



101.3 WMC1

Today's Country & All Time Hits

Target Audience

- Primary: Ages 25-54
- Secondary: Ages 35-64
- 64% women
- 36% men
- Family oriented ☑

Active & responsive audience ☑
Committed to our local communities

- Local Sports
- St. Jude Radiothon
- Mums for Moms
- Relay for Life,

104.3 THE PARTY

Today's Top Hits

Target Audience

- Primary: Ages 18-44
- 70% women
- 30% men ☑

Unique, trendy, & active audience

- Stay at home moms
- Day to day workers
- Professionals

Committed to our local communities

- Special Olympics
- Polar Plunge
- Kidd's Kids,
- Mattoon-Peoria St. Jude Run

103.9 VICTORY

Sports Radio

Target Audience

- Primary: Ages 18+
- Male dominated

Sports listener has an above average income and education level.

Committed to our local communities

- Variety of local sports
- NFL Sundays
- Many others

92.1 THE AXE

Classic Rock

Target Audience

- Primary: Ages 35-49
- Secondary: Ages 25-54
- Male dominated

Loyal listeners

Committed to our local communities

- American Red Cross
- Relay for Life
- Coats for Kids
- One Stop Community Christmas
- NASCAR/INDY Racing