



# 106.1

## ***SUPER HITS***

QueenB Radio

📱 [www.superhits106.com](http://www.superhits106.com)

☎ (608) 349-2000

# Daily Programs

## Weekdays

- 6-11 am – McGrane in the Morning
- 12-2 pm – Commercial Free Lunch Run
- 2-7 pm – Afternoons with Steve Hemmer
- 7 pm-Midnight – Evenings with Dave Murphy
- News Updates with Mark Evenstad



Dick  
McGrane



Steve  
Hemmer



Dave  
Murphy



Mark  
Evenstad



## Sports

- Locally produced high school sports broadcasts
  - Football
  - Basketball
  - Wrestling
  - Volleyball
  - Softball
  - Baseball



## Special Events

- Christmas Music (Thanksgiving through Christmas Day)
- Sweethearts Giveaway
- World Bartender Day
- Concert Ticket Giveaways

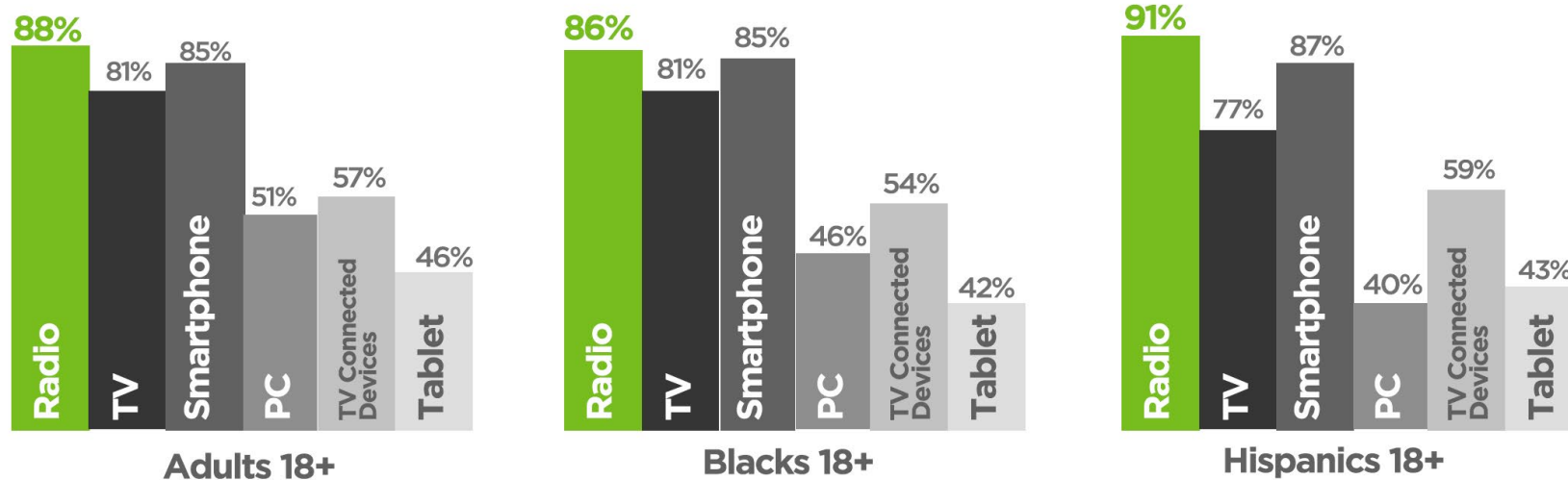




When an advertiser is looking to generate ROI – Radio Matters. When disaster strikes – Radio Matters. And when it comes to serving the community – Radio Matters.

