

Big Rapids Radio Network

Y-102
WYBR

BIG COUNTRY
100.9 **WWBR**

1460 **NEWS/RADIO**
107.7 **WBRN**
Big Rapids Daily News

THE NEW
REWIND
99.1

OUR BUSINESS PHILOSOPHY

**EACH CLIENT'S NEEDS ARE DIFFERENT!
AND SO ARE OUR SOLUTIONS!**

Please look at us as a **MARKETING RESOURCE**. Our goal to help your business **GROW!**

Our Marketing Specialists will not simply ask for your business. They will work **WITH** you to generate **RESULTS FOR YOU!**



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 / rewind991.com



Y-102 102.3FM
TODAY'S HIT MUSIC

STATION: WYBR-FM, Y102

FREQUENCY: 102.3

FORMAT: HOT ADULT CONTEMPORARY

TARGET AUDIENCE: WOMEN 25-49

AUDIENCE BREAKOUT: FEMALE 60% / MALE 40%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA, LAKE,
NEWAYGO, & MONTCALM COUNTIES



- Over 75% of the audience is college educated & 65% have **HH Incomes of \$75,000+!**
- Listeners are **27% more likely to have children** in the home (**30%+ have children under the age of 6**) & the majority own their own home!
- Y-102 listeners listen consistently across dayparts.
- At-Work listenership is exceptionally high as is time spent listening (TSL) in comparison to other formats.
- The **Y102 audience is responsive & interactive** - they love activities for the family, fun things to do in the community, on-air contests & giveaways, as well as information on the local community!

All things Y-102 delivers every day!



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**Y-102'S HOT ADULT CONTEMPORARY
FORMAT TARGETS PRIMARILY
FEMALE LISTENERSHIP:**

- 60% FEMALE / 40% MALE
- 25-49 YEARS OLD
- 57% WITH HH INCOME OF \$50,000+
 - 48% MORE LIKELY TO EARN \$100,000+ HH INCOME
- 69% ARE COLLEGE EDUCATED
- 27% MORE LIKELY TO HAVE CHILDREN IN HH
- LISTENING CONSISTENT ACROSS DAYPARTS W/PEAK AT MIDDAY
 - LISTENING AT WORK: 37.4%
 - LISTENING IN THE CAR: 31.4%
 - LISTENING IN THE HOME: 29.0%
- HIGH TIME SPENT LISTENING
 - 3RD BEHIND COUNTRY (100.9FM) & NEWS TALK (1460AM/107.7FM)
- 71% OWN A HOME
 - 14% HOLD A HOME EQUITY LOAN
- 31% MORE LIKELY TO BUY A LUXURY VEHICLE



WHY ARE WOMEN THE PRIMARY TARGET?

American women are the largest "national" economy on Earth!
90% of buying decisions across almost all business categories are made decisively by woman 25-49!

That makes women listening to Y-102 your #1 opportunity to grow your business!

*Data provided by Radio Advertising Bureau & The Media Info Bureau Vital Statistics



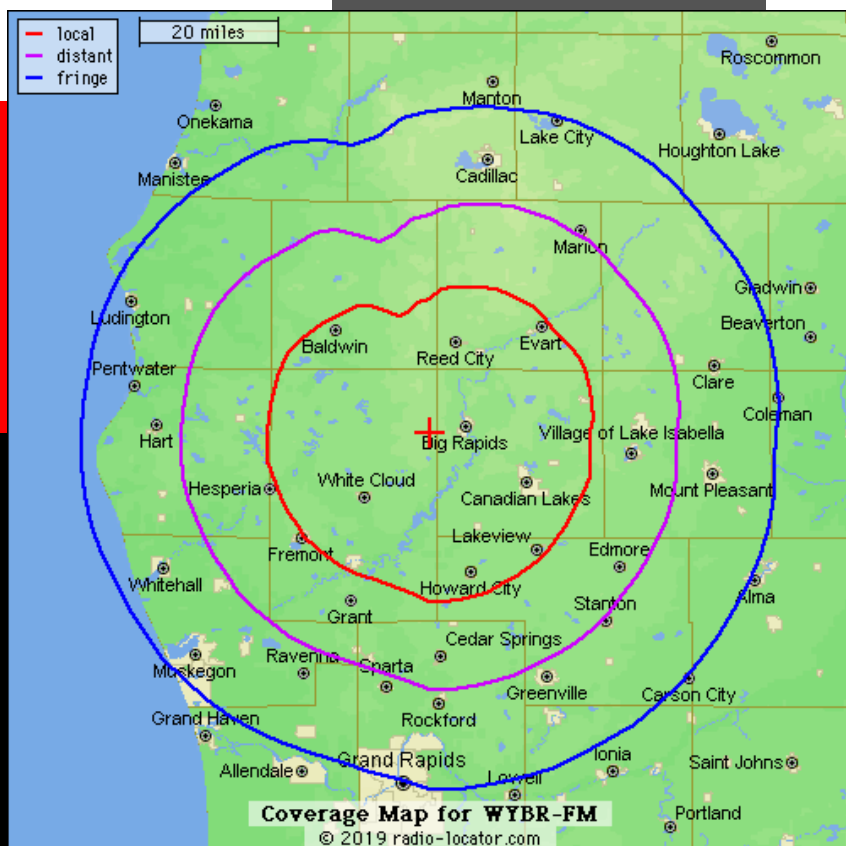
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Y-102 COVERAGE MAP



