

1100 KFNX – The Pulse of Arizona **Media Kit**



For more info, go to the website – <https://1100kfnx.com/>

The KFNX Morning News

Get Your Morning Briefing



- ▶ Five Hours of Non-Stop NEWS
- ▶ Every Weekday Morning 4-10AM
- ▶ *National & Local News, Business News, Sports, Traffic, and Weather*
- ▶ The Brian Kilmeade Show
- ▶ America in the Morning w/ John Trout
- ▶ AZ Local News w/ Jeff Scott
- ▶ CBS News Updates
- ▶ Business Updates from CNBC, Market Scoreboard w/ Ron Insana, and Your Money Now
- ▶ *And more.....*
- ▶ <https://1100kfnx.com/kfnx-morning-news/>

A promotional graphic for The KFNX Morning News. It features the text "NEWS • TALK • SPORTS" at the top, followed by "1100" in large blue numbers with a CBS eye logo. Below that is "KFNX" in large red letters with a white outline, and "THE PULSE OF ARIZONA" in smaller black text. To the right, a blue circle contains "THE KFNX MORNING NEWS" and "GET YOUR MORNING BRIEFING". Below this, a red banner says "EVERY WEEKDAY MORNING 4-9AM". A blue banner at the bottom of the graphic reads "FIVE HOURS OF NON-STOP NEWS" and "WORLD NATIONAL & LOCAL NEWS, BUSINESS NEWS, SPORTS, TRAFFIC AND WEATHER". The CBS NEWS RADIO logo is also present. At the bottom, four headshots of the hosts are shown: Jeff Scott, John Trout, Michael Toscano, and Brian Kilmeade. The website "1100KFNX.COM" is displayed at the very bottom.

The Dan Bongino Show

- ▶ Every Weekday Morning 10AM–1PM
- ▶ Dan Bongino tackles the hot political issues, debunking both liberal and Republican establishment rhetoric.
- ▶ A former Secret Service Agent, NYPD veteran, and New York Times bestselling author, of “The Fight: A Secret Service Agent's Inside Account of Security Failings and the Political Machine,” and “Spygate: The Attempted Sabotage of Donald J. Trump.”
- ▶ Dan Bongino has his own TV Show on Fox News, and is a regular Contributor
- ▶ Dan Bongino huge Social Media Following of 2 Million +
- ▶ These experiences uniquely situate Dan to provide the best commentary and analysis from not only a law enforcement viewpoint, but also one that directly attacks the philosophical underpinnings of the Left and Big Government Republicans.