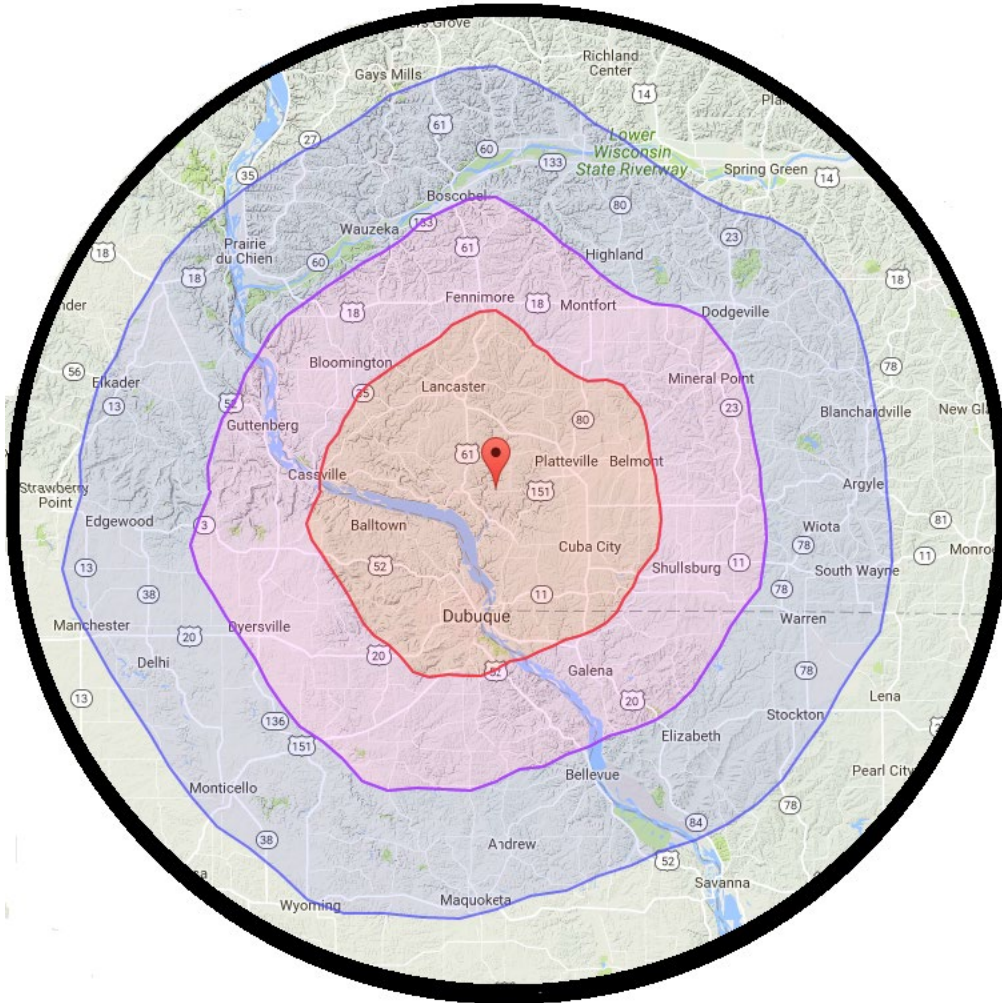
## RADIO RULES! RADIO IS A TOP REACH MEDIUM FOR ALL ADULTS. HIGHEST AMONG TRADITIONAL MEDIA.

Weekly Reach (% of Population)



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

# Coverage Area



## **106.1 KIYX-FM:**

- “Super” hits from the 70’s, 80’s and 90’s
- Live, local programming serving communities throughout the Tri-State area

## **Coverage Area:**

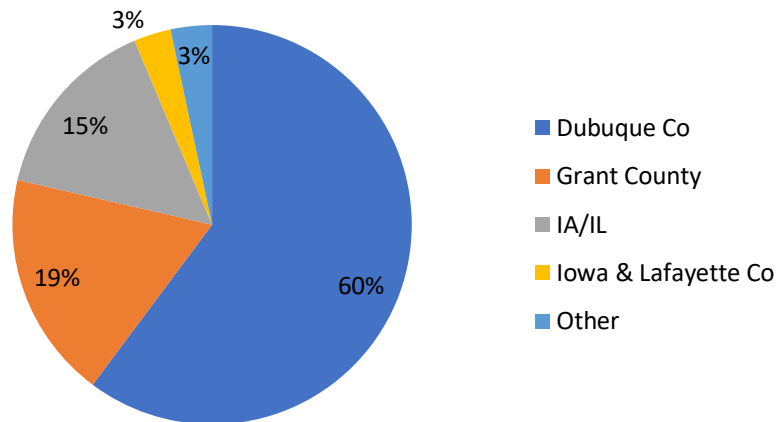
- Iowa Counties – Dubuque, Delaware, Clayton, Allamakee
- Wisconsin Counties – Grant, Iowa, Lafayette, Crawford, Vernon
- Illinois Counties – Jo Daviess



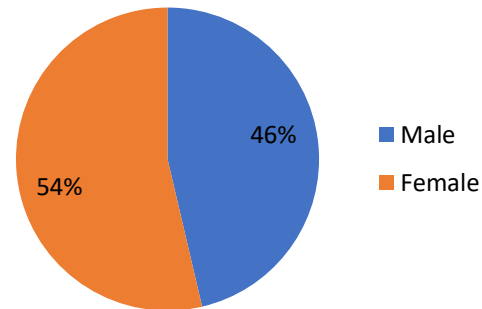
## Dubuque's Super Hits 106

- Reaches the Tri-state's baby boomers
- Median household income of \$60,000-65,000 and up\*\*
- Local coverage of events in Dubuque and the Tri-states