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BIG COUNTRY
100.9 WWBR

WWBR.COM  

BIG COUNTRY
100.9FM

STATION: WWBR-FM, BIG COUNTRY

FREQUENCY: 100.9

FORMAT: COUNTRY

TARGET AUDIENCE: ADULTS 25-54

AUDIENCE BREAKOUT: FEMALE 53% / MALE 47%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA, LAKE,
NEWAYGO, & MONTCALM COUNTIES



Country music listeners **LOVE** their country music! They listen every morning, all day, & even through evening hours! They listen on road trips, during social events... and more! Country listening and Country listeners bring with them distinct lifestyle choices: they are more likely to spend time outdoors camping and/or hunting/fishing, and are more likely to engage in craft making. They hold what are widely accepted as traditional values. Approximately 1/3 (33%) of the audience is college educated. They are **VERY LIKELY** to have children in the household & a majority own their own homes!

**Big Country listeners are active,
outdoors, & loyal!**



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1009.FM LISTENERS

COUNTRY LISTENERS ARE...

- **53% FEMALE / 47% MALE**
- **25-54 YEARS OLD**
- **57% WITH HH INCOME OF \$25,000-\$75,000+**
 - **31% MORE LIKELY TO HAVE A PERSONAL LOAN**
 - **SPEND \$103 PER WEEK ON GROCERIES**
- **33% ARE COLLEGE EDUCATED**
- **59% MORE LIKELY TO HAVE CHILDREN IN HH**
- **LISTENING CONSISTENT ACROSS DAYPARTS W/PEAK AT MIDDAY**
 - **LISTENING AT WORK: 26.2%**
 - **LISTENING IN THE CAR: 35.7%**
 - **LISTENING IN THE HOME: 35.7%**
- **HIGH TIME SPENT LISTENING**
 - **2ND BEHIND NEWS TALK (1460AM/107.7FM)**
- **10% MORE LIKELY TO OWN A HOME**
- **31% MORE LIKELY TO BUY A PICK UP TRUCK**
- **67% MORE LIKELY TO HUNT, FISH, & GO CAMPING**
- **EAT AT FASTFOOD RESTAURANTS 5+ TIMES PER MONTH**



WHY IS BIG COUNTRY 100.9 A VALUABLE AUDIENCE?

Big Country 100.9 listeners are loyal listeners who vary more in age than any other format nationwide. Country listeners can be a boy or girl in college, they can be an active mom on the go with her kids, they can be a grandpa. Big Country is a perfect audience to promote your brand and/or event to everyone in the community!

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BIG COUNTRY COVERAGE MAP



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NEWS/RADIO WBRN
1460AM/107.7FM

STATION: NEWS/RADIO WBRN

FREQUENCY: 1460AM 107.7FM

FORMAT: NEWS TALK

TARGET AUDIENCE: ADULTS 35-64+

AUDIENCE BREAKOUT: FEMALE 39% / MALE 61%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA,
& NEWAYGO COUNTIES



News/Talk listeners are the most loyal of any station format! While the overall listenership is smaller than some music formats, listeners listen longer & more attentively than any other format.

With a show based format, you can optimize commercial schedules & focus on specific shows that best fit your target audience & business!

**NEWS/TALK WBRN LISTENERS
ARE THE MOST LOYAL LISTENERS
OF ANY FORMAT**



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NEWS/TALK WBRN LISTENERS

NEWS/TALK LISTENERS ARE SOME OF THE MOST SOCIO-ECONOMICALLY DESIRABLE SEGMENTS OF THE POPULATION!

