



Media Kit

Presented By:



Station Overview



Station:
WILN-FM

Format:
Top 40

Target Audience:
Adults 18-34

Demographics:
64% Female, 36% Male



Station:
WWLY-FM

Format:
Country Legends

Target Audience:
Adults 25-54

Demographics:
45% Female, 55% Male



Station:
WYOO-FM

Format:
News/Talk

Target Audience:
Adults 55+

Demographics:
37% Female, 63% Male



Station:
WYYX-FM

Format:
Rock

Target Audience:
Males 18-49

Demographics:
40% Female, 60% Male



Coverage Maps



50,000
Watts

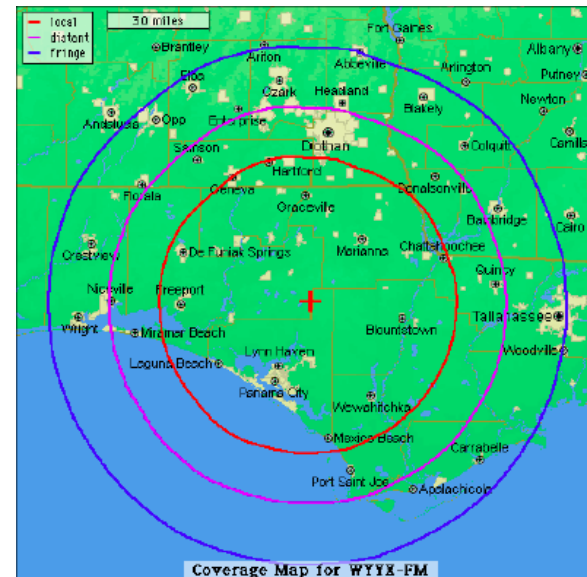
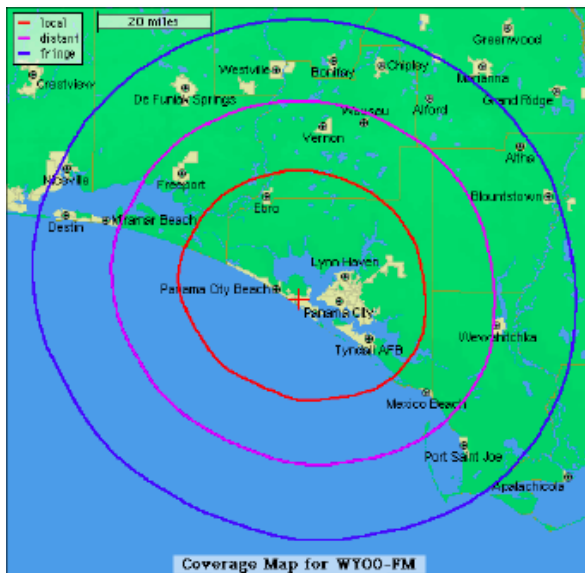


Real! Country! Legends!

12,000
Watts



12,000
Watts



100,000
Watts



Website: magicbroadcastingpc.com
Phone: (850) 230-5855

Magic Broadcasting is a locally owned and operated radio company, and every week, **55,500** Adult 18+ listeners call Magic home for an average of **nearly 7 hours!**

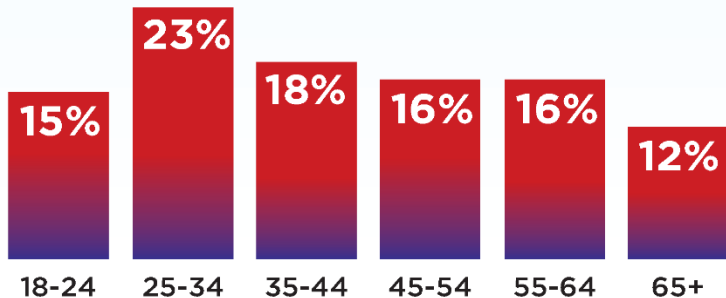
48%
Female



52%
Male

Our heritage radio brands reach listeners in every major demo.

38
MEDIAN AGE



We reach established listeners.

57% Homeowners

57% Employed full-time

66% Some college+

28% Earn \$75K+

35% Spent 20+ hours online in the past week

37% One+ children (< 18)

28% Plan to buy real estate in the next 2 years



Support the troops





(850) 230-5855

Island106.com

@Island106

@Island106

#1 Hit music station!

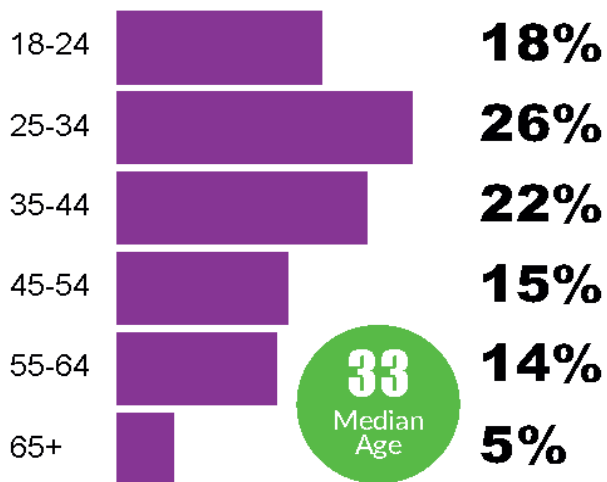


Every week, 27,700 Adult 18+ listeners tune to Island 106 for an average of 5 1/2 hours!

#1 with Adults 18-34 & Women 25-54!

64% Female 36% Male

Our listeners are in the "Age of Acquisition."



Our fun, friendly format delivers families & quality consumers

58% Employed full-time

65% Some college+

31% Earn \$75K+

46% have heard an ad on the radio in the past year that has led them to take action

50% Homeowners

43% One+ children (<18)

41% Spent 20+ hours online in the past week

Island 106 Weekday Lineup

Engage the largest audience in the market with our fun and creative promotions!

Live & local throughout the workday.

Mon-Fri 6a-10a Adam & Allison

Mon-Fri 10a-2p Anna

Mon-Fri 2p-7p Flip Flop

Mon-Fri 7p-11p JJ

Mon-Fri Midnight-6a
RBG

Mon-Fri 6a-10a
The Billy Madison Show

Mon-Fri 10a-3p
Rockin' Ron

Mon-Fri 3p-7p
Fitzdog

Mon-Fri 7p-10p
Free Rides of Pure Rock

Mon-Fri 10p-Midnight
Hard Drive XL

97X rocks 18,700 Adult 18+ listeners each week for an average of 6 ¼ hours!

60%
Male



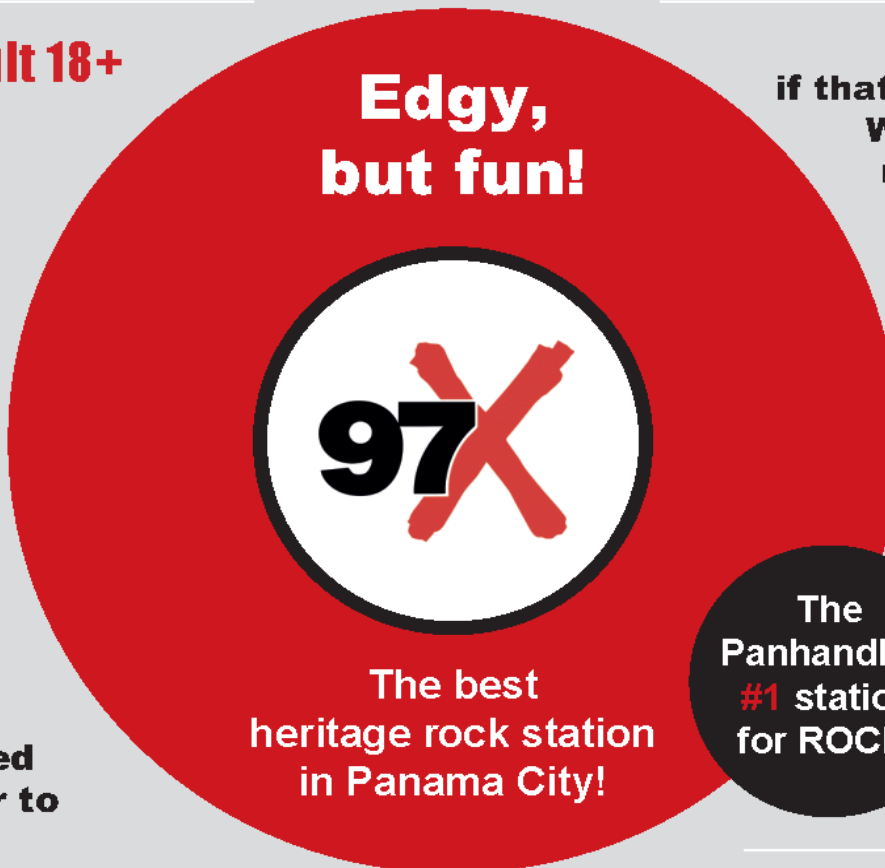
40%
Female



32
Median Age



Engage with established adults, from blue collar to the boardroom.



**Edgy,
but fun!**

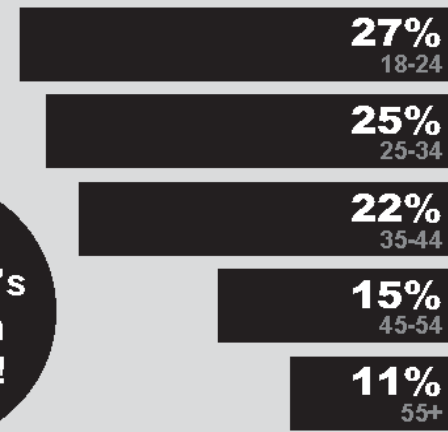


The best heritage rock station in Panama City!

The Panhandle's #1 station for ROCK!

Use your imagination; if that doesn't work, use ours! We are the most creative marketing team in town.

Leading the market in prime demos.



66%
Employed full-time

60%
Some college+

49%
Earn \$50K+

46%
Homeowners

45%
Have one or more children (<18)

64%
Have spent \$150+ on groceries in the past week

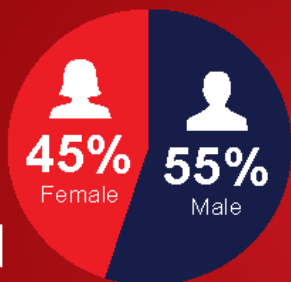
58%
Plan to purchase a new cell phone plan in the next year

45%
Have heard an ad on the radio in the past year that has led them to take action

Every week, 10,600 Adult 18+ listeners are corralled by Wild Willie 100.1 for an average of 4 ¼ hours!



Across all generations, **at least one third** are country music listeners.



18-24 **10%**

25-34 **27%**

35-44 **19%**

45-54 **11%**

55-64 **20%**

65+ **15%**

Wild Willie 100.1 Weekday Lineup

Rob Stark
Mon-Fri 6a-10a

Streeter While You Work
Mon-Fri 10a-3p

Wilhite & Wall
Mon-Fri 3p-7p

12 In A Row With Wild Willie
Mon-Fri 7p-6a

Country music listeners have attractive consumer characteristics for brands.



60%

Homeowners



73%

Listen in the car



60%

Some college+



53%

Employed full-time



30%

Have one or more children (<18)



29%

Earn \$75K+



45%

Have heard an ad on the radio in the past year that has led them to take action.

Country legends format captures the essence of country music and the country lifestyle.

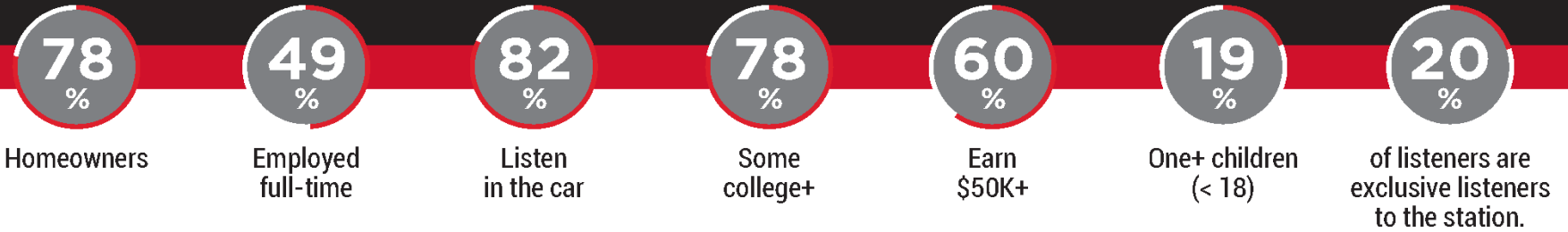
WildWillie100.com

(850) 230-5855



Talk Radio 101, Panama City's Information Station

Every week, 13,700 Adult 18+ listeners tune to Talk Radio 101 for an average of 6 hours!



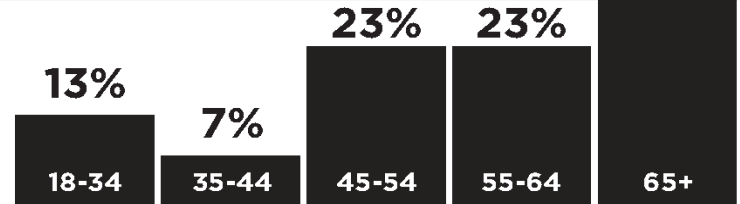
Talk formats deliver actively engaged listeners with disposable incomes.

57 MEDIAN AGE

Our heritage talk station reaches **affluent adults.**

53% have heard an ad on the radio in the past year that has led them to take action

63% MALE
37% FEMALE



News Talk 101 Weekday Lineup




Ground Zero	Coast To Coast with George Noory	The Kramer Show	Brian Kilmeade	Alex Jones	Sean Hannity	Mark Levin	Ben Shapiro	Michael Savage	Live & Local News Weather
Mon-Fri Midnight-1a	Mon-Fri 1a-6a	Mon-Fri 6a-9	Mon-Fri 9a-Noon	Mon-Fri Noon-2p	Mon-Fri 2p-5p	Mon-Fri 5p-8p	Mon-Fri 8p-10p	Mon-Fri 10p-Midnight	

**THANK
YOU**



CONTACT US

NAME

-  (850) 230-5855
-  name@magicfl.com
-  MagicBroadcastingPC.com