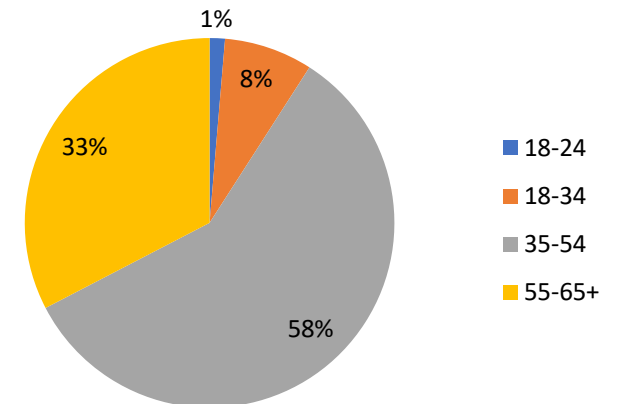
### County Respondents\*



### Gender Respondents\*



### Age Demo Respondents\*

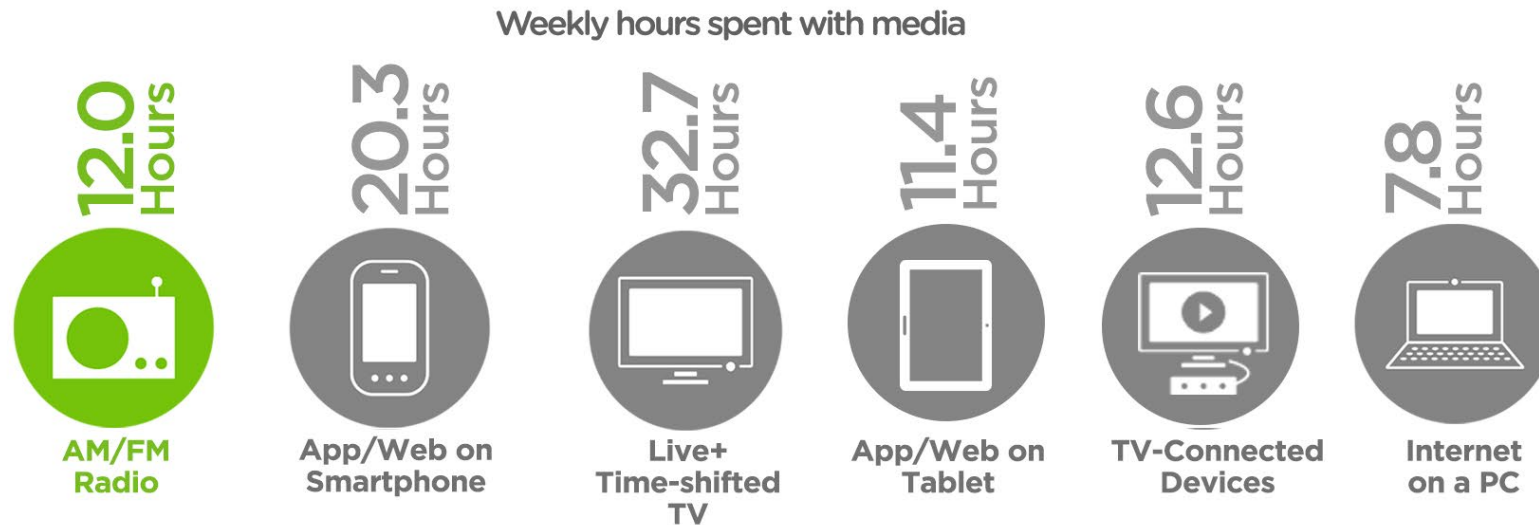


\*Based on data collected from 2018-2019 contest winners

\*\*Data collected from 2020 US Census Data ([www.census.gov/data.html](http://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+)



## 2021 Average Monthly Statistics\*

Avg. Unique Users per Month: **1,501**

Avg. Streaming connections per Month: **11,919**

Average Time Spent Listening: **87 minutes per session**

## Most listened-to sporting events\*

- WIAA Division 4 Sectional Final
  - The Prairie School vs Cuba City – 2/27/2021
  - 153 active users

Average of **60** streams per game during 2021 high school football season

\*Based on 2021 streaming data (tritondigital.com)





Website: [www.superhits106.com](http://www.superhits106.com)

- Users in 2021: 74,566
- Pageviews: 178,565



Facebook: [Dubuque's Super Hits 106](https://www.facebook.com/DubuquesSuperHits106)

- Likes: 5,354
- Followers: 5,502
- People reached per month (avg): 9,169
- Post engagements (avg): 1,729



Instagram: [@dbqsuperhits106](https://www.instagram.com/dbqsuperhits106)

- Followers: 570
- Following: 403



Twitter: [@DBQSuperHits106](https://twitter.com/DBQSuperHits106)

- Followers: 800
- Following: 614



QueenB Radio

**Contact:**

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