

Why WKFM?



Here's why you should consider adding WKFM to your marketing plans.

WKFM works because it gives listeners exactly what they want – their country music, mixed with bright and upbeat personalities, exciting promotions, plus the hottest sport today – NASCAR!

Our listeners are outstanding potential customers based on their active lifestyles, solid education, and income levels.

- WKFM reaches 45,400 listeners per week. (Arbitron, Spring 2007)
- “Your Country” WKFM plays today’s most popular country artists – Toby Keith, Kenny Chesney, Big & Rich, Tracy Lawrence, Carrie Underwood, Alan Jackson, Montgomery Gentry, Brad Paisley, Rascal Flatts, and more.
- WKFM is the only FM stereo home of NASCAR racing in North Central Ohio.
- WKFM is locally owned and operated – our owners care more about what’s happening on Main Street than what’s happening on Wall Street.
- WKFM listeners are in your prime demo. 60% are age 25-54. (2006 Fall MediaMark Research)

WKFM Listener Tidbits

47% Male – 53% Female.

62% listeners are married.

76% are homeowners.

43% have children in the household.

Median Household Income of \$53,540.

Less than 45% read any daily newspaper.

65% have internet access at home.

53% subscribe to cable TV – 33% have a satellite dish.

38% are employed as professionals, management, sales, and business related occupations.

30% are college graduates – 54% attended some college. (2006 Fall MediaMark Research)

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