

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 over 65,000 listeners per week.
- “Your Country” WKFM plays today’s most popular country artists – Luke Bryan, Jason Aldean, Kenny Chesney, Blake Shelton, Keith Urban, Miranda Lambert, Carrie Underwood, Alan Jackson, Brad Paisley, Toby Keith, Rascal Flatts, and more.
- WKFM is the 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. 58% are age 25-54.

WKFM Listener Tidbits

48% Male – 52% Female.

56% listeners are married.

73% are homeowners.

43% have children in the household.

Median Household Income of \$61,700.

Only 25% ever read any daily newspaper.

Only 8% ever listen to satellite radio.

45% subscribe to cable TV – 35% have a satellite dish.

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

33% are college graduates – 31% attended some college.

(MediaMark Research & Intelligence)

WKFM Radio • 10327 Milan Rd. • U.S. Route 250 • Milan, OH 44846

Tele: (419) 609-5961 • Fax: (419) 609-2679 • www.wkfm.com