▶ <https://1100kfnx.com/nationalshow/>



NATIONAL SHOWS

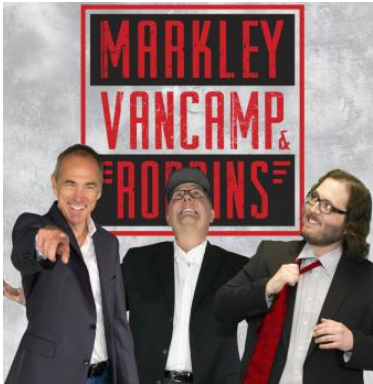


▶ Brian Kilmeade



▶

▶ Markley, Van Camp & Robbins



▶

Joe Pags



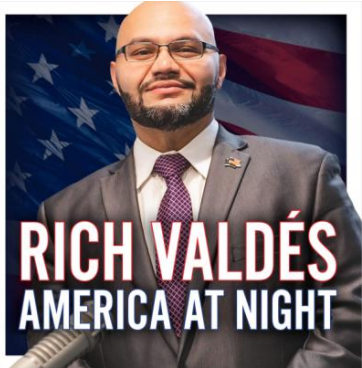
Dan Bongino



<https://1100kfnx.com/nationalshows/>

NATIONAL SHOWS

- ▶ Erick Erickson
- ▶ America at Night w/ Rich Valdes



- ▶ Guy Benson
- ▶ Armstrong & Getty

Guy Benson



▶ <https://1100kfnx.com/nationalshows/>

The Brian Kilmeade Show

- ▶ Every Weekday Morning 7AM-10AM
- ▶ **Brian Kilmeade** from **FOX & Friends** and his guests team up for lively debate and discussion of the news and issues that all Americans are talking about. You'll hear newsmakers and guest experts offering their insights and perspectives. And, of course, listener points-of-view and discussions are always welcome. It's all presented by affable everyman, Brian Kilmeade.
- ▶ "Not many broadcasters can say they are on the air for 6 hours a day, 5 days a week, but that is exactly what **Brian Kilmeade** has been doing since 2006. After joining Fox News in 1997, he was soon named co-host of Fox & Friends, where he still thrives today. The show powered its way to the *top spot in morning cable TV* in 2000 and remains there to this day."
- ▶ Heard on 250 radio stations across America
- ▶ Brian has *written 6 books, 5 New York Times best sellers*: "The Games Do Count", "It's How You Play the Game" and more recently, "George Washington's Secret Six", "Thomas Jefferson and the Tripoli Pirates." Combining all sales the books have been bought by over 2.5 million readers around the world and counting.



<https://1100kfnx.com/nationalshows/>



ABOUT US

1100 KFNX, “The Pulse of Arizona,” is a News/Talk/Sports radio station serving Metro Phoenix and much of Central and Southern Arizona. Its 50,000 watt signal, the highest power licensed by the Federal Communications Commission, covers Arizona from the Prescott area to the north, through and including the Tucson metropolitan area to the south.

Routinely, KFNX has been rated one of the Top Ten Radio Stations in Arizona by *Ranking Arizona* magazine. KFNX exclusively features *Ten of the Heavy Hundred Talk Shows* in the country compiled by Michael Harrison and Talkers.com, the talk radio industry's leading trade magazine – including the “Brian Kilmeade Show,” “Dan Bongino,” “The Joe Pags Show,” “Markley, Van Camp & Robbins,” “Erick Erickson,” “America at Night with Rich Valdes,” and “Armstrong & Getty.”

The KFNX line-up also features a diverse group of talk show hosts from “The Guy Benson Show” , and Jesse Jackson to local talk segments every weekday with *Heavy Hundred* “The Bill Brady Show”. Weekends on KFNX feature more high-quality talk shows such as “Our American Stories,” “Jill on Money,” “60-Minutes,” Matt Battaglia’s “Business Roundtable,” “The Takeout with Major Garrett,” and “Intelligence Matters” with Michael Morrell, former Acting Director of the C.I.A.

KFNX keeps Metro Phoenix and Arizona informed 24/7/3

Website <https://1100kfnx.com/> for more information.



1100 KFNX Local Shows



Bill Brady – Weekday Afternoons

- ▶ A return to “Common Sense Commentary” with Bill Brady **every weekday afternoon from 4–6 PM** on 1100 KFNX. Compelling talk, interesting guests, and a whole lot more! Nothing is out of bounds on The Bill Brady Show. Bill Brady was recently voted on to the *Talkers Heavy Hundred Talk Show* List.

- ▶ <https://1100kfnx.com/the-bill-brady-show/>

FEATURED SHOWS

- ▶ Networking Arizona w/ Carol Blonder




- ▶ The Del Walmsley Radio Show



- ▶ <https://1100kfnx.com/featured-shows/>



News 24 / 7 / 365



KFNX keeps Metro Phoenix and Arizona informed 24/7/365.

KFNX is the exclusive home of the **CBS Radio News Network** in the Phoenix Radio market. We carry **CBS Radio News** every hour, on the hour, throughout the day, every day of the year.

KFNX also teams with the **CBS Radio News Network** for live coverage of breaking news events such as the Presidential primaries and the Presidential and Vice-Presidential debates. KFNX also brings you long-form coverage of news with the “**CBS World News Roundup**” and the popular news magazine “**Changed Forever with Gil Gross**” every weekend.

You can go to our website <https://1100kfnx.com/> for more information.



Politics / Campaign

1100 KFNX “The Pulse of Arizona” was the 2022 Election Headquarters

Listeners that Tuned in to The **Bill Brady Show** weekdays from 5–7pm got the *latest election news*, hard-hitting *interviews with candidates*, and up-to-the minute issues most important to them. Some of Bill’s past interviews (available on Podcast) include:

Candidates for AZ Governor – Matt Salmon, Scott Neely, Paola Tulianni–Zen, Aaron Lieberman, Marco Lopez

U.S. Senate – Jim Lamon, Mick McGuire

AZ Attorney General – Andy Gould, Dawn Grove

Candidate for U.S. Senate – Justin Olson

AZ Superintendent of Schools – Tom Horne

Attorney General – Lacy Cooper, Abe Hamadeh

Secretary of State – Shawna Bolick



Key 2022 Elections to Watch / 2022 Election Calendar



You can go to our website <https://1100kfnx.com/> for more information.

