

# 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 1310 AM, 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% 

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)

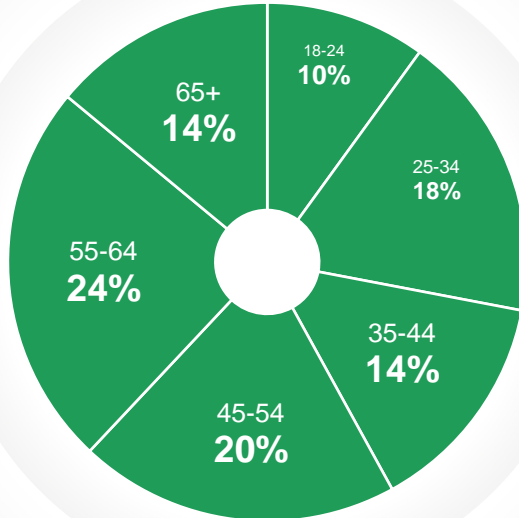


1059TheMountain.com

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



## SCHEDULE:

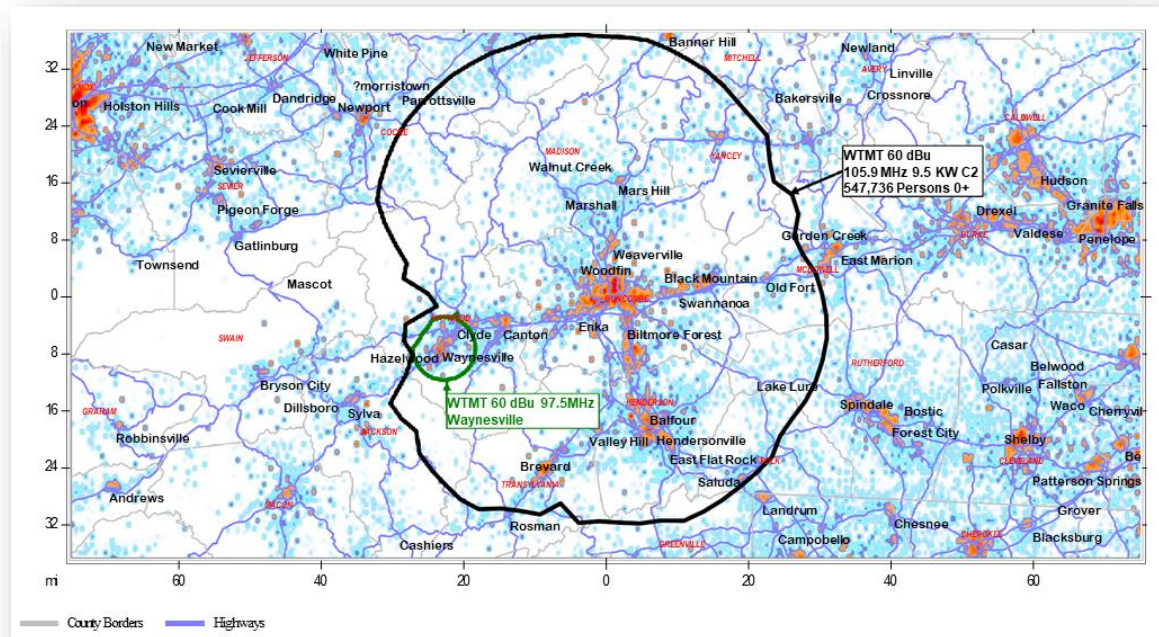
- **Rizzo & Jeff:** Monday-Friday, 6am-10am
- **Jess Tyler:** Monday-Friday, 10am-2pm
- **JB:** Monday-Friday, 2pm-6pm | Saturday, 2pm-6pm
- **Aaron LaFalce:** Sunday, 4pm-8pm
- **Steve Richards:** Monday-Friday, 6pm-9pm
- **Piper Phynn timer:** Saturday, 10am-2pm | Sunday, 10am-3pm



