



Reaches over 250,000  
listeners weekly

Source: Oct-Nov-Dec 2015 Nielsen Audio, Minneapolis-St. Paul Metro, Persons 6+, AQH Audience Composition, M-Su 6a-12m; Persons 6+, 253,700 Weekly Cumulative Persons in August 2015 alone.

# HOT 102.5 Has Proven Success As A Market Leader!



- #1 African-American Adults 18-24 (1.2 AQH Rating)
- #1 African-American Adults 18-34 (1.2 AQH Rating)
- #1 African-American Adults 18-49 (1.3 AQH Rating)
- #1 African-American Adults 25-49 (1.5 AQH Rating)
- #1 African-American Adults 25-54 (1.3 AQH Rating)

# Why Hip Hop and R&B?



- Hot 102.5 plays the Hip Hop and R&B music that has produced the largest sales volume from any genre in the last 20 years.
- This is music that has been mostly absent from the radio for more than a decade, but the market's 25-44 year olds still love it!

# Why Hip Hop and R&B?

- The music is cross-cultural, with equal appeal among African-Americans, Caucasians and Hispanics.
- The signal coverage of Hot 102.5 covers the area of the Twin Cities population with the most diverse ethnicity.



# Hot 102.5 Artists



Biggie



50 Cent



Missy Elliot



Tupac



Snoop Dogg

# Station Info

---



**FORMAT:** Classic Hip Hop

**WHERE TO LISTEN:** iHeart Radio Mobile, iHeart.com, 102.5 FM, 97.1 HD-3

**CALL LETTERS:** KTCZ-HD3

**SLOGAN:** Throwback Hip Hop and R&B

**ARTISTS:** Biggie, Jay Z, 50cent, Tu Pac, Pdiddy, Snoop Dogg, Missy Elliot, 2 Live Crew, Salt and Pepa

**TARGET DEMO:** Men 25-54; 60% Male, 40% Female  
**TARGET COVERAGE AREA:** 494 to 694 loop

**WEBSITE:** Hot1025.com

**PERSONALITIES:** Personality Free

# Hip Hop and R&B have Top Ratings

iHeartMedia owns top rated Hip Hop and R&B stations across the country!



## ➤ Los Angeles – KRRL-FM/Real 92.3

- Tied #2 Adults 18-34
- Tied #6 Adults 18-49
- Tied #3 Adults 25-44



## ➤ Detroit – WJLB-FM

- #1 Adults 18-34
- Tied #2 Adults 18-49
- Tied #2 Adults 25-44



## ➤ Houston – KQBT-FM/93.7 The Beat

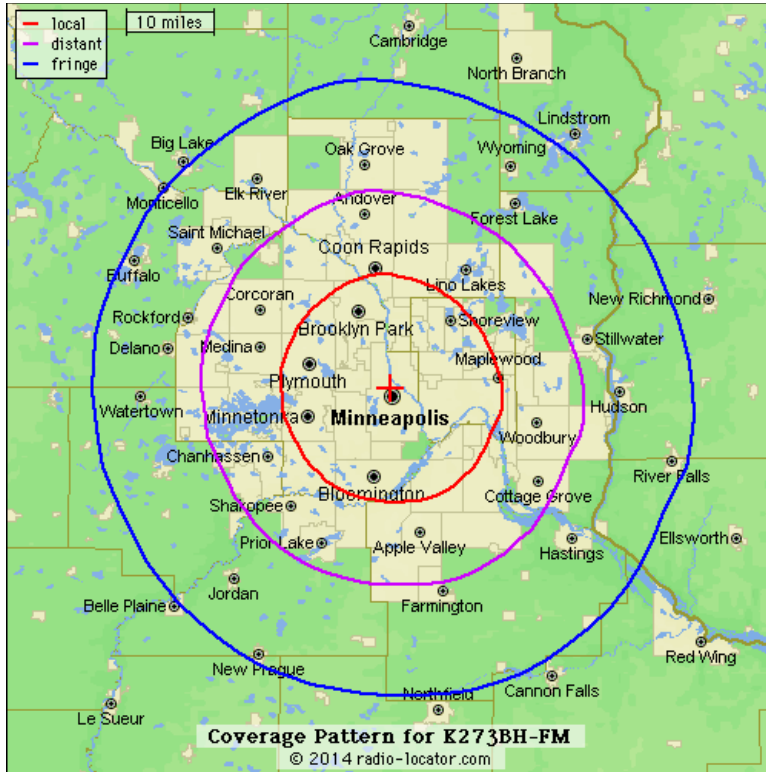
- Tied #2 Adults 18-34
- Tied #6 Adults 18-49
- Tied #6 Adults 25-44



## ➤ Sacramento – KHYL-FM/V101.1

- Tied #1 Adults 18-34
- Tied #2 Adults 18-49
- Tied #1 Adults 25-44

# Station Info



## COVERAGE AREA

**HOT**  
**102.5**



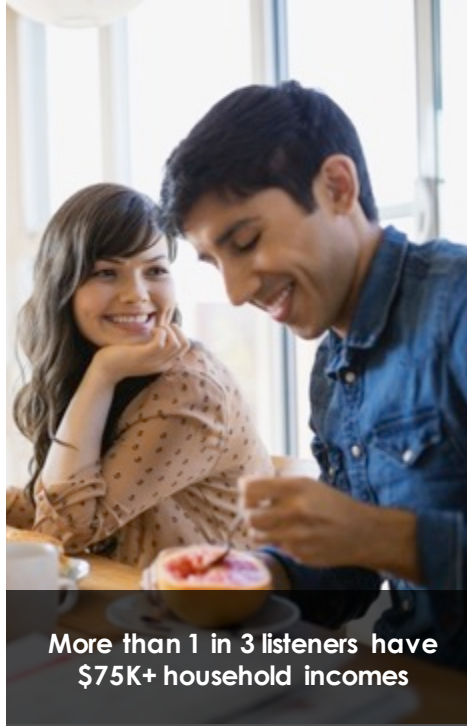
# Hot 102.5 Audience Statistics



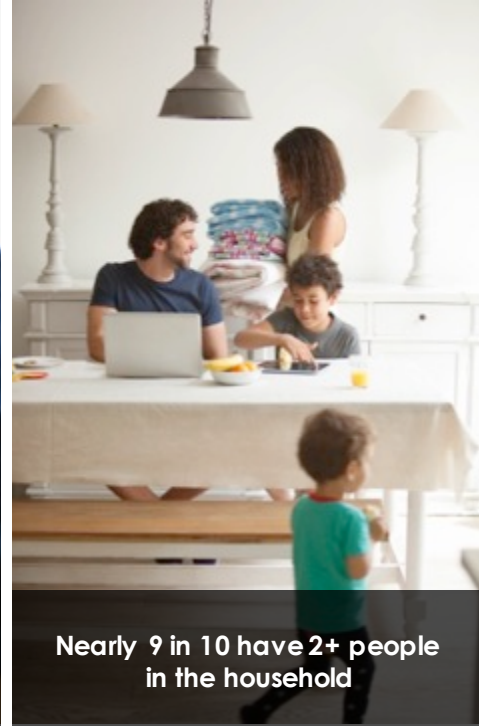
More than 7 in 10 listeners have some college or more



More than 8 in 10 listeners are employed



More than 1 in 3 listeners have \$75K+ household incomes



Nearly 9 in 10 have 2+ people in the household

# Hot 102.5 is Engaged