Sports



Sports

KFNX is the new radio home of University of Arizona Wildcats Men's Football and Basketball. KFNX has a five-year contract to carry the Wildcats through the 2025-26 season. KFNX airs all UA Pac-12 sports action



Features



Health

CNN's Dr. Sanjay Gupta is on the health and wellness beat with "A Better Life," Monday through Friday at 10:40AM and 5:40PM.

Jon Tesh is the voice of "Intelligence For Your Health Minute" every weekday at 11:40AM.

Business / Finance

Business News updates air on KFNX on the half-hour throughout the day from CNBC's Ron Insana and Compass Media's "Your Money Now."



You can go to our website <https://1100kfnx.com/> for more information.

CBS Features



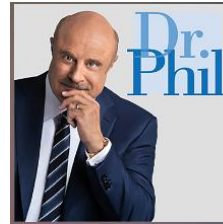
Entertainment

Leonard Maltin Movie Minute
Inside Edition
Entertainment Tonight



Health / Travel

Ask Dr. Phil
Eye on Travel w/ Peter Greenberg



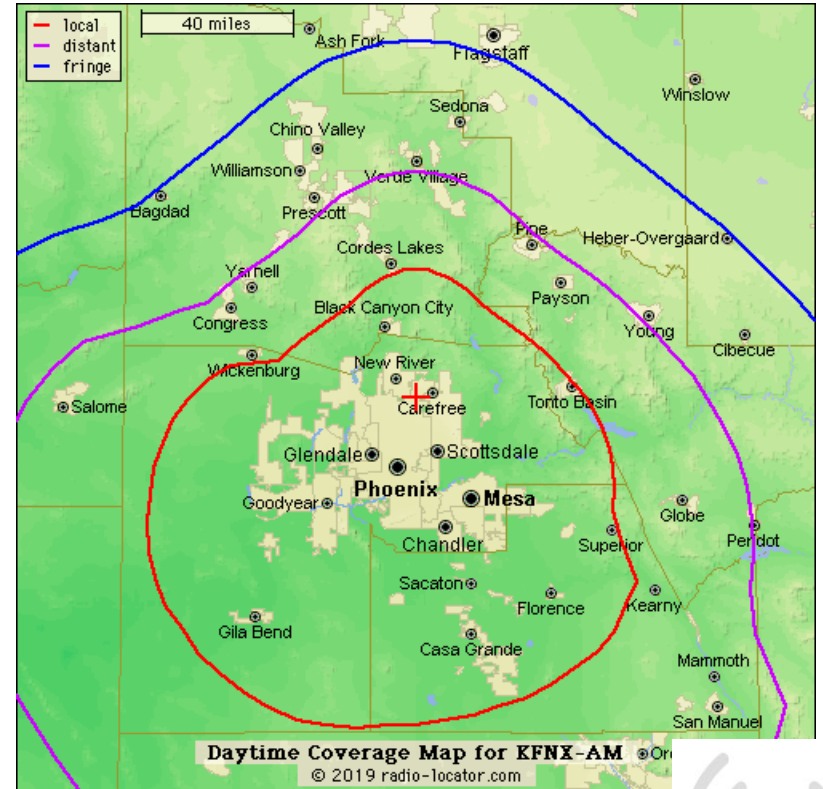
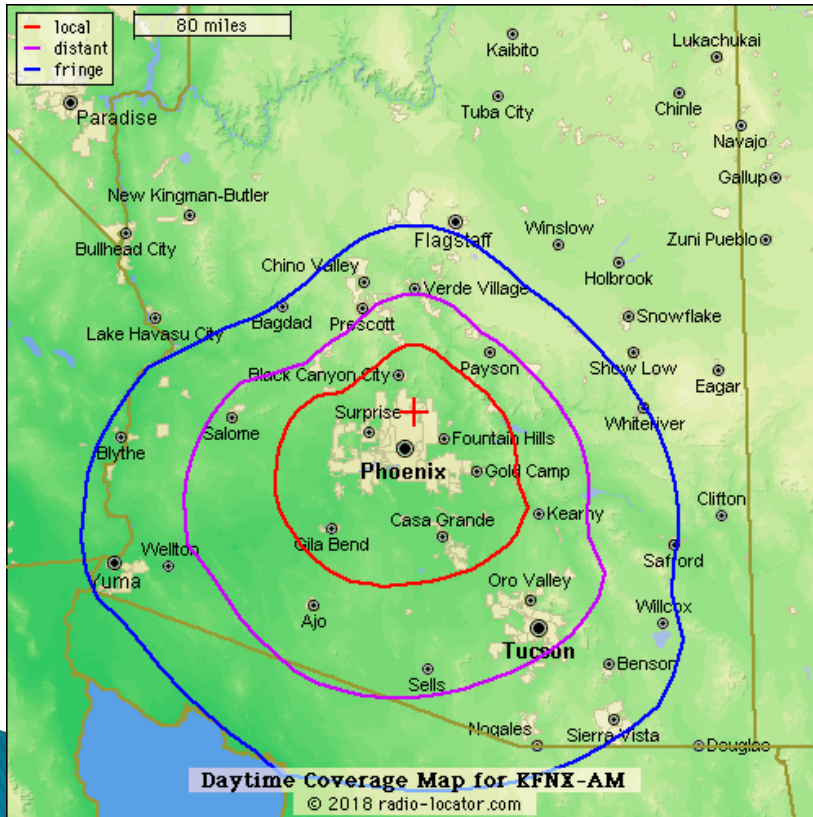
Business / Finance

