

LIVE. LOCAL. LEADING.



BROADCAST MEDIA KIT



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ABOUT OUR COMPANY



ON AIR. ON SITE. ONLINE.

Asheville Media Group is Western North Carolina's live, local, and leading radio advertising company, getting your brand to almost 90,000 listeners every week with creative commercials produced by our talented team.

We bring customers to you at our lively and fun events including Dog Day Afternoon. Use the power of our digital products to turn prospects into brand-loyal customers.

WHY RADIO WORKS

**AM/FM RADIO IS
THE MOST USED
AUDIO SOURCE
WHILE AT WORK:**

(Source: Jacobs Media Techsurvey 2021)

Traditional radio 61%



Pandora 27% **pandora**

AM/FM streams via
computer/laptop (17%),
mobile apps/tablet (8%),
smart speaker (7%)



Spotify 23% **Spotify**



49%

49% of listeners stated that DJ recommendations increase perceived value of brands, products and services.

(Source: USC, Annenberg School for Communication & Journalism, 2014)

9 OUT OF 10 LISTENERS



engage with their local radio stations –
via text, calls, meeting a DJ or other means.

(Source: Katz Media Group, Our Media, 2018)

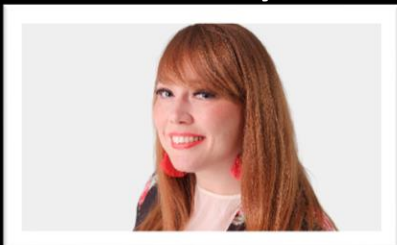


**RADIO INFORMS
LISTENERS OF TRAFFIC,
WEATHER, EVENTS**
– about what's going on locally.

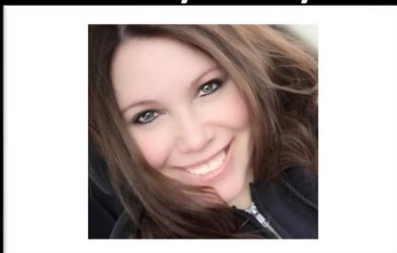
(Source: Jacobs Media, Techsurvey 2021)



AM Drive: Crystal



Mid-Day: Jess Tyler



PM Drive: JB



Evening: Steve Richards



STATION PROFILE

105.9 The Mountain

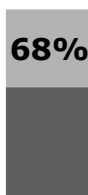
WTMT-FM



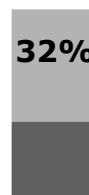
**WEEKLY
LISTENERS:**
28,700



**84%
LISTEN IN CAR**
CLOSEST TO POINT
OF PURCHASE



+



GENDER COMPOSITION

Source: Nielsen Diary



**TARGET
DEMO:**
ADULTS 25-64



**MEDIAN
AGE**
51



**70%
HOMEOWNERS**



**\$75k+
(46%)
HOUSEHOLD
INCOME**



**\$65,628
MEDIAN
INCOME**



ON AIR



ONLINE



ON SITE

Source: Media Audit



CLASSIC ROCK:

America's most resilient music format. Classic Rock has stood the test of time and continues to dominate the radio landscape.

105.9 THE MOUNTAIN

garners a large base of active adults who gravitate to Classic Rock music as the soundtrack of their lives.

CORE ARTISTS INCLUDE:

AC/DC, Led Zeppelin, Tom Petty, The Rolling Stones, and Aerosmith.

SCHEDULE:

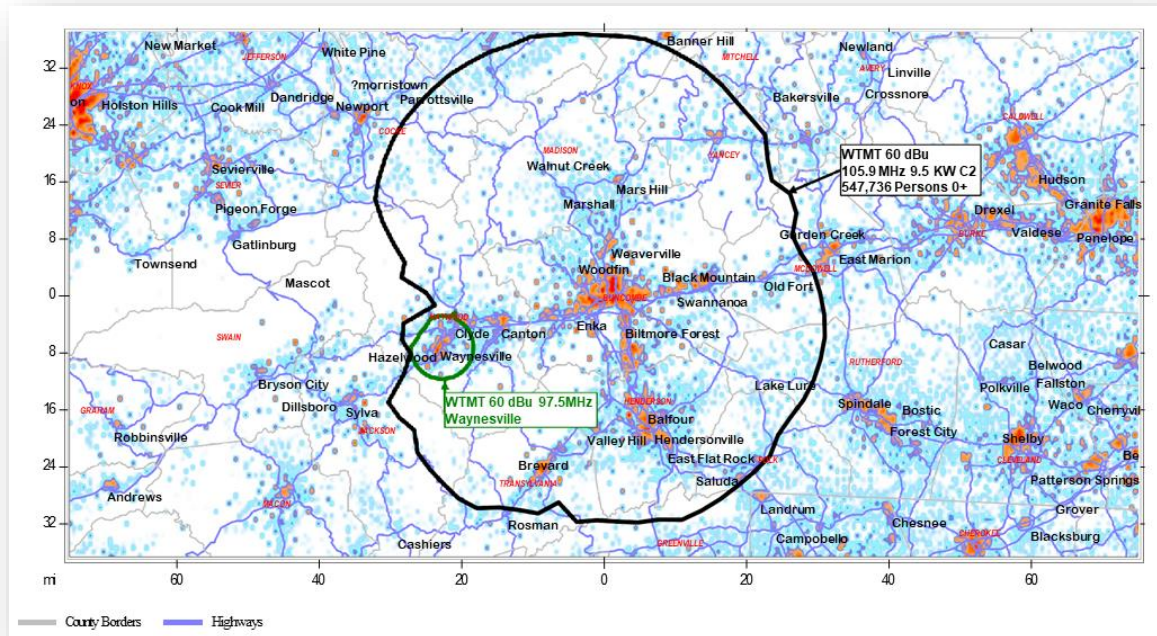
- **Crystal:** Monday-Friday, 6am-10am
- **Jess Tyler:** Monday-Friday, 10am-2pm
- **JB:** Monday-Friday, 2pm-6pm | Saturday, 2pm-6pm
- **Aaron LaFalce:** Sunday, 4pm-8pm
- **Steve Richards:** Monday-Friday, 6pm-9pm
- **Piper Phynnie:** Saturday, 10am-2pm | Sunday, 10am-3pm



FEATURES:

- Mountain Morning Mind Bender
- Hometown Hero
- Brewsday Tuesday
- Locals Know
- Wag Wednesdays
- Free Ticket Thursdays
- House of Hair (Saturdays)
- Southern Fried Saturday Night
- Sammy Hagar's Top Rock Countdown
- Time Warp (Sundays)
- Live In Concert (Sundays)
- Little Steven's Underground Garage (Sundays)
- Weather and Traffic

COVERAGE MAP



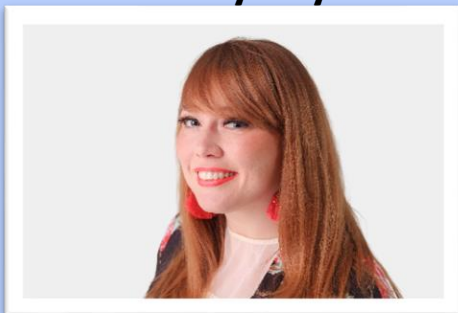


Asheville's Hit Music Station

AM Drive: Melanie



Mid-Day: Crystal



PM Drive: Shannon Steele



STATION PROFILE

Mix 96.5

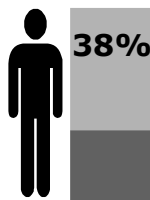
WOXL-FM



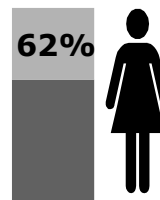
**WEEKLY
LISTENERS:**
30,800



**84%
LISTEN IN CAR
CLOSEST TO POINT
OF PURCHASE**



+



GENDER COMPOSITION

Source: Nielsen Diary



**TARGET
DEMO:**
ADULTS 25+



**MEDIAN
AGE**
46



**53%
HOMEOWNERS**



**\$50k+
(52%)
HOUSEHOLD
INCOME**



**\$48,887
MEDIAN
INCOME**



ON AIR



ONLINE



ON SITE

Source: Media Audit

HOT ADULT CONTEMPORARY:

Hear today's hottest music artists. Lock in daily for the latest music and entertainment news.

Stay current with what's trending in pop culture. Listen daily and play along with the biggest contests for the best prizes in the Asheville!

TARGET LISTENERS INCLUDE:

Decision Makers, Influencers, Women with Families, and Active Female Consumers on the go!

CORE ARTISTS INCLUDE:

Maroon 5, Katy Perry, Lady Gaga, Bruno Mars, Taylor Swift, Ed Sheeran, Train, Adele and Imagine Dragons.



Asheville's Hit Music Station

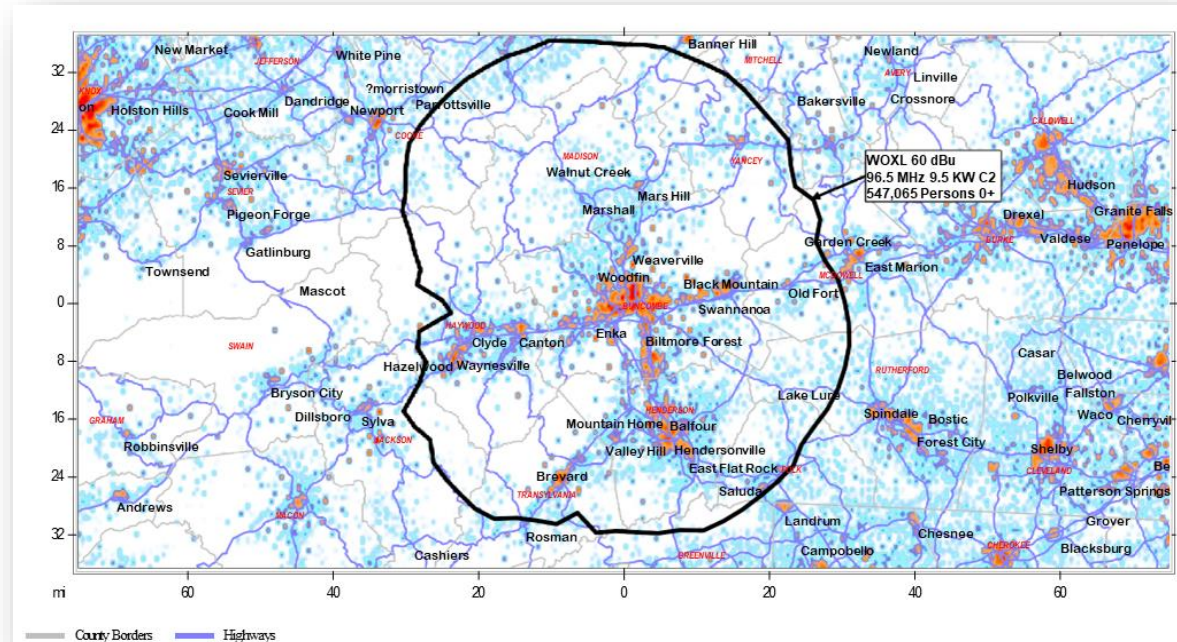
SCHEDULE:

- **Melanie:** Monday-Friday, 6am-10am
- **Crystal:** Monday-Saturday, 10am-3pm
- **Shannon Steele:** Monday-Friday, 3pm-7pm | Sunday, 10am-3pm
- **Kipper:** Saturday-Sunday, 3pm-7pm

FEATURES:

- Pick Your Idiot
- For Pet's Sake
- Commercial Free Lunch
- Commercial Free Ride Home
- Throwback Thursdays
- Friday 5 O'clock Traffic Jam Mix
- Teacher of the Month
- Daily Download w/Carson Daly (Sundays)
- Weather
- Traffic

COVERAGE MAP





AM : Gibson



PM : Jordan



STATION PROFILE

98.1 The RIVER

WOXL-HD2



**WEEKLY
LISTENERS:**
14,900



**81%
LISTEN IN CAR
CLOSEST TO POINT
OF PURCHASE**



40%

+

60%



GENDER COMPOSITION

Source: Nielsen Diary



**TARGET
DEMO:**
ADULTS 21-49



**MEDIAN
AGE**
36



**55%
HOMEOWNERS**



**\$50k+
(69%)
HOUSEHOLD
INCOME**



**\$68,176
MEDIAN
INCOME**



ON AIR



ONLINE



ON SITE

Source: Media Audit

ADULT ALBUM ALTERNATIVE:

Designed for the true music aficionado and musically adventurous, who feel connected to Asheville and its vibrant local music scene. **98.1 The RIVER** delivers an authentic blend of old and new music. Boredom... is never on the menu. **We're all about the music.**

CORE ARTISTS INCLUDE:

Noah Kahan, Dave Matthews Band, Bob Dylan, The Beatles, Nathaniel Rateliff, The Black Keys, Foo Fighters, along with artists a little less known, but ones that are making the music influencing our lives today.