## 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

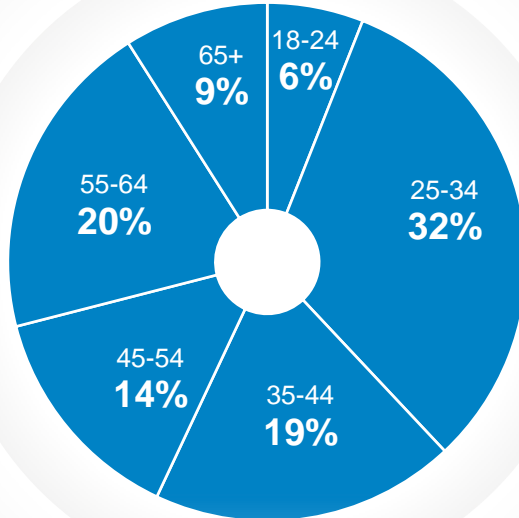


**Mix 96.5 is Asheville's Hit Music Station.**

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.

MyMix965.com

Age  
Breakdown



**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 features local on-air hosts all day.**

**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



Asheville's Hit Music Station

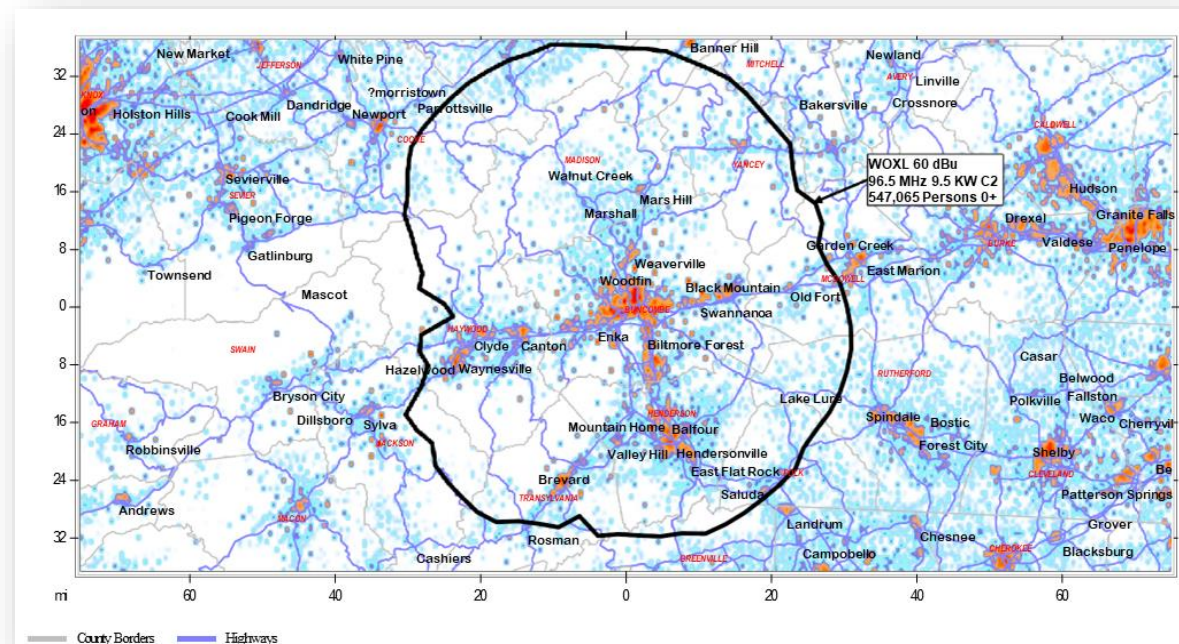
## SCHEDULE:

- **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

## 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

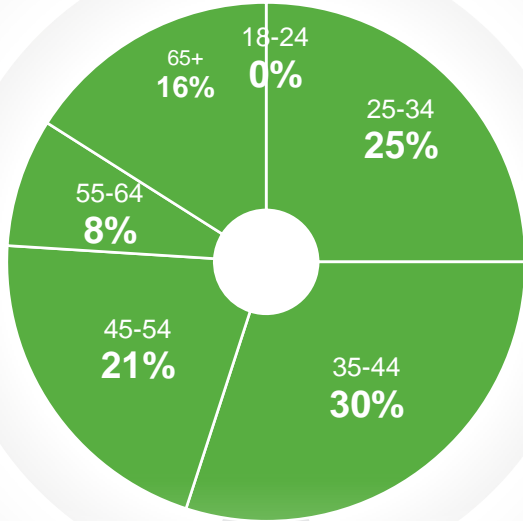




**Different is Good.**

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

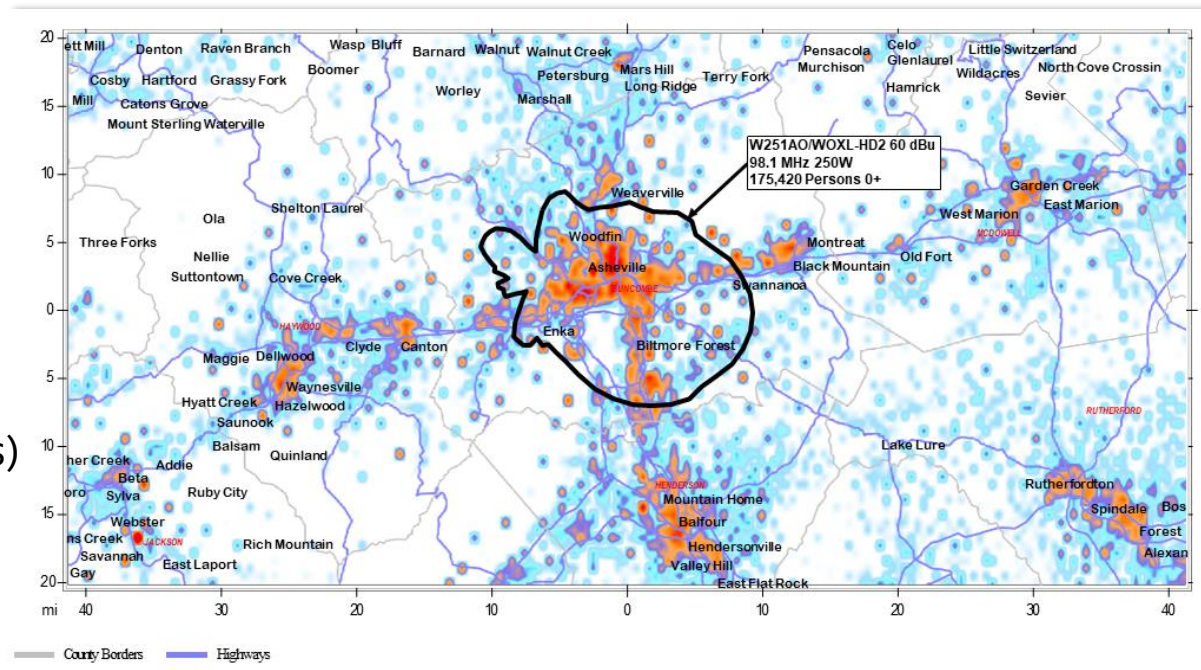
## SCHEDULE:

- **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



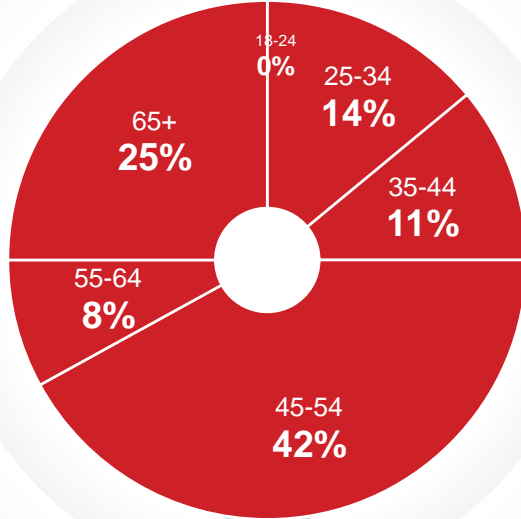


# WISE Sports Radio is WNC's Leader in Sports Talk.

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



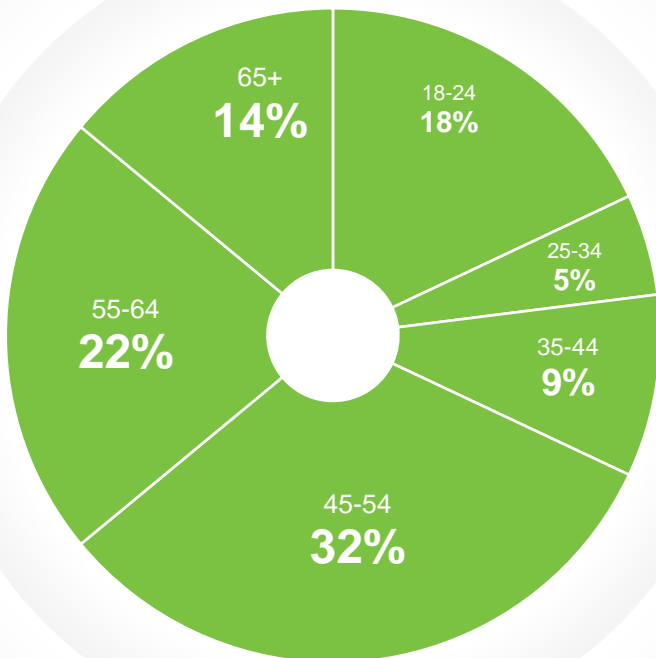


# Rewind 100.3 plays Asheville's all-time favorites from the 70's and 80's!

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

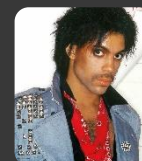
**62%** More likely than the market average to retire in next year

**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



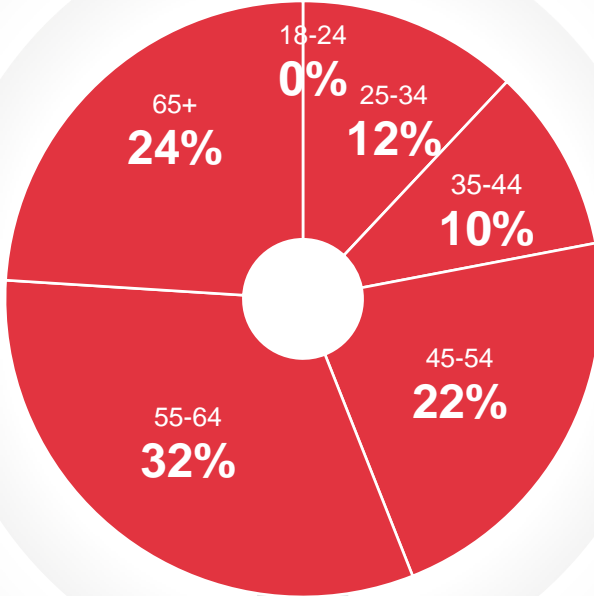
# Legends and Young Guns!

Classic Country...

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

OutlawAsheville.com

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+

## The Outlaw 105.5 Lineup

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



Crystal - M-F 12p - 6p



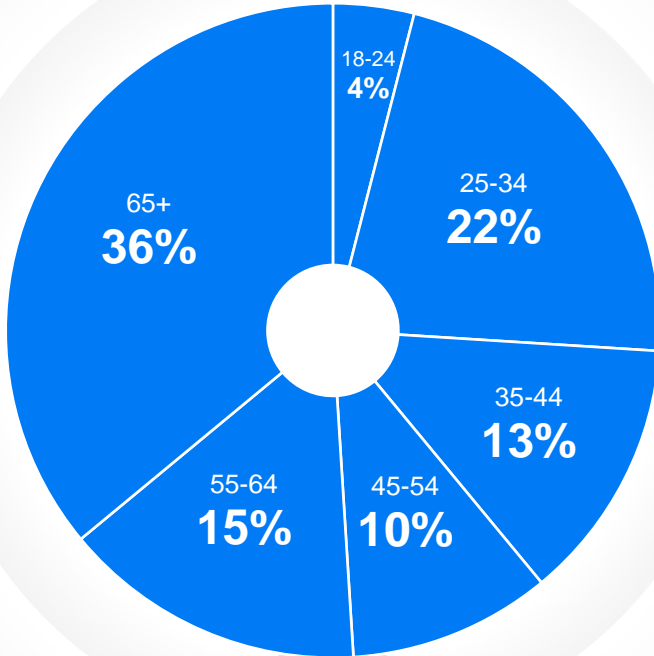
INSIGHTS BY FuturiTopLine.com



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.

PureOldies973.com

Age Breakdown



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.

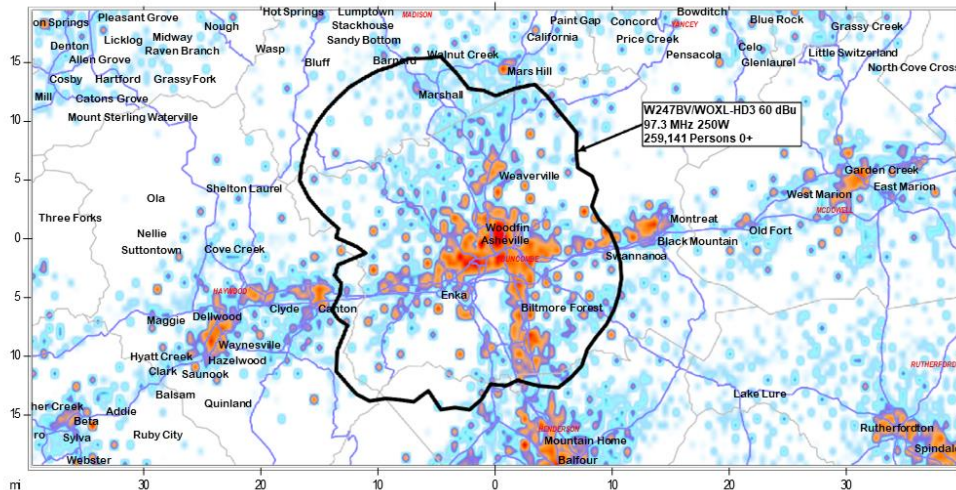
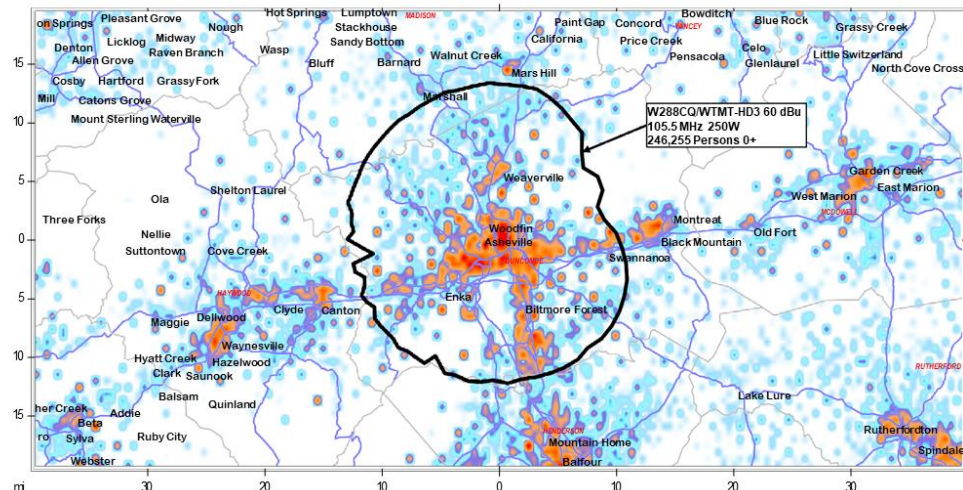
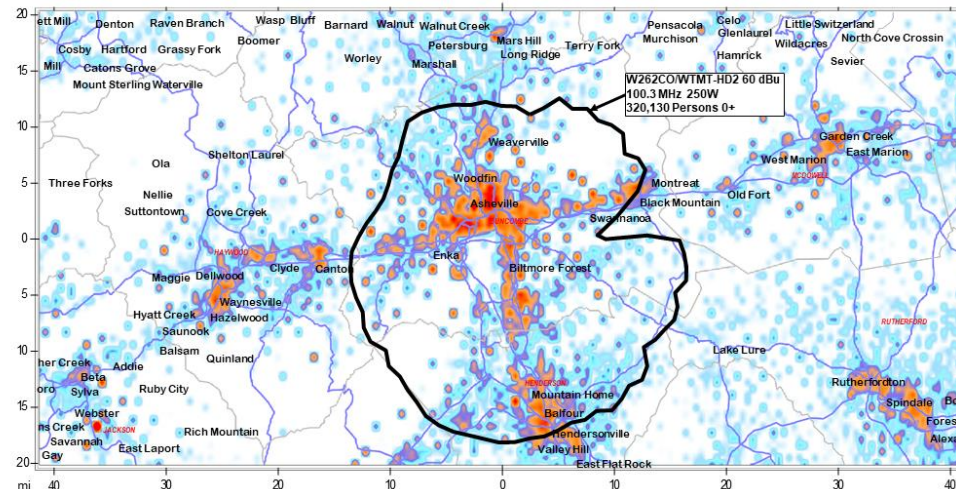
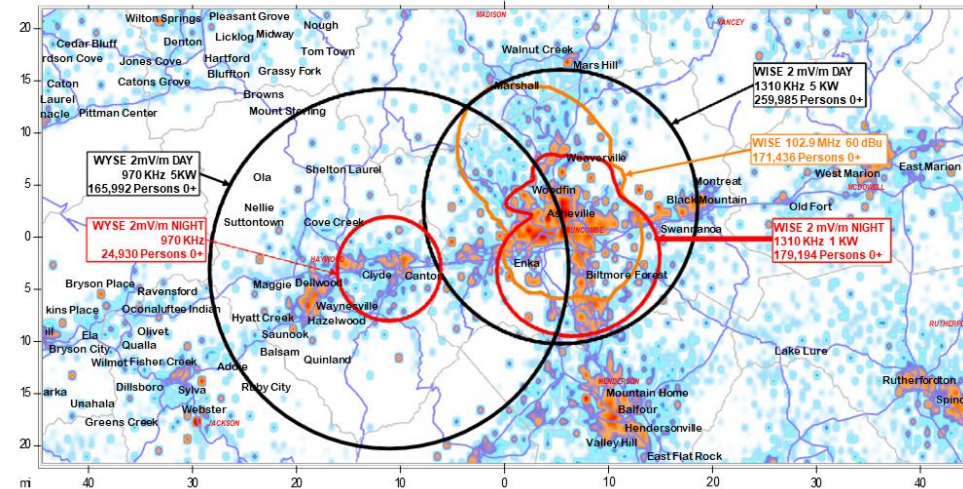


INSIGHTS BY FuturiTopLine.com

ASHEVILLE: Nielsen Radio; FA23; DMA; P12+; WOXL-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+; 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.**

AVLradio.com

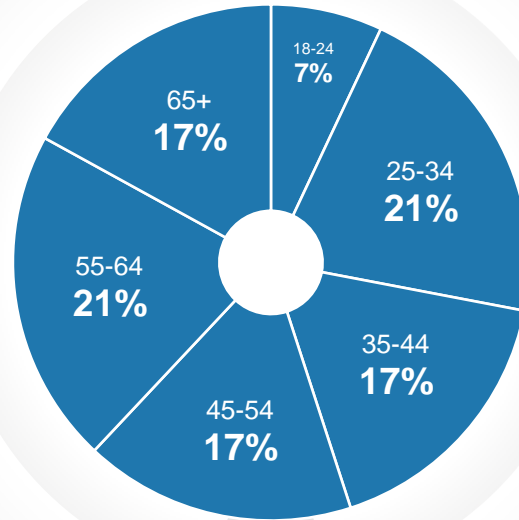
**We overdeliver the market.**

**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**



INSIGHTS BY FuturiTopLine.com





# 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