Jill on Money
CBS Money Watch



You can go to our website <https://1100kfnx.com/> for more information.

1100 KFNX - Coverage Map



1100 KFNX Website

Check out the new 1100 KFNX website at:

<https://1100kfnx.com/>

The screenshot shows the website's navigation bar with a menu icon, the station logo '1100 KFNX THE PULSE OF ARIZONA', and links for 'LISTEN NOW', 'Shows', 'Program Schedule', 'News', 'Contact Us', and 'Station Info'. Below the navigation is a large banner for 'THE DAN BONGINO SHOW' featuring a man's portrait and the text 'STRAIGHT. UNFILTERED. TRUTH. WEEKDAY MORNINGS 9AM-12N MST'. To the right of the banner is an advertisement for 'STRAPTARMORY.COM' with a logo and address: '3602 EAST INDIAN SCHOOL ROAD PHOENIX, AZ 85018 (480) 568-4867'. On the right side, there is a weather widget for 'Phoenix Metropolitan Area, AZ, USA' showing '84°F Sunny' and social media icons for Facebook and Twitter. Below the weather is a red button that says 'Click Here for AZ Wildcats 2021 Schedule'. Further down is an advertisement for 'Forrest Anderson PLUMBING • AIR CONDITIONING, INC.' with the text 'A VETERAN TODAY FORREST ANDERSON MILITARY HERO GIVEAWAY' and a 'NOMINATE' button with a 'CLICK HERE' link. Below the advertisement is a 'ON AIR NOW' section for 'Markley, Van Camp & Robbins' from '3:00 PM - 5:00 PM'. To the left of this is a 'Local Top Stories' section with a photo of a crowded airport terminal and the headline 'Power outage at Sky Harbor leaves passengers waiting'. To the right of the 'ON AIR NOW' section is a 'National Headlines' section with the headline 'Raffensperger aims to "set the record straight" on 2020 election' and a sub-headline 'Military is failing to comply with federal law in sex assault cases, report says'. Below the headlines is a 'The Bill Brady Show' section with a photo of a man and the text 'Weeknights 5-7pm'.

THE DAN BONGINO SHOW

STRAIGHT. UNFILTERED. TRUTH.
WEEKDAY MORNINGS 9AM-12N MST

NEWS • TALK • SPORTS
1100 KFNX
THE PULSE OF ARIZONA

BE A PART OF THE STRAPT ARMORY EXPERIENCE, WHERE YOU'LL FIND GUNS, AMMO, AND ALL YOUR FIREARM NEEDS.

STRAPTARMORY.COM

STRAPT ARMORY
3602 EAST INDIAN SCHOOL ROAD
PHOENIX, AZ 85018
(480) 568-4867

Phoenix Metropolitan Area, AZ, USA

84°F Sunny

f t


Click Here for AZ Wildcats 2021 Schedule

ON AIR NOW

Markley, Van Camp & Robbins

3:00 PM - 5:00 PM

Local Top Stories



Power outage at Sky Harbor leaves passengers waiting

National Headlines

Raffensperger aims to "set the record straight" on 2020 election

The first part of Raffensperger's interview on CBSN's "Red & Blue" aired Monday evening, and the second part will air Tuesday.

