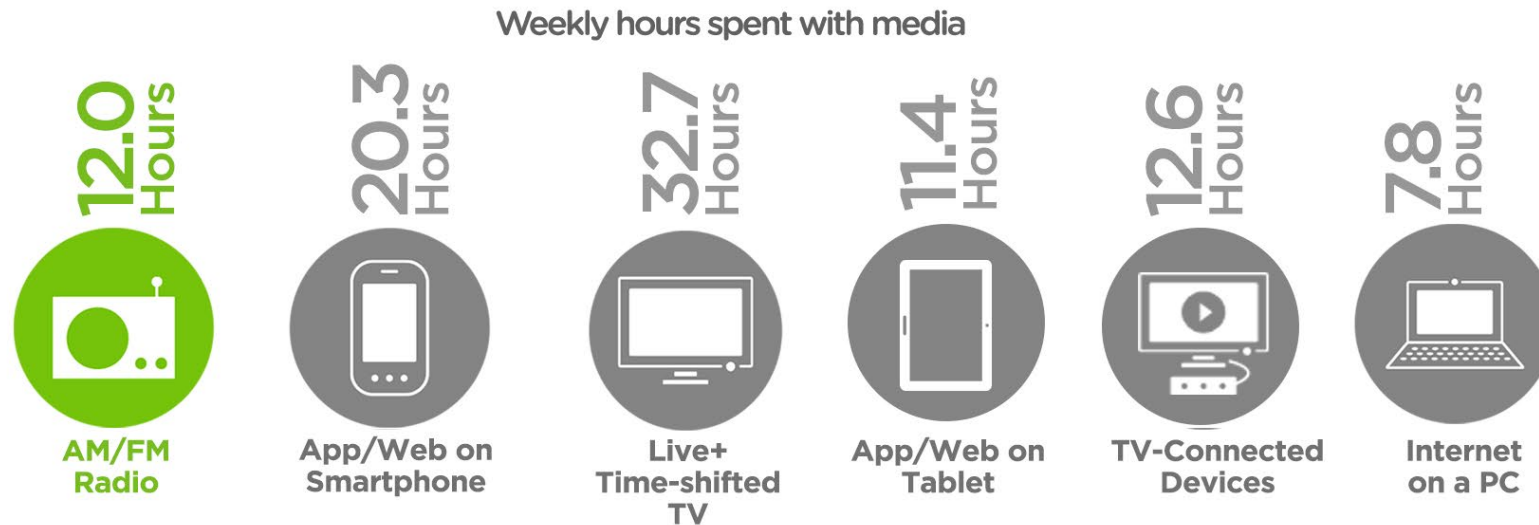


*Based on data collected from 2018-2019 contest winners

**Data collected from 2020 US Census Data (www.census.gov/data.html)

RADIO HAS A SOLID POSITION IN TIME SPENT WITH ELECTRONIC DEVICES.

RADIO HAS A SOLID POSITION IN TIME SPENT WITH ELECTRONIC DEVICES AMONG ALL ADULTS. RADIO CAPTURES 12% OF CONTENT HOURS.

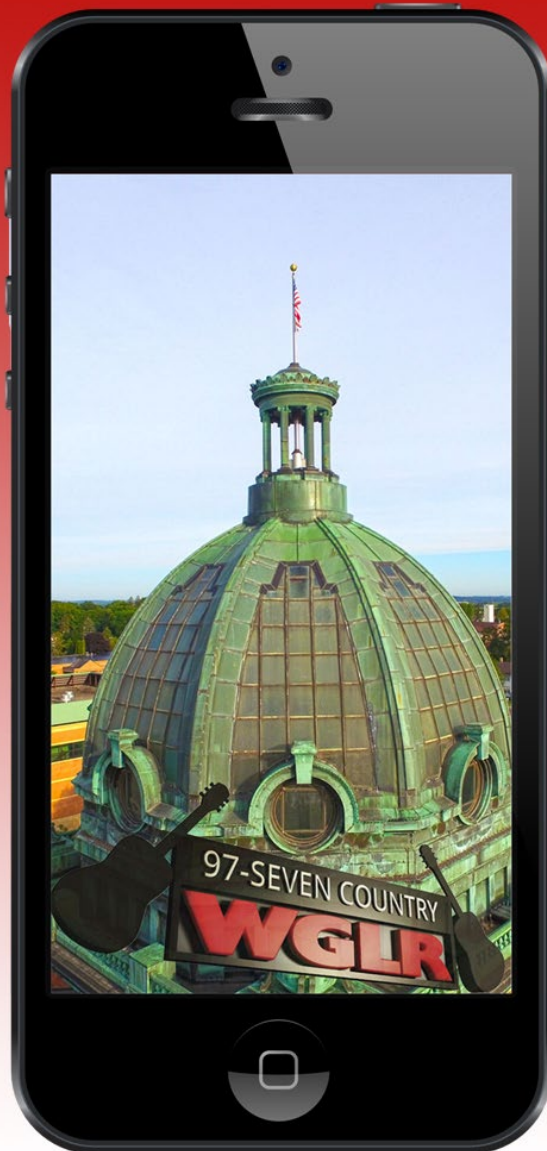


Over 100 hours of content each week across radio, TV, online and mobile by average U.S. adults.

Source: Nielsen Total Audience Report - June 2021 (users among population P18+)



Streaming Statistics



2021 Average Monthly Statistics*

Avg. Unique Users per Month: **3,561**

Avg. Streaming connections per Month: **21,642**

Avg. Time Spent Listening: **1.5 hours**

Most listened-to sporting events:*

- WIAA Division 3 State Softball Championship
 - Dodgeville vs. Prescott - 6/29/21
 - 316 active users
- WIAA Level 3 Football Playoff – Division 6
 - Cuba City at Darlington - 11/5/2021
 - 268 active users
- Girls Basketball
 - River Ridge at Shullsburg – 1/26/2021
 - 161 active users

*Based on 2021 streaming data (tritondigital.com)



Social Media



Website: www.wglr.com

- Users in 2021: 519,265
- Pageviews: 1,217,012



Facebook: [97 Seven Country WGLR](https://www.facebook.com/97SevenCountryWGLR)

- Likes: 12,684
- Followers: 13,729
- People reached per month (avg): 28,045
- Post engagements (avg): 11,350



Instagram: [@977countrywglr](https://www.instagram.com/977countrywglr)

- Followers: 669
- Following: 704



Twitter: [@977CountryWGLR](https://twitter.com/977CountryWGLR)

- Followers: 1,863
- Following: 740

Information as of February 2, 2022



QueenB Radio

Contact:

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