- 39% FEMALE / 61% MALE
- 35-65+ YEARS OLD
- 70% WITH HH INCOME OF \$50,000+
 - 33% MORE LIKELY TO HAVE A HH INCOME OF \$125,000+
 - 37% MORE LIKELY TO OWN A LUXURY VEHICLE
- 76% ARE COLLEGE EDUCATED
- 43% MORE LIKELY TO OWN A BUSINESS/BE A MANAGER
- 79% MORE LIKELY TO OWN A HOME (MOST OF ANY FORMAT)
- 15% LESS LIKELY TO HAVE CHILDREN IN HH (EMPTY NESTERS)
- HIGHEST TIME SPENT LISTENING OF ANY FORMAT
- 40% MORE LIKELY TO GOLF & SKI
- 46% MORE LIKELY TO HAVE \$250,000+ IN MONEY MARKET

WHY IS NEWS/TALK WBRN A VALUABLE AUDIENCE?

WBRN listeners are some of the most affluent & loyal listeners in the area! They support the businesses who support their favorite shows, talk hosts, & station!

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NEWS/TALK WBRN SHOW LINEUP

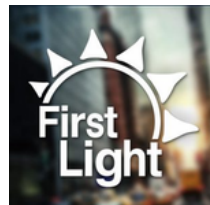
WEEKDAYS:



12M-1AM



1AM-5AM



5AM-6AM



6AM-9AM



**FOX NEWS
radio**
**BRIAN
KILMEADE**
SHOW
9AM - NOON ET

9AM-12N



12N-3P



3P-6P



6P-9P



9P-12M



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NEWS/TALK WBRN SHOW LINEUP

WEEKENDS:



SAT: 11A-1P



SAT: 12A-1A



SAT: 1P-2P



SAT: 4P-7P



Frontlines of Freedom

SAT: 7P-10P

SUN: 12P-2P



**DETROIT LIONS
FOOTBALL**



**DETROIT RED WING
HOCKEY**



**DETROIT TIGER
BASEBALL**



**BIG RAPIDS
CARDINAL
FOOTBALL**



**REED CITY
COYOTE
FOOTBALL**

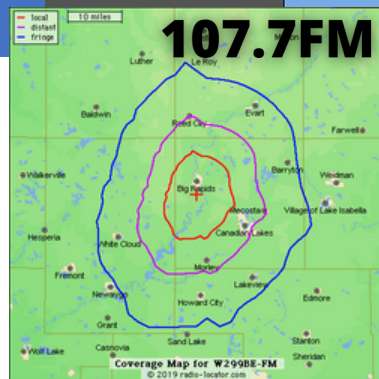
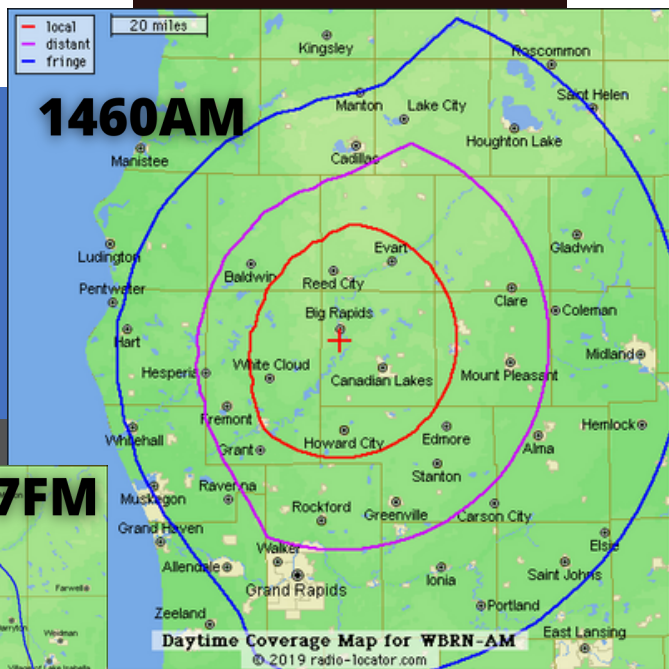


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WBRN 1460/107.7 COVERAGE MAP



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THE NEW



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REWIND 99.1FM

STATION: REWIND 99.1

FREQUENCY: 99.1FM

FORMAT: CLASSIC ROCK

TARGET AUDIENCE: ADULTS 40-54
& Men 18-24



AUDIENCE BREAKOUT: FEMALE 40% / MALE 60%

PRIMARY LISTENING AREA: MECOSTA, OSCEOLA, LAKE,
MONTCALM, & NEWAYGO COUNTIES

Classic Rock listeners are 'empty nesters' in the primes of their disposable income years. Listeners typically pull HH Incomes of \$75,000+, own their own homes, & spend significant money on improving their homes. An additional growing listener segment are younger men (18-24) who are 'returning to the classics'. This audiences listenership has jumped more than 50% in the last 4 years!