37m ago

Military is failing to comply with federal law in sex assault cases, report says

In an analysis of almost 450 military special victims cases filed between 2018 to 2020, the Department of Defense's inspector general found that 64% did not have properly trained prosecutors assigned to them.

Forrest Anderson
PLUMBING • AIR CONDITIONING, INC.

A VETERAN TODAY
FORREST ANDERSON
MILITARY HERO GIVEAWAY

NOMINATE **CLICK HERE**



The Bill Brady Show

Weeknights 5-7pm

ON-AIR SCHEDULE

On-Air Schedule on the website at:

<https://1100kfnx.com/program-schedule/>

The screenshot shows the website's navigation bar with the 1100 KFNX logo and menu items: LISTEN NOW, Shows, Program Schedule, News, Contact Us, and Station Info. The main header features the 'ON-AIR SCHEDULE' title and a weather widget for Phoenix, AZ, USA, showing 56°F Partly cloudy. A featured section for 'The Brian Kilmeade Show' is marked 'ON AIR NOW' and lists the time 7:00 AM - 10:00 AM. A sidebar on the left lists the daily schedule:

- + Monday
- + Tuesday
- Wednesday

The main content area lists the following schedule for Wednesday:

- 12am - The Lars Larson Show
- 1-4am - Guy Benson Show
- 4-7am - America In The Morning
- 7-10am - The Brian Kilmeade Show
- 10am-1pm - The Dan Bongino Show
- 1pm - Networking Arizona with Carol Blonder
- 2pm - The Del Walmsley Radio Show
- 3-5pm - Markley, Van Camp & Robbins

On the right, there is a promotional image for 'Markley, Van Camp & Robbins' with the text 'Weekdays 3-5pm'. Below this is another promotional image for 'THE NEW MONSTERS OF MIDDAY' featuring Brian Kilmeade and Dan Bongino, with the text 'NEW TIME SLOTS! SAFE GREAT TALK'. At the bottom right, there is a 'FOLLOW' button with a Facebook icon.



Podcast Page on the website at:

<https://1100kfnx.com/podcasts/>

NEWS • TALK • SPORTS
1100 KFNX
THE PULSE OF ARIZONA

LISTEN NOW ▶

Shows ▾ Program Schedule ▾ News ▾ Contact Us ▾ Station Info ▾

PODCASTS

ON AIR NOW
Markley, Van Camp & Robbins
3:00 PM - 5:00 PM

Your Favorite 1100 KFNX Shows Now Available as Podcasts!

HH

The Healthy Habit Radio Show
Saturdays 11am - 1pm

The Healthy Habit Radio Show 10-25-21
by KFNX - The Healthy Habit Radio Show

0:00 | 1:38:39

Phoenix Metropolitan Area, AZ, USA
84 °F Sunny

The Joe Pags Show
Weeknights 7-10pm & Sundays 1-4pm

CHANGED FOREVER

1100 KFNX Social Media

▶ Facebook

▶ <https://www.facebook.com/1100KFNX/>



▶ Twitter

▶ <https://twitter.com/1100kfnx>



PROMOTIONS

- ▶ 1100 KFNX is promoted valley-wide using:
- ▶ Billboards
- ▶ Magazines
- ▶ Expos
- ▶ Social Media
- ▶ And more.....
- ▶ <https://1100kfnx.com/promotions/>



1100 KFNX Promotions - Outdoor

▶ Billboards



1100 KFNX Promotions - Print

- ▶ Print Ads in multiple publications around the valley Valley including:
- ▶ Phx New Times **PHOENIX New Times**
- ▶ AZ Business Magazine



WHY ADVERTISE ?