The RIVER's massive playlist most accurately reflects our diverse Alternative Asheville community.



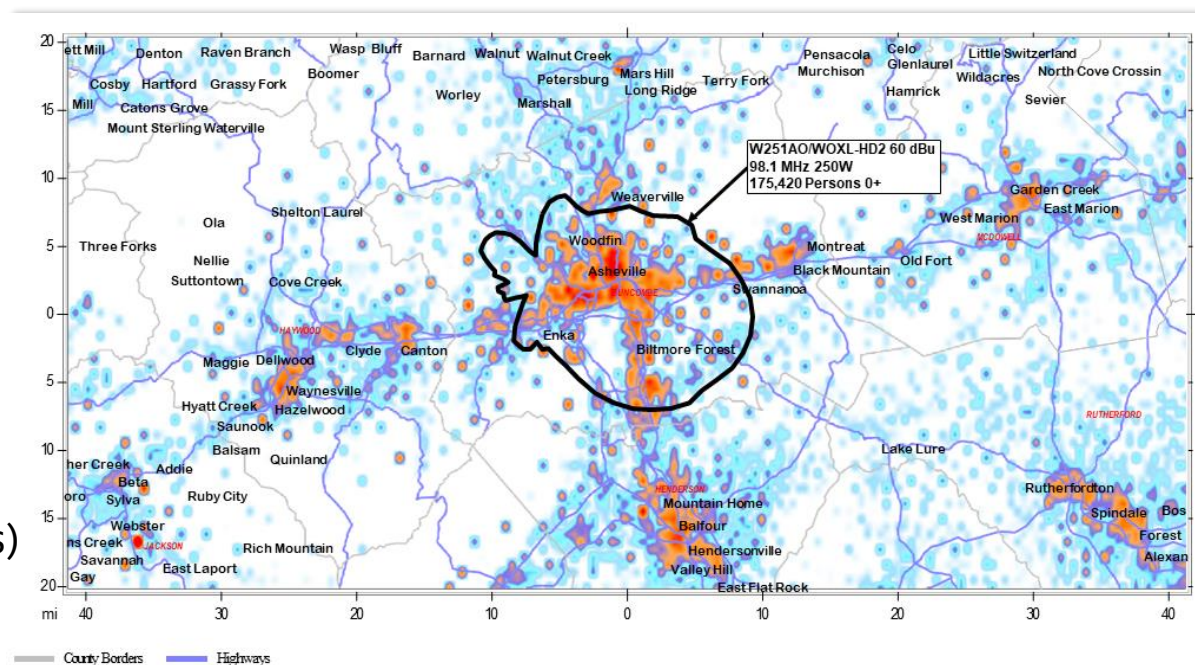
SCHEDULE:

- **Jordan:** Monday-Friday, 12pm-6pm | Saturday, 10am-3pm
- **Gibson:** Monday-Friday, 6 am-12pm | Sunday, 10am-3pm

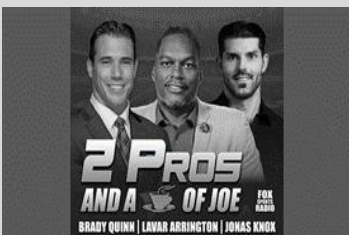
COVERAGE MAP

FEATURES:

- Studio AVL
- Critter Corner
- Homegrown Songs
- River Concert Calendar
- Woodsongs (Weekends)
- Acoustic Cafe (Weekends)
- Putomayo World Music (Weekends)



6A-9A:
2 Pros and a
Cup of Joe



9A-12N:
Dan Patrick



12N-3P:
Colin
Cowherd



3P-5P:
The WISE
Guys



5P-7P:
Covino &
Rich



STATION PROFILE

WISE Sports Radio

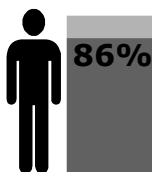
WISE-FM/AM



WEEKLY
LISTENERS:
2,100



80%
LISTEN IN CAR
CLOSEST TO POINT
OF PURCHASE



+



GENDER COMPOSITION

Source: Nielsen Diary



TARGET
DEMO:
ADULTS 25+



MEDIAN
AGE
40



93%
HOMEOWNERS



\$100k+
(49%)
HOUSEHOLD
INCOME



\$88,499
MEDIAN
INCOME



ON AIR



ONLINE



ON SITE

Source: Media Audit



WISE features the #1 and #2 National Sports Talk Shows – “The Dan Patrick Show” and “The Herd with Colin Cowherd,” and the longest running daily sports radio show in Western North Carolina, “The WISE Guys.”

Programming includes:

- Live Sports Coverage with Play-By-Play for the NFL
 - NFL game of the week from Westwood One and Compass Media
 - NFL Playoffs
- Asheville High School Football
- University of Tennessee Football
- NCAA March Madness Tournament
- UNC Women’s Basketball
- Duke Basketball



STATION PROFILE

REWIND 100.3

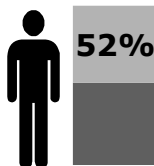
WTMT-HD2



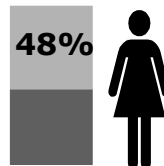
**WEEKLY
LISTENERS:**
10,200



**78%
LISTEN IN CAR
CLOSEST TO POINT
OF PURCHASE**



+



GENDER COMPOSITION

Source: Nielsen Diary



**TARGET
DEMO:**
ADULTS 35+



**MEDIAN
AGE**
55



**76%
HOMEOWNERS**



**\$50k+
(59%)
HOUSEHOLD
INCOME**



**\$56,140
MEDIAN
INCOME**



ON AIR



ONLINE



ON SITE

Source: Media Audit

CLASSIC HITS:

Asheville's All-Time Favorites from the 70's and 80's.

ARTISTS INCLUDE:

Elton John, Madonna, Stevie Wonder, Billy Joel, Whitney Houston, Hall & Oates, Huey Lewis & The News, Eagles, Prince, Queen, Journey, Bon Jovi, Fleetwood Mac, and Chicago.

REWIND is specifically designed in sound and presentation to meet the market's ever-increasing Boomer population.



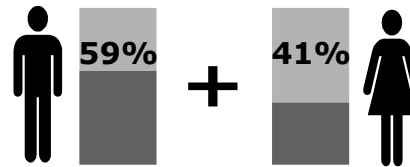
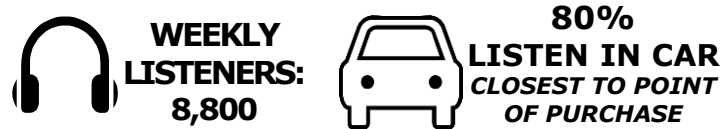
105.5 The Outlaw has an edge, and attitude to spare.

Country music legends, along with today's young guns, share the airwaves.

STATION PROFILE

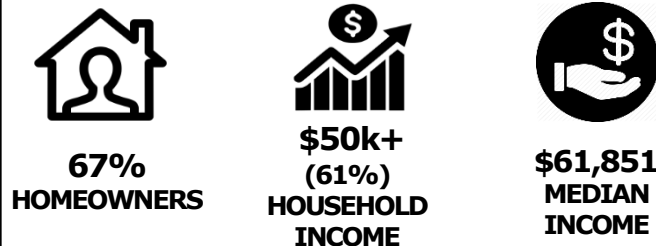
105.5 The Outlaw

WTMT-HD3



GENDER COMPOSITION

Source: Nielsen Diary



Source: Media Audit

Honky Tonk, Classic Country, Rock-A-Billy, Southern Rock...

It's all found in the DNA that makes this bad boy live up to its name.

ARTISTS INCLUDE:

Waylon Jennings, Willie Nelson, George Strait, Hank Williams, Toby Keith, Tim McGraw, Kenny Chesney, Zac Brown, Allman Brothers, Marshall Tucker, and Lynyrd Skynyrd.



Pure Oldies 97.3
is like having the
founding artists
enshrined in the
Rock Hall of Fame
all together in
one spot.

STATION PROFILE

Pure Oldies 97.3

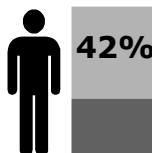
WOXL-HD3



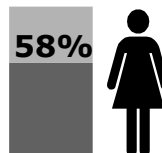
**WEEKLY
LISTENERS:**
12,300



**83%
LISTEN IN CAR
CLOSEST TO POINT
OF PURCHASE**



+



GENDER COMPOSITION

Source: Nielsen Diary



**TARGET
DEMO:**
ADULTS 35+



**MEDIAN
AGE**
54



**79%
HOMEOWNERS**



**\$100k+
(43%)
HOUSEHOLD
INCOME**



**\$82,879
MEDIAN
INCOME**



ON AIR



ONLINE



ON SITE

Source: Media Audit

**The Greatest Hits
from the 50's &
60's...**

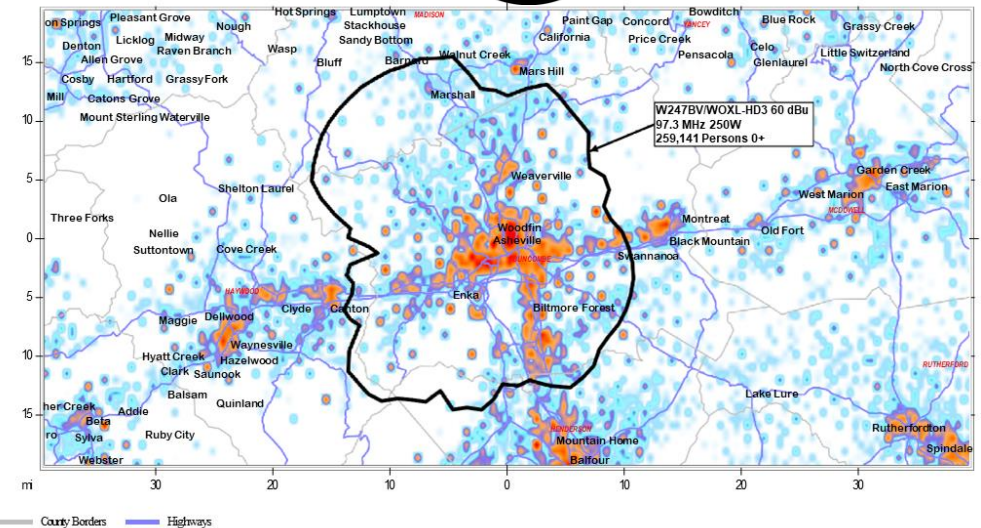
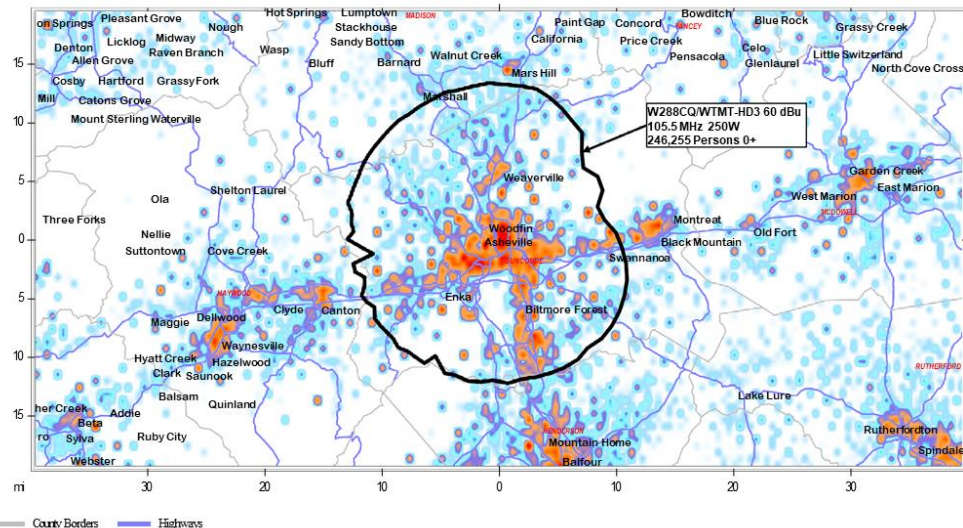
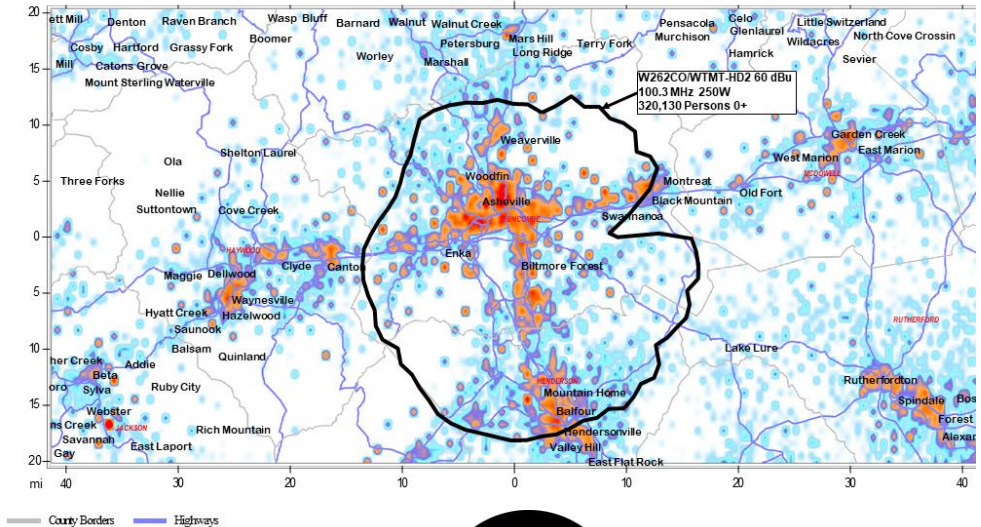
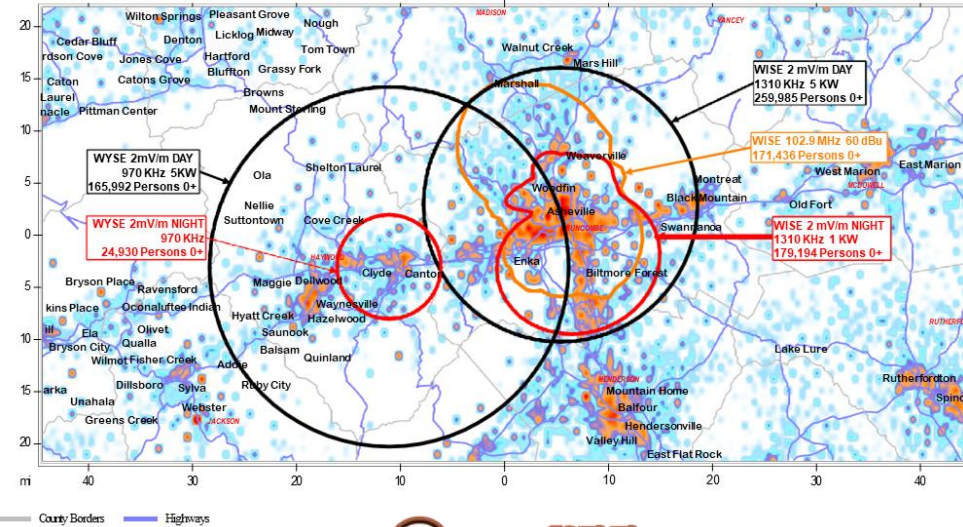
ARTISTS INCLUDE:

Elvis, The Beatles,
The Supremes,
Aretha Franklin,
Chuck Berry,
Herman's Hermits,
The Four Tops, The
Beach Boys, and Little
Richard.

Connect daily with
Pure Oldies 97.3 for
good vibes and happy
musical memories.



COVERAGE MAPS



TESTIMONIALS



"Asheville Radio Group shares in our vision and mission to strengthen our communities and make meaningful relationships. We are honored to be a part of a celebration of the educators in our area who make a difference in the lives of children every day, by proudly sponsoring the Teacher of the Month event."

CHRIS PENNINGTON
MARKETING MANAGER



"We have been advertising with Asheville Radio Group for more than a decade now. There is no doubt that radio's power of frequency has contributed to our strong brand awareness and the fact that we boast one of the top performing Habitat for Humanity ReStores in the country and are a Best of WNC award winner year after year."

ARIANE KJELLQUIST
COMMUNICATIONS DIRECTOR

