

BROADCAST MEDIA KIT



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ABOUT OUR COMPANY

INFORM. ENTERTAIN. INSPIRE.



Asheville Media Group is home to Mix 96.5, 105.9 The Mountain, 105.5 The Outlaw, 98.1 The River, Rewind 100.3, Pure Oldies 97.3, WISE Sports Radio, Asheville Deals and Dog Day Afternoon.

We offer local programming, a robust database of loyal listeners, and marketing capabilities that connect your business with consumers on-air, online and on-site. We can put the power of our digital products to work to help you 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)

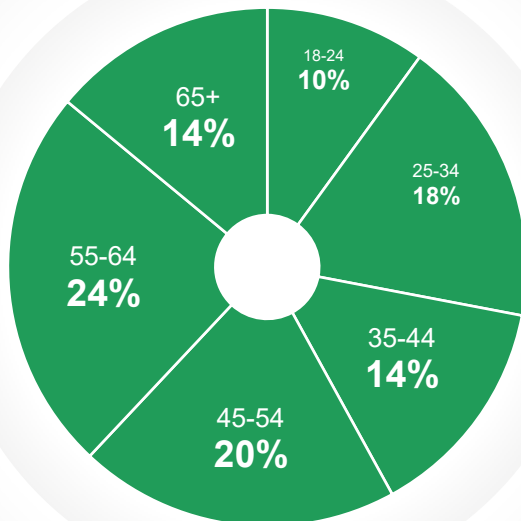


1059TheMountain.com

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

Weekly Cume Listeners 12+: 53,200

Age
Breakdown



45%
FEMALE

Gender
Breakdown

55%
MALE



Reaching high-earning, educated men who hold purchasing power in the home.

76% Homeowners

43% More likely than the market average to purchase or lease a vehicle in the next year

24% One+ children (<18)

35% Plan to take a trip in the next year

33% Earn \$100K+

105.9 The Mountain garners a large fan base of active adults who gravitate to this music as the soundtrack of their lives.

105.9
The Mountain
Lineup



Rizzo & Jeff
M-F 6a-10a



Jess Tyler
M-F 10a-2p



JB
M-F 2p-6p



Steve Richards
M-F 6p-10p



The 80's Til 8
M-F 7p-8p



Get the Led Out
M-F 8p-9p



The Stones Zone
M-F 9p-10p

Local talent from mornings to
midnight

INSIGHTS BY FuturiTopLine.com

ASHEVILLE: Nielsen Radio; FA23; DMA; P12+; WTMT-FM; M-Su 6a-12m; Weekly Cume Persons; | A18+; Weekly Cume Comp | GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON, SC-NC; 2023 Spring MRI-Simmons Market-by-Market; A18+; Classic Rock Format; % of Target; Target Index vs. Market Average of 100. Copyright © 2024 Futuri Media LLC, TOPLINE. All Rights Reserved



SCHEDULE:

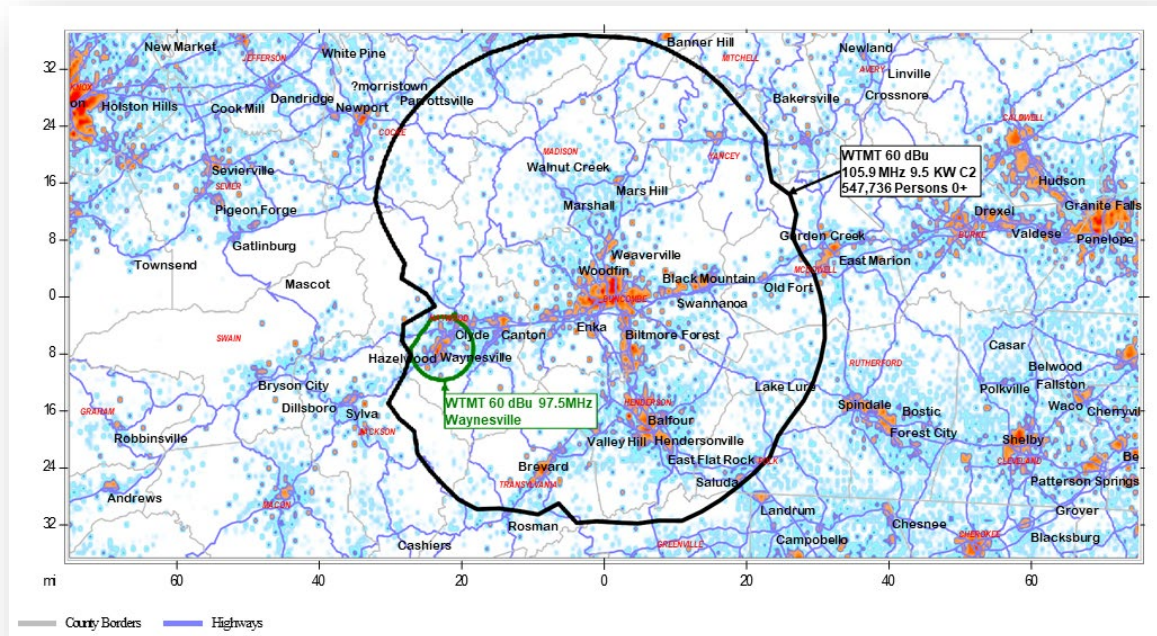
- **Rizzo & Jeff:** Monday-Friday, 6am-10am
- **Jess Tyler:** Monday-Friday, 10am-2pm
- **JB:** Monday-Friday, 2pm-6pm | Saturday, 2pm-6pm
- **Aaron LaFalce:** Sunday, 4pm-8pm
- **Steve Richards:** Monday-Friday, 6pm-9pm
- **Piper Phynn timer:** Saturday, 10am-2pm | Sunday, 10am-3pm



FEATURES:

- Wag Wednesdays
- Free Ticket Thursdays
- House of Hair
- Southern Fried Saturday Night
- Sammy Hagar's Top Rock Countdown
- Time Warp
- Live In Concert
- Little Steven's Underground Garage
- Workforce Rock Blocks
- Asheville 500 Countdown
- Weather and Traffic

COVERAGE MAP



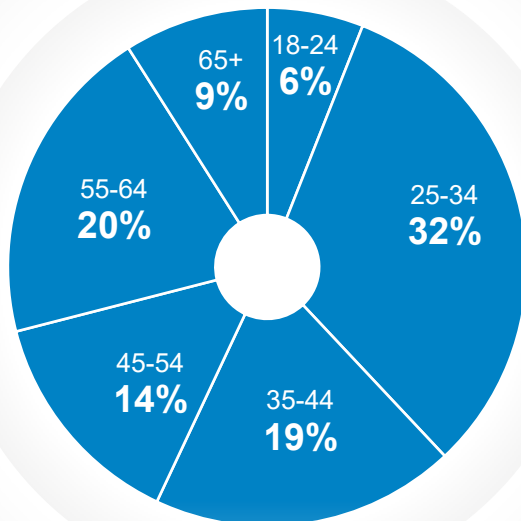


MyMix965.com

Mix 96.5 is Asheville's Hit Music Station.

The latest music information, entertainment news, and pop culture combined with today's top artists make Mix 96.5 the right choice to reach active female consumers.

Age
Breakdown



Mix 96.5 features local on-air hosts all day.

Weekly Cume Listeners 12+: 42,600



58%
FEMALE

Gender
Breakdown

42%
MALE



Delivering your household decision makers, influencers, and families.

65% Homeowners

70% Employed

63% Some college+

38% Earn \$75K+

93% Active on social platforms

38% One+ children (<18)

39% More likely than the market average to buy or lease a vehicle in the next year

Mix 96.5 Lineup



**The Morning Mix with
Melanie & Crystal**
M-F 6a-10a



DJ Rice
M-F 10a-3p



Shannon
M-F 3p-7p



INSIGHTS BY FuturiTopLine.com

ASHEVILLE: Nielsen Radio; FA23; DMA; P12+; WOXL-FM; M-Su 6a-12m; Weekly Cume Persons; | A18+; Weekly Cume Comp; | GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON, SC-NC; 2023 Spring MRI-Simmons Market-by-Market; A18+; Hot AC Format; Target Persons %; Target Index vs. Market Average of 100. Copyright © 2024 Futuri Media LLC, TOPLINE. All Rights Reserved

SCHEDULE:

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

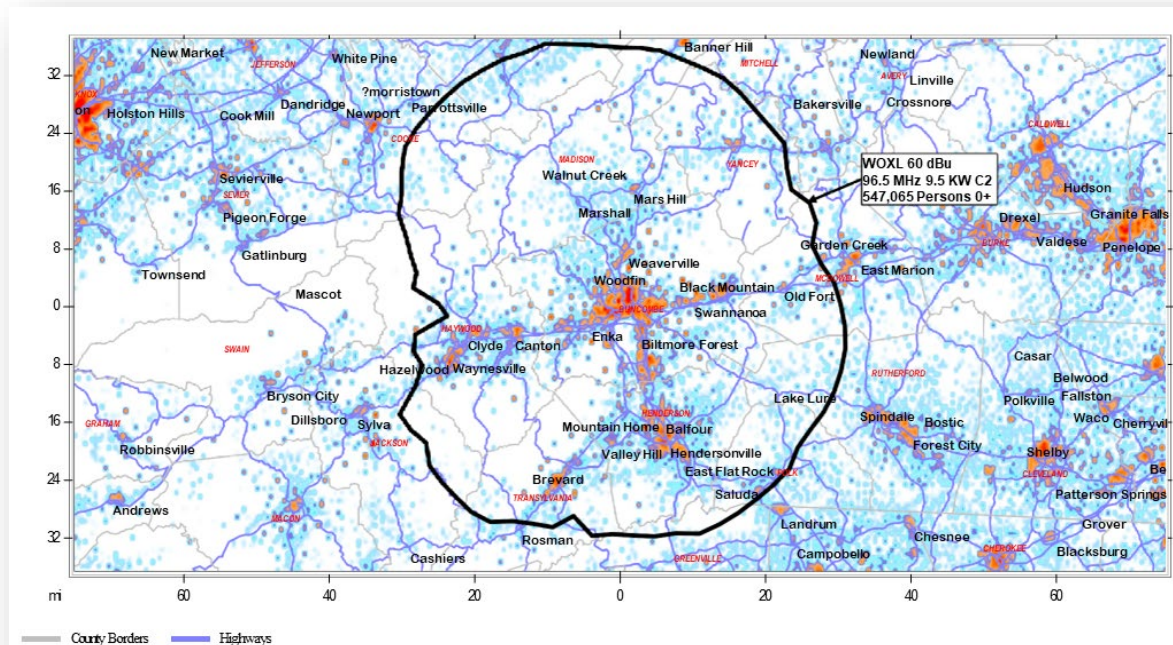


Asheville's Hit Music Station

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
- Daly Download w/Carson Daly
- Best Summer Ever
- Weather and Traffic

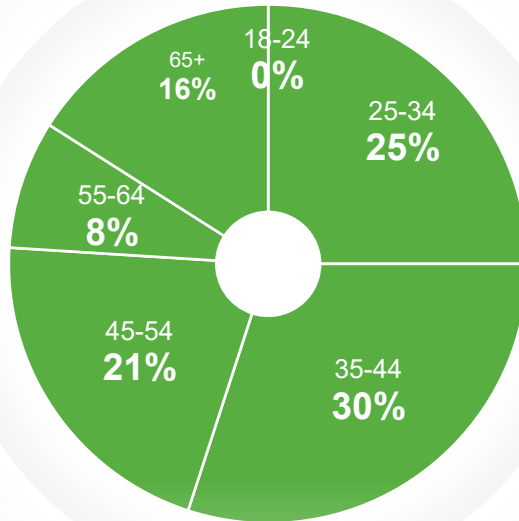
COVERAGE MAP



Different is Good.

Designed for the true music aficionado, 98.1 The River delivers quality music, both old and new, featuring artists like 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!

Age
Breakdown



Weekly Cume Listeners 12+: 23,400



55%
FEMALE

Gender
Breakdown

45%
MALE



Our audience embodies the vibrant pulse of Asheville—actively engaged and immersed in the essence of our city.

70% Homeowners

68% Employed

58% Some college+

34% Earn \$75K+

83% More likely than the market average to stream audio online

37% One+ children (<18)

18% More likely than the market average to be in college

98.1 The River Lineup



Gibson
M-F 6a-12p



Jordan
M-F 12p-6p



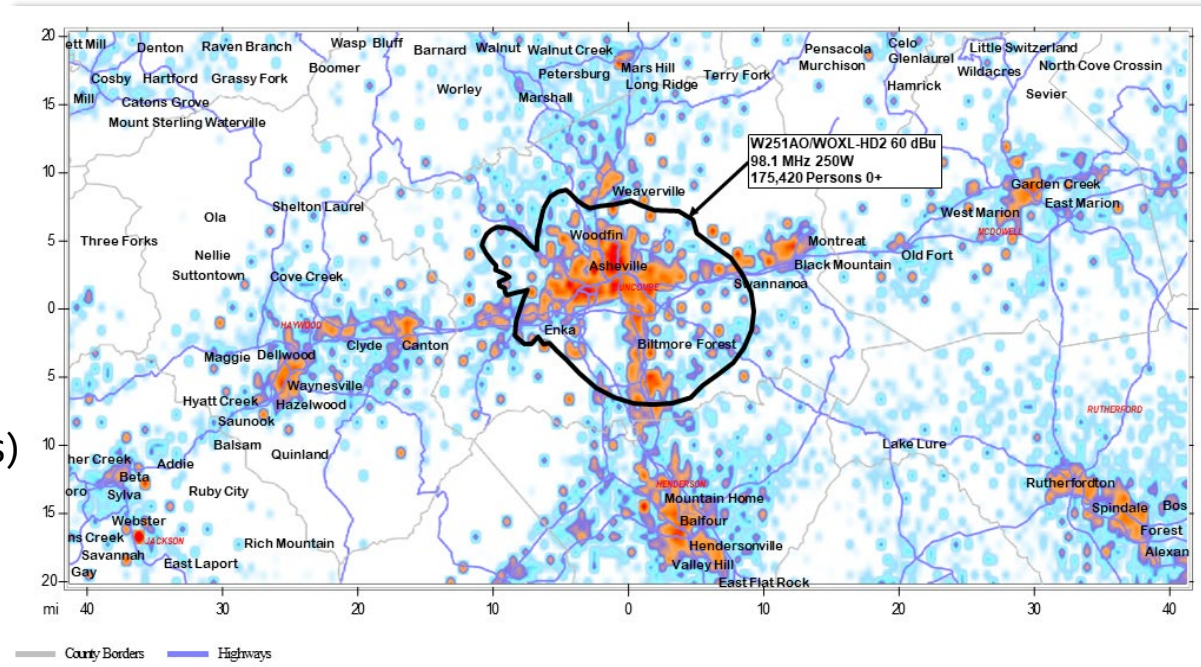
SCHEDULE:

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

FEATURES:

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

COVERAGE MAP



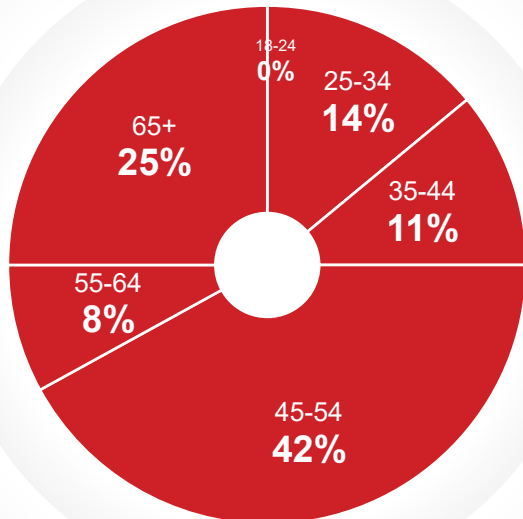


WISE Sports Radio is WNC's Leader in Sports Talk.

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.”

WISEsportsradio.com

Listener Age
Range



Weekend programming includes the Mountain Sports Show, the Kickoff Express, plus LIVE Sports Coverage with Play-by-Play for the NFL, Asheville High School football, and NCAA football & basketball.

Weekly Cume Listeners 12+: 3,800



43%
FEMALE

Gender
Breakdown

57%
MALE



We cater to a sophisticated demographic of sports enthusiasts — well-informed, affluent, and ready to indulge in premium experiences.

78%

Homeowners

68%

Employed

99%

More likely than the market average to earn \$150K-\$200K

44%

More likely than the market average to own an investment property

34%

More likely than the market average to have a graduate degree

28%

One+ children (<18)

WISE Sports Radio Lineup



2 Pros and a Cup of Joe
Mon-Fri: 6a-9a



Dan Patrick
Mon-Fri: 9a-12n



The Herd with Colin Cowherd
Mon-Fri: 12n-3p



The Wise Guys
with Charlie Metcalf
Mon-Fri: 3p-5p



Covino & Rich
Mon-Fri: 5p-7p



The Odd Couple
Mon-Fri: 7p-10p



The Jason Smith Show
Mon-Fri: 10p-12m

INSIGHTS BY FuturiTopLine.com

ASHEVILLE: Nielsen Radio; FA23; DMA; P12+; WISE-AM; M-Su 6a-12m; Weekly Cume Persons; | A18+; Weekly Cume Comp. | GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON, SC-NC; 2023 Spring MRI-Simmons Market-by-Market; A18+; Sports Format; Target Persons %; Target Index vs. Market Average of 100. Copyright © 2024 Futuri Media LLC, TOPLINE. All Rights Reserved

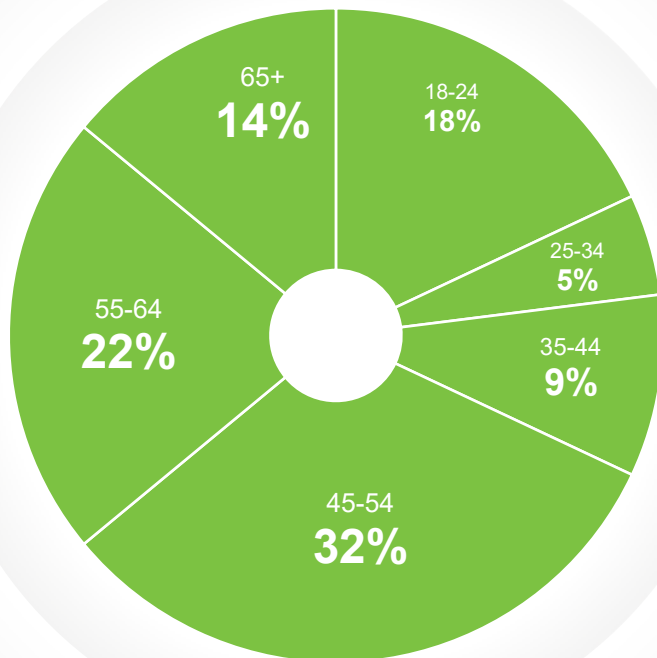


Rewind 100.3 plays Asheville's all-time favorites from the 70's and 80's!

Weekly Cume Listeners 12+: **21,900**

RewindAsheville.com

Age Breakdown



34%
MALE

Gender Breakdown

66%
FEMALE



Tap into a prime demographic of retirees eager for travel adventures, home transformations, and quality family moments.

78% Homeowners

62% More likely than the market average to retire in next year

43% Plan to take a trip in next year

43% Grandparent or great grandparent

59% Earn \$50K+

Playing Classic Hits from the '70s and '80s from artists such as Elton John, Madonna, Stevie Wonder, Billy Joel, Whitney Houston, Hall & Oates, Eagles, Prince, Queen, and more!



INSIGHTS BY FuturiTopLine.com

ASHEVILLE; Nielsen Radio; FA23; DMA; P12+; WTMT-FM HD2; M-Su 6a-12m; Weekly Cume Persons; | A18+; Weekly Cume Comp. | GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON, SC-NC; 2023 Spring MRI-Simmons Market-by-Market; A18+; Classic Hits Format; % of Target; Target Index vs. Market Average of 100. Copyright © 2024 Futuri Media LLC, TOPLINE. All Rights Reserved



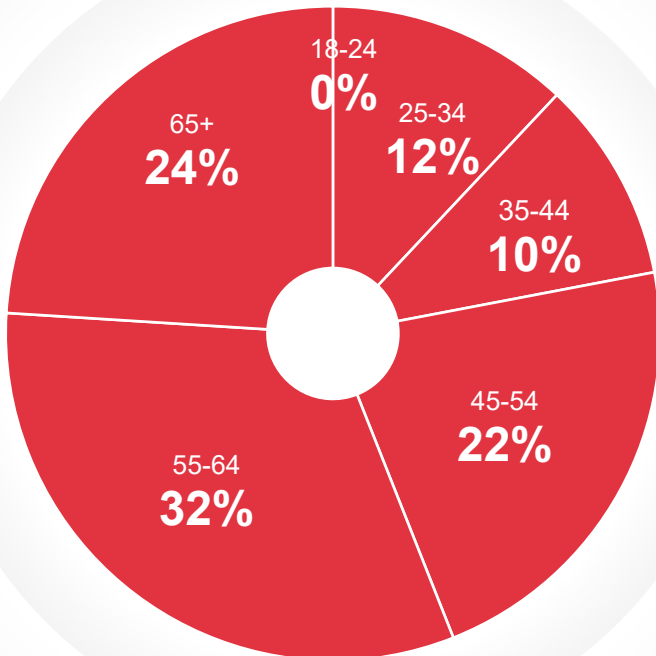
OutlawAsheville.com

Legends and Young Guns!

Classic Country...

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

Age
Breakdown



Weekly Cume Listeners 12+: 9,100



50%
FEMALE

Gender
Breakdown

50%
MALE



Our Country audience is renowned for their hard-working, blue-collar spirit and strong earning potential.

72% Homeowners

58% Employed

52% Some college+

31% One+ children (<18)

42% More likely than the market average to own a business

27% More likely than the market average to be blue-collar

33% Earn \$75K+

Experience the captivating sounds of Real Country music!

The Outlaw 105.5 Lineup



Big D & Bubba
M-F 5a-10a



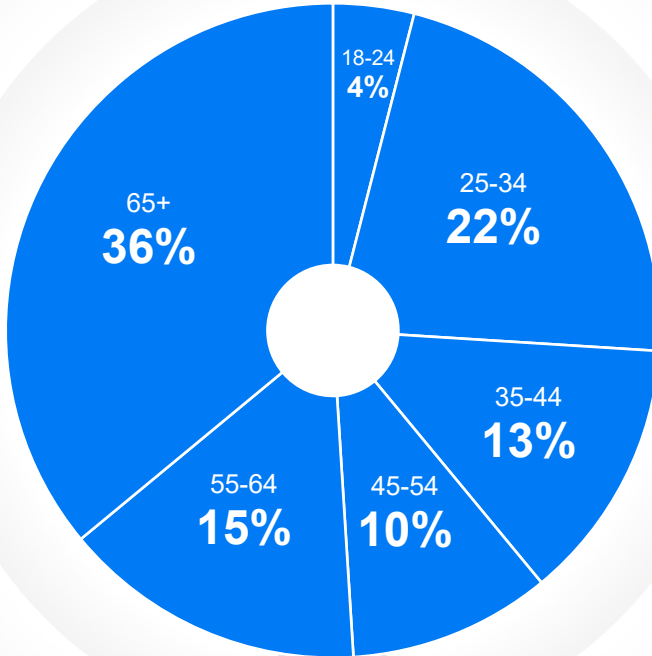
INSIGHTS BY FuturiTopLine.com

ASHEVILLE: Nielsen Radio; FA23; DMA; P12+; WTMT-HD3; M-Su 6a-12m; Weekly Cume Persons; | A18+; Weekly Cume Comp. | GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON, SC-NC; 2023 Spring MRI-Simmons Market-by-Market; A18+; Country Format; % of Target; Target Index vs. Market Average of 100. Copyright © 2024 Futuri Media LLC, TOPLINE. All Rights Reserved



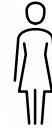
PureOldies973.com

Age
Breakdown



The bands that invaded from Britain, the musicians of Motown, and the guy who lived in Graceland are back in Asheville, on Asheville's Pure Oldies 97.3.

Weekly Cume Listeners 12+: 16,100



56%
FEMALE

Gender
Breakdown

44%
MALE



Targeting mature adults and baby boomers
with disposable income:

79% Homeowners

79% Some college+

47% Grandparent or
great grandparent

37% Earn \$75K+

26% More likely than the market average to own a business

21% Plan to invest in stocks, bonds, or mutual funds in the next year

The station's playlist is made entirely
of songs from the 60's and early 70's,
including The Beatles, Elvis, The
Beach Boys, The Supremes, Little
Richard, and Herman's Hermits.

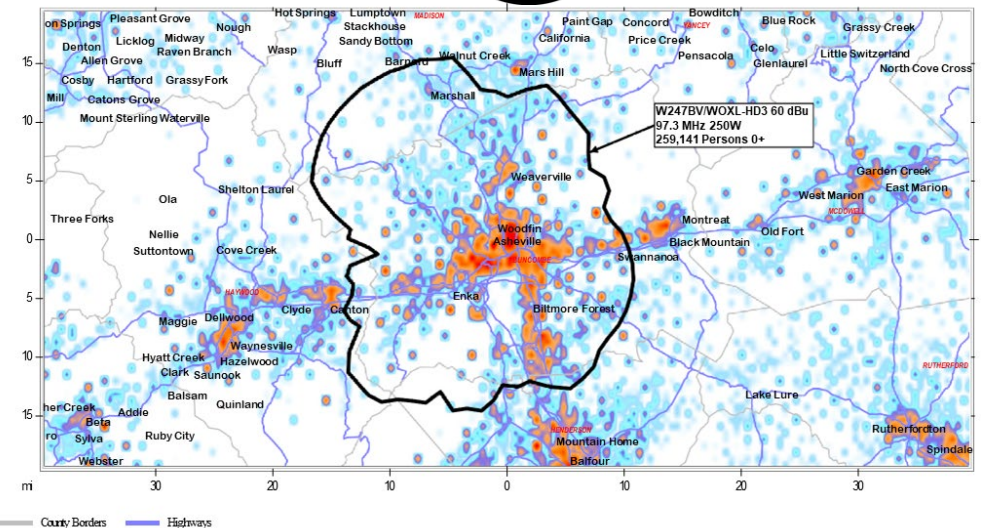
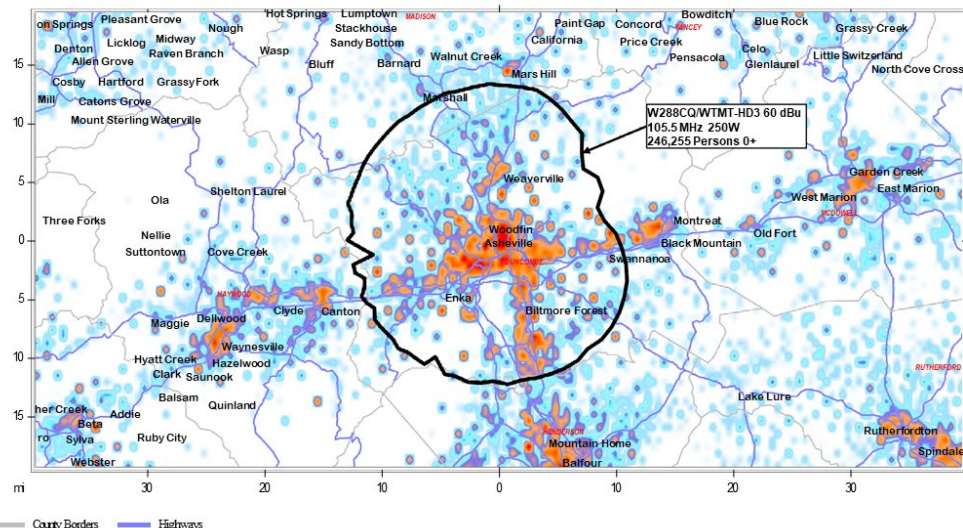
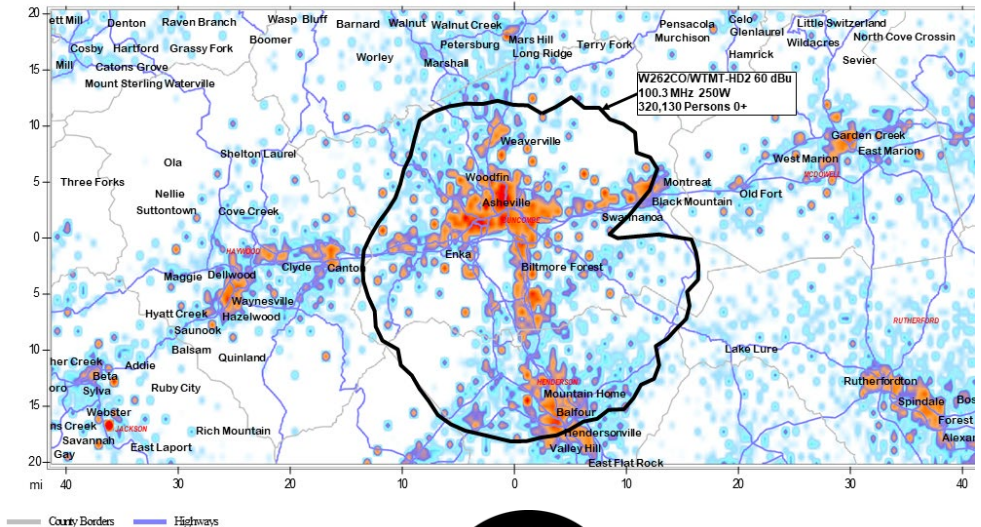
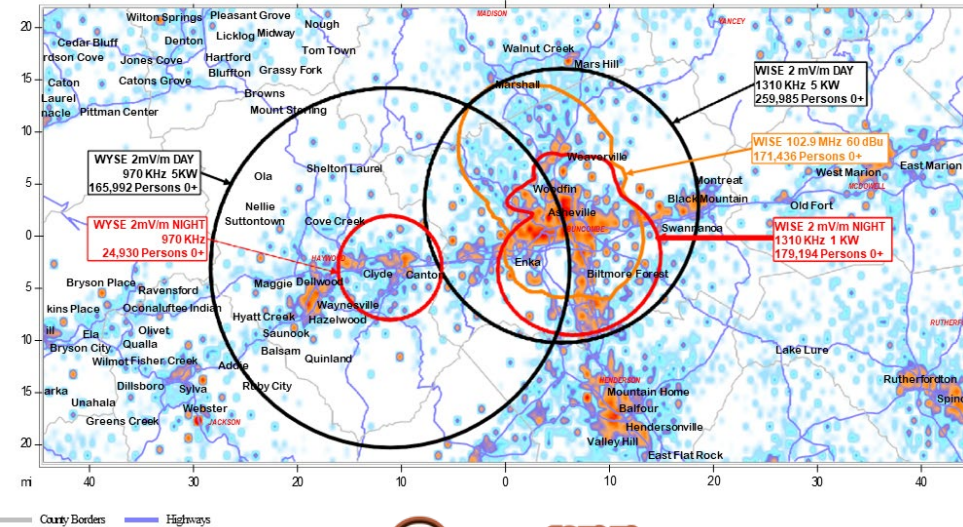


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2023 Spring MRI-Simmons Market-by-Market; A18+; Oldies Format; % of Target; Target Index vs. Market Average of 100. Copyright © 2024 Futuri Media LLC, TOPLINE. All Rights Reserved



COVERAGE MAPS



Asheville Media Group reaches over 170,000 listeners a week through broadcast radio, and we can reach 95% of your customers through our digital capabilities.

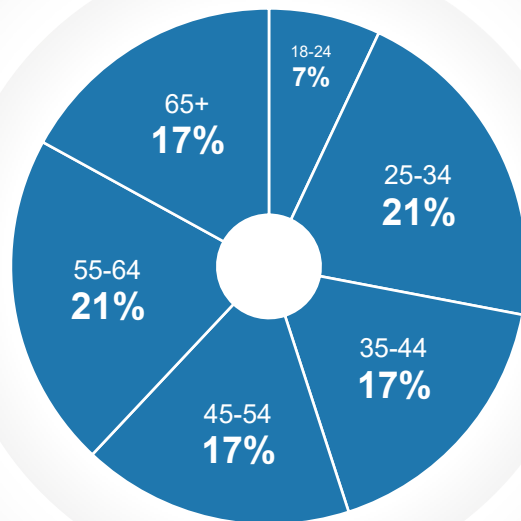
We overdeliver the market.

75%

of our listeners are aged 25-64, and

64%

of listeners in the market are aged 25-64!



Age Breakdown of Our Audience

Let us help you make a difference and drive your message home to the RIGHT people.

73%

of our listeners own a home,

compared to 69% of the market.

57%

of our listeners are employed,

compared to 56% of the market.

28%

of our listeners have one+ children (<18) in the home,

compared to 27% of the market.

STATIONS



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