- ▶ **Advertising on KFNX** places your business on a big platform! 1100 KFNX, “The Pulse of Arizona,” is a News/Talk/Sports radio station serving Metro Phoenix and much of Central and Southern Arizona with a powerful 50,000-watt signal. Routinely, KFNX has been rated one of the 'Top Ten Radio Stations in Arizona' by *Ranking Arizona Magazine*.
- ▶ **KFNX** exclusively features five of the 'Top Ten Talk Shows' in the country according to *Talkers.com*—including the “Brian Kilmeade Show,” “The Dan Bongino Show,” “The Joe Pags Show,” “Markley, Van Camp & Robbins,” “Armstrong & Getty,” “Guy Benson”, and “The Lars Larson Show.” KFNX also provides local talk segments every weekday with “The Bill Brady Show:.
- ▶ **KFNX** keeps Metro Phoenix and Arizona informed 24/7/365. KFNX is the exclusive home of the **CBS Radio News Network** in the Phoenix Radio market. **Business news updates air on KFNX** on the half-hour throughout the day from **CNBC**. **Local news is broadcast every hour** on the hour throughout the day from the Arizona News Network, and Metro Phoenix **weather forecast every half-hour 24/7/365**.
- ▶ KFNX is the **new radio home** of University of Arizona Wildcats Men’s Football and Basketball. KFNX has a **five-year contract** to carry the Wildcats through the 2025–26 season.
- ▶ KFNX is available worldwide via streaming from our website: <https://www.1100kfnx.com>
- ▶ For More Info: <https://1100kfnx.com/about-us/>
- ▶ Why Advertise: <https://1100kfnx.com/why-advertise-on-kfnx/>

About Radio:



- ▶ 92% of the U.S. population listens to broadcast radio each week, more than broadcast and cable TV and any other electronic media platform according to the Nielsen rating service.
- ▶ The typical person spends 92 minutes per day listening to the radio.
- ▶ Radio reaches 94% of college grads age 18+
- ▶ **96% of adults 18–49** with a college degree and an annual income of \$50,000+ **tune into radio** over the course of a week.
- ▶ 241.2 million people age 12+ listen to radio each week according to Nielsen.
- ▶ 180% more people will use radio in a week than will go to Facebook in a month in the U.S.
- ▶ 50% more people will use radio than will go to Google in a month in the U.S. (61 million people)
- ▶ 20% more people 12+ (240 million) will use radio in a week than will use the internet in a month (195 million) in the U.S.

▶ <https://1100kfnx.com/why-advertise-on-kfnx/>

About Radio:



- ▶ The *average person spends 1,000 hours per year listening to radio*, second only to television at 1,500 hours. The internet, newspapers and magazines are all under 200 hours per year each.
- ▶ Most radio ads generate emotional levels equal to or higher than T.V. and *65% of Americans believe radio is more "personal" than television.*
- ▶ Radio has a 49% better R.O.I. than T.V.
- ▶ Radio today has its highest audience and reach in its over 100-year history.

- ▶ **The Many Benefits to Advertising on KFNX**
- ▶ KFNX can **help** write and produce the ad
- ▶ *You can voice the ad* or a KFNX voice can record your ad
- ▶ You pick the **content of your ad**, music, and/or elements
- ▶ **Radio has a potential R.O.I. of 6:1 or \$6 for every \$1 spent**
- ▶ KFNX is a **cost effective** and direct way to get your **message** out and **promote** your business at the same time, especially compared to other traditional advertising (billboards, magazines, newspaper, etc.)

ADVERTISE ON KFNX

▶ Join the Great Companies already on KFNX:

- ▶ Arrowhead BMW
- ▶ ASU, University of Arizona, & NAU
- ▶ Camelback Medical Clinic
- ▶ Arizona Renaissance Festival
- ▶ Crossroads of the West Gun Show
- ▶ AZ Business Magazine
- ▶ Staples
- ▶ Indeed
- ▶ A/C Doctors
- ▶ K2 Vision
- ▶ La Mesa RV
- ▶ Salmon Catcher Lodge
- ▶ San Tan Ford
- ▶ MADD – Mothers Against Drunk Driving
- ▶ In & Out Burger



ADVERTISE ON KFNX

- ▶ **Contact Us Today** for all of the details including rates and avails on 1100 KFNX <https://1100kfnx.com/advertising/>
- ▶ We can work with you to create the **Ad Promotion Package** for you and your business
- ▶ Don't let this **opportunity** go by...



Thank you.

NEWS • TALK • SPORTS

1100

KFNX

THE PULSE OF ARIZONA

To Contact 1100 KFNX:

Phone: 602-277-1100

Fax: 602-248-1478

Email: <https://1100kfnx.com/contact-us/>

For more information go to the station website / social media:

<https://1100kfnx.com/>

<https://1100kfnx.com/careers/>

<https://www.facebook.com/1100KFNX/>

<https://twitter.com/1100kfnx>