**REWIND 99.1 LISTENERS ARE IN THEIR
PRIME FOR DISPOSABLE INCOME**



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THE NEW



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REWIND 99.1 LISTENERS

CLASSIC ROCK REWIND 99.1 LISTENERS ARE:

- 40% FEMALE / 60% MALE
- 40-54 YEARS OLD
- 13% MORE LIKELY TO HAVE A HH INCOME OF \$75,000+
- 15% MORE LIKELY TO HAVE A HH INCOME UP TO \$149,000+
- 27% MORE LIKELY TO HAVE A HH INCOME UP TO \$175,000+
- 56% HAVE A COLLEGE DEGREE OF SOME SORT
- 28% ARE BUSINESS OWNERS, MANAGERS, OR PROFESSIONALS
- 70% OWN A GUN/BOW/FISHING ROD/BOAT UP TO 16' LONG
- 32% OWN A MOTORCYCLE
- 64% OWN A TRAILER/CAMPER
- 50% PLAY SOFTBALL

WHY IS REWIND 99.1 A VALUABLE AUDIENCE?

Rewind listeners are in the peak of their earning potential while having less costs... that means more disposable income!

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THE NEW

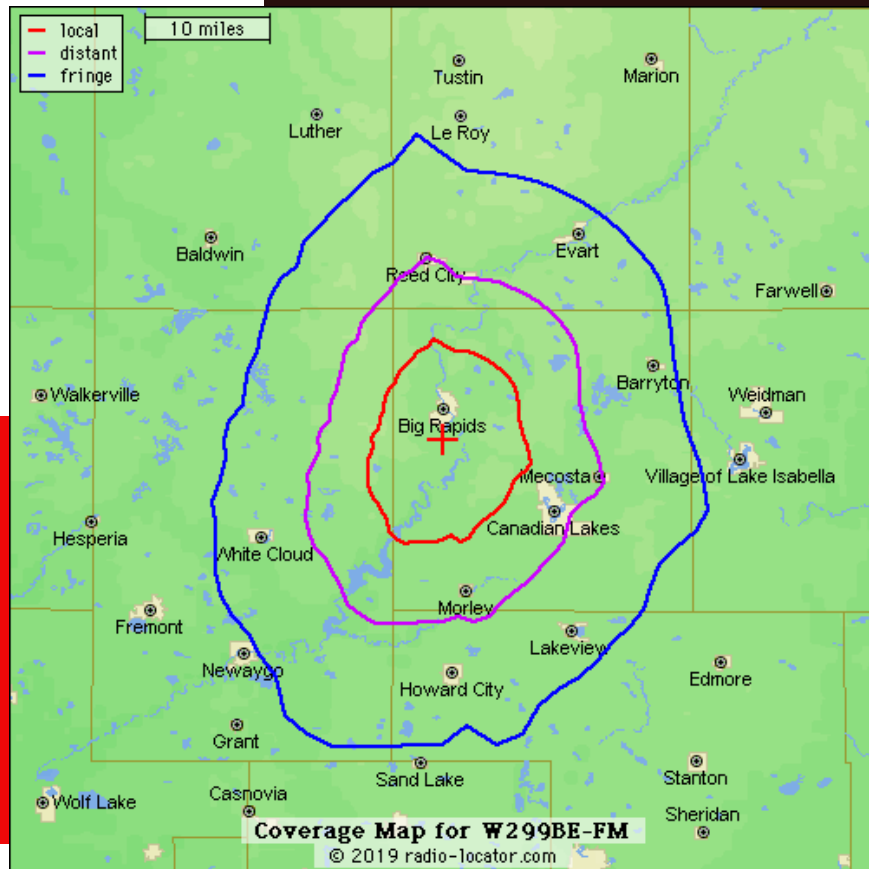
REWIND

99.1

REWIND991.COM



REWIND 99.1 COVERAGE MAP



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