



NEWSRADIO OVERVIEW

www.wbrn.com

Station: WBRN-AM/FM

Frequency: 1460 / 107.7 / 95.1

Format: NEWS-TALK

Target Audience: Adults 35-65+

Audience Breakout: Female 38.9% / Male 61.1%

Primary Listening Area: Mecosta, Osceola & Newaygo Counties



No other format ranks higher in morning drive - listening peaks in the morning hours, very gradually declining to the midnight hour. Over 75% of listenership is college educated and owns their own home. Average time spent listening is second only to country, averaging 10.5 hours/week. Why? Talent like Limbaugh, Levin, Beck, Hannity, Ramsey, and others are *exclusive* to one station in the market— WBRN NewsRadio.



Big Rapids Radio Network

18720 16 Mile Road, Big Rapids, MI 49307

PH: 231.796.7000 Fax: 231.796.7951 wybr.com / bigcountry1009.com / wbrn.com / bigrapidsdailynews.com



NEWSRADIO LISTENERS

www.wbrn.com

STATISTICALLY, THIS FORMAT ATTRACTS A HIGHLY DESIREABLE SOCIO-ECONOMIC SEGMENT OF THE POPULATION... LISTENERSHIP THAT IS:

- 61.1% MALE/38.9% FEMALE
- 35-65+ YEARS
- 70.2% WITH HOUSEHOLD INCOME OF \$50,000+
- LISTENING AT WORK (14.8%), IN THE CAR (36.7%), *AT HOME* (47.3%)
- NO OTHER FORMAT RANKS HIGHER IN MORNING DRIVE—LISTENING PEAKS
IN THE MORNING, VERY GRADUALLY DECLINING TO THE MIDNIGHT HOUR
- TIME SPENT LISTENING: SECOND ONLY TO COUNTRY, AVER. 10.5 HOURS/WEEK
- COLLEGE EDUCATED (75.7%)
- 15% LESS LIKELY THAN THE NORM TO HAVE CHILDREN IN THE HOUSEHOLD
- MOST LIKELY OF ANY FORMAT GROUP TO OWN THEIR OWN HOMES (78.9%)
- PLANNING ON BUYING A LUXURY VEHICLE (37%)
- SPENDING \$107 ON GROCERIES WEEKLY
- 46% HAVE A MONEY MARKET ACCOUNT
- 40% GOLF OR SNOW SKI



Data provided by Radio Advertising Bureau and The Media Audit



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95.1

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WEEKDAYS

12NOON-3PM



THE
GLENN BECK
 PROGRAM
9AM-12NOON

6AM-9AM

MICHIGAN'S
BIG SHOW
 Starring
 MICHAEL PATRICK SHIELS

3PM-6PM

SEAN HANNITY

TUNED INTO AMERICA

Radio the way it should be.

6PM-9PM



MARK LEVIN

9PM-12AM

THE
DAVE RAMSEY
 SHOW



12AM-5AM

5AM-6AM



PLUS.... WEEKENDS WITH GLEN BECK, KIM KOMANDO, LARRY KUDLOW, BILL CUNNINGHAM, "THE HANDY MAN SHOW" - GLEN HAEGE AND MORE!



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WEEKENDS

Saturday's

1PM-2PM

2PM-4PM

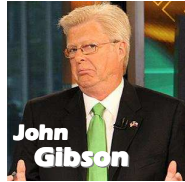


4PM-7PM



Larry Kudlow's
Money Politic\$

10AM-1PM



John Gibson



The
Kim Komando®
Show

9AM-10AM



KILMEADE & FRIENDS



GLENN

7PM-9PM

**FRONTLINES
OF FREEDOM**
MILITARY TALK RADIO

6AM-9AM

Radio the way it should be.



OVERNIGHT

Sunday's

12PM-2PM

**FRONTLINES
OF FREEDOM**
MILITARY TALK RADIO

10PM-12AM

It's
Bill
Cunningham



6AM-8AM



KILMEADE & FRIENDS

11AM-12NOON



4PM-7PM

MONEYTALK
WITH BOB BRINKER

7PM-10PM

SportingNews
Radio

8AM-10AM



2PM-4PM

**GUN
TALK**



Big Rapids Radio Network

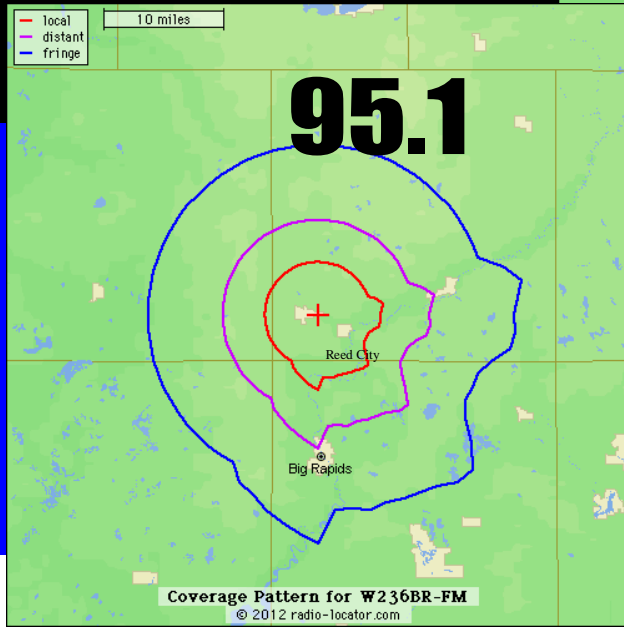
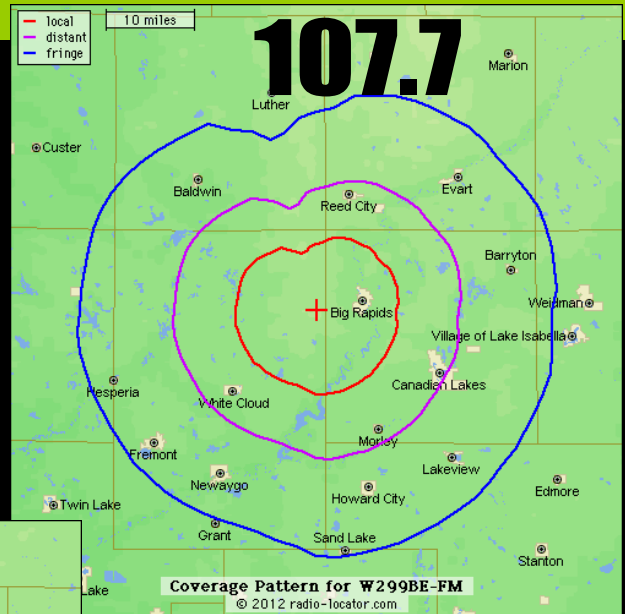
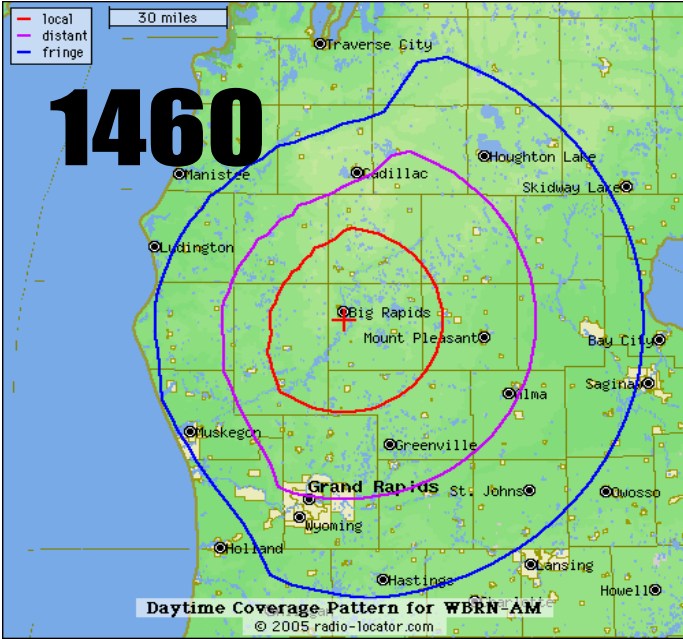
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COVERAGE MAP

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