



Media Kit

2024

 **MAGIC**
BROADCASTING

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



Station:
WVFT-FM

Format:
News/Talk

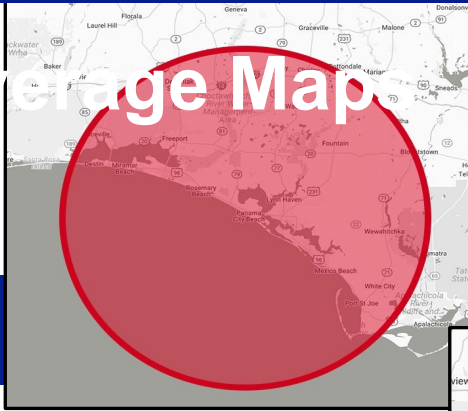
Target Audience:
Adults 45+

Demographics:
41% Female, 59% Male





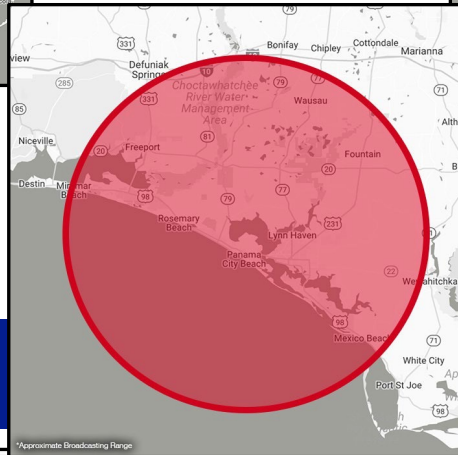
50,000
Watts



Orange Map

newsTALK
@101FM
Panama City's Information Station

12,000
Watts

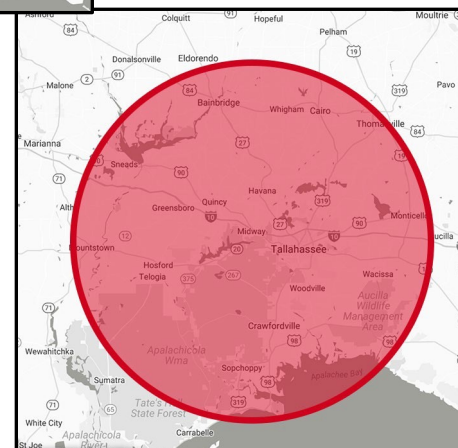
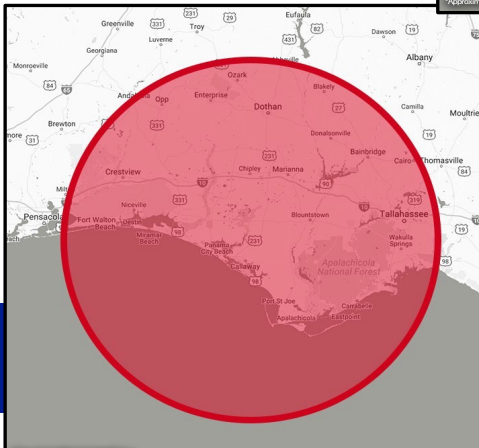


Wild
WILLIE
100.1
Real! Country! Legends!

12,000
Watts

97X

100,000
Watts



real talk
TALLAHASSEE'S REAL TALK STATION **93.3**

87,000
Watts



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

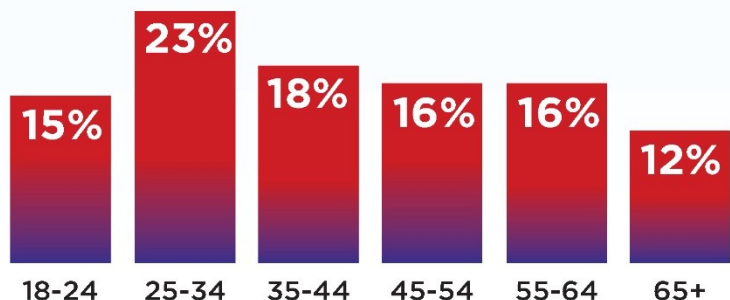
Magic Broadcasting is a locally owned and operated radio company, and every week, **55,500** Adult 18+ listeners call Magic home for an average of **nearly 7 hours!**

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



Real! Country! Legends!





(850) 230-5855



Island106.com



@Island106

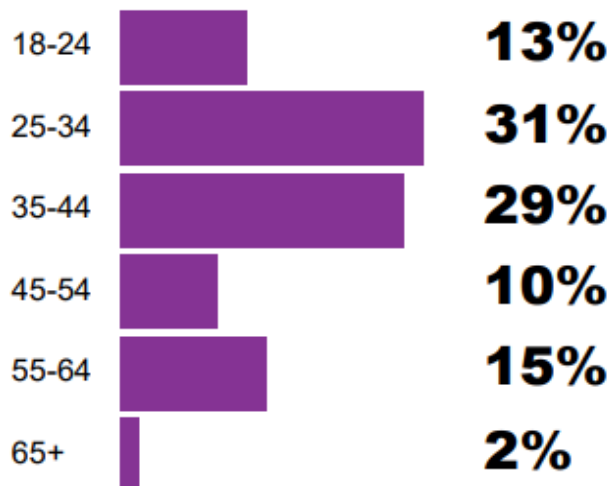


@Island106

Island 106 is a #1 Hit music station!

Every week, 14,900 Adult 18+ listeners tune to Island 106 for an average of 6 ½ hours!

Our listeners are in the "Age of Acquisition."



Median Age: 34



62% Female



38% Male

We deliver families & quality consumers.



56%

Employed full-time



61%

Some college+



32%

Earn \$75,000+

52%

Pop, Top 40, & CHR listeners heard a radio ad in the past year that led them to take action



65%

Homeowners



31%

One+ children (<12)



39%

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.



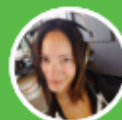
Mon-Fri 6a-10a

The Playhouse with JJ and Kat



Mon-Fri 10a-2p

Johnny



Mon-Fri 2p-7p

Heather B

INSIGHTS BY FuturiTopLine.com

PANAMA CITY: Nielsen Radio; FA22/SP23; Metro; A18+; WILN-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; | P12+; Median Age; | Nielsen Radio; FA22/SP23; Metro; A18+; WILN-FM; M-Su 6a-12m; % of Target; | 2023 AudienceSCAN® (Pop/Top 40/Current Hit Music Lovers). Copyright © 2023 Futuri Media LLC, TOPLINE. All Rights Reserved



Mon-Fri
6a-10a
Ian



Mon-Fri
10a-3p
Roxy



Mon-Fri
6p-10p
Rockin Ron



Mon-Fri
10p-12m
Hard Drive XL



Sat
6p-10p
The Metal
Collection



Sun
5p-8p
La Lloyd
Rock
Countdown



Sun
8p-10p
Full Metal
Jackie



Sun
10p-12m
Hard
Drive XL

**97X rocks 12,300
Adult 18+ listeners
each