



102.1 FM
K102
TODAY'S COUNTRY

**Over 700,000
consumers tune in to K102 each week**

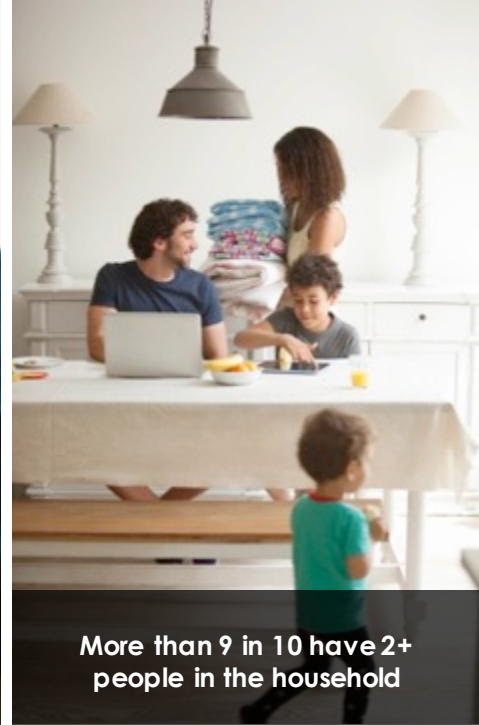
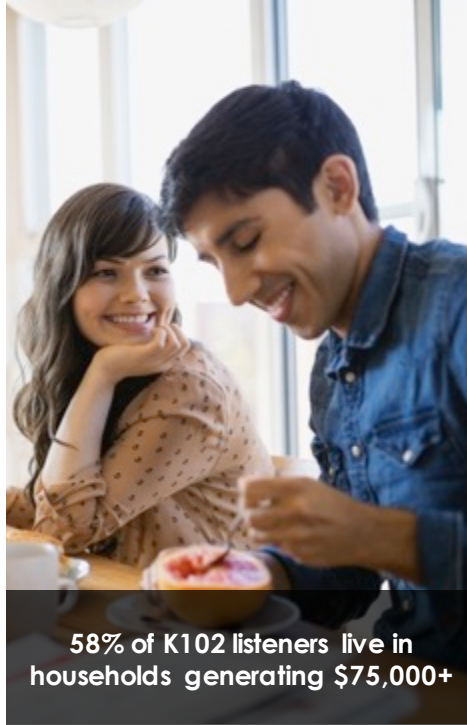
K102 has Top Ratings



K102 Is The Most Listened To Country Station In Minneapolis-St. Paul!

- #1† Adults 18+ (0.7 AQH Rating)
- #2 Adults 18-34 (0.8 AQH Rating)
- #3† Adults 18-49 (0.7 AQH Rating)
- #2† Adults 25-54 (0.8 AQH Rating)
- #4 Adults 35-54 (0.8 AQH Rating)
- #5 Adults 35-64 (0.7 AQH Rating)

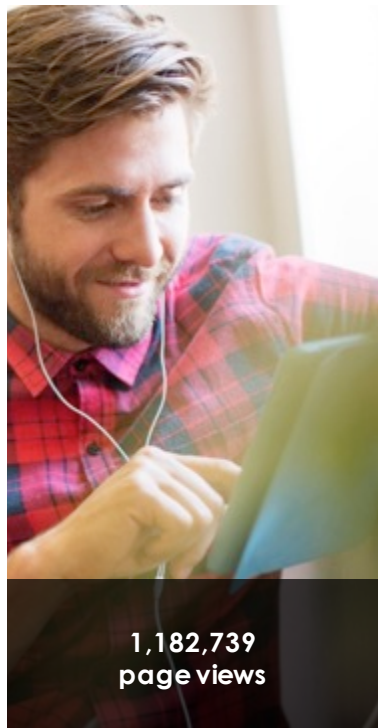
K102 Audience Statistics



K102 is Engaged



121,241
website uniques



1,182,739
page views



110,025
iHeartRadio uniques



102,732
Facebook likes

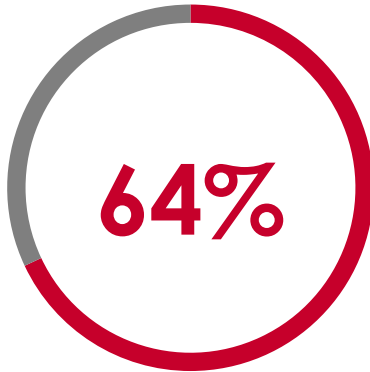


56,423 E-news
subscribers

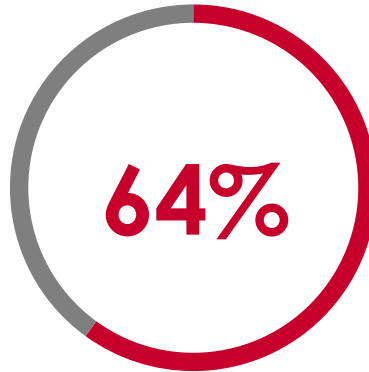
The Power of Personality

ON AIR PERSONALITIES DRIVE **INFLUENCE, INTEREST & TRUST**

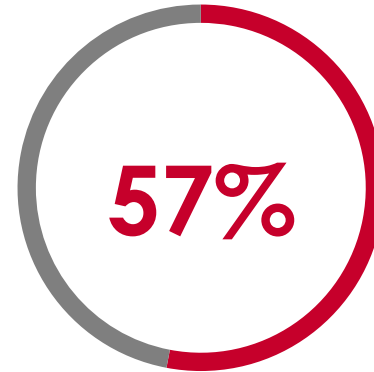
With on-air personalities having connections that feel like friendships, it's not surprising that most listeners value and trust their opinions.



"I am interested in their opinion."



"I value their opinions and perspectives."



"I would trust them."

The Power of Personality

LISTENERS TRUST DJ'S

ENDORSEMENT OF BRANDS

Recommendations by on-air personalities are assumed to be based on personal experience, making them feel more like a friends' recommendations.

56%



DJs use recommended brands, products and services

51%



I trust brands, products and services my DJ recommends

49%



DJ recommendation increases my perceived value of brands, products and services

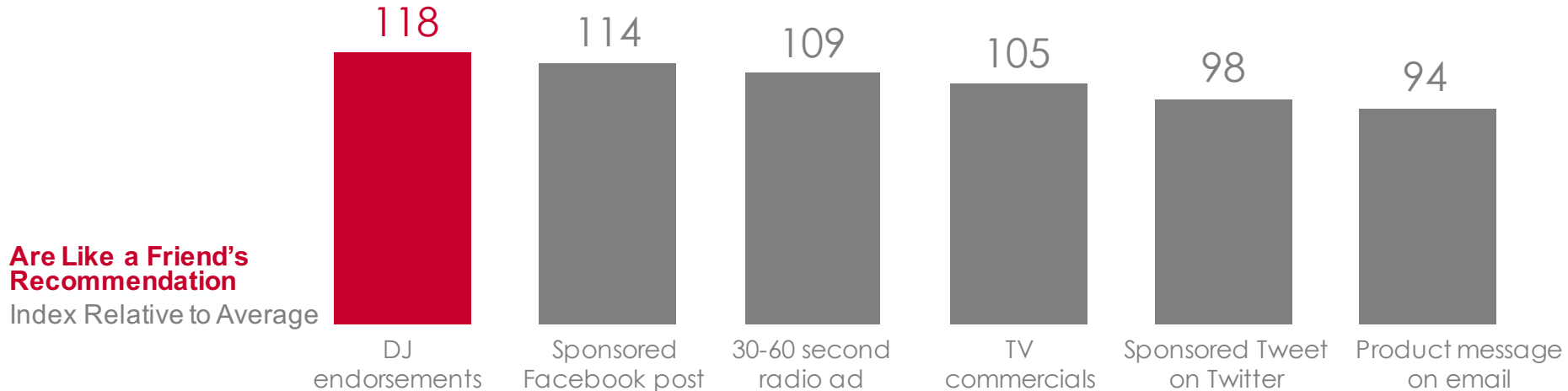
Source: USC Report 2013, N=1,520 iHeartMedia, Power of Personality 2014 | Radha Subramanyam, EVP, Research, Insights & Analytics

The Power of Personality

MORE THAN ANY OTHER FORM OF ADVERTISING
ENDORSEMENTS ARE LIKE

RECOMMENDATIONS FROM A FRIEND

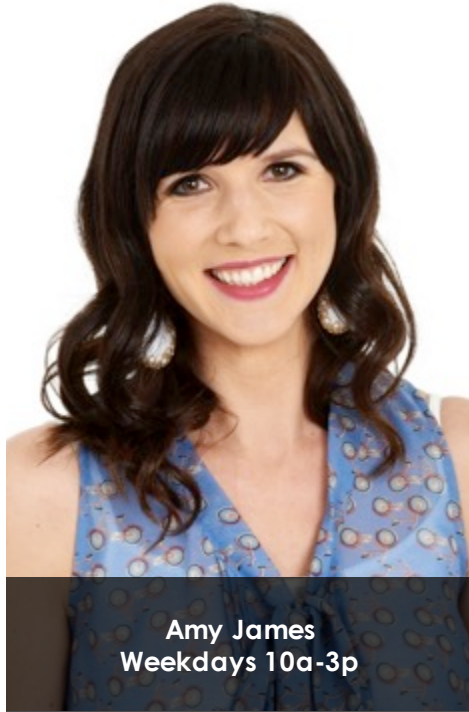
DJ endorsements even outpace sponsored Facebook posts that lie side by side with friend commentary.



K102 Personalities



Chris Carr & Company
Weekdays 5:30a-10a



Amy James
Weekdays 10a-3p



Muss
Weekdays 3p-7p



Rachel Ramsey
Weekdays 7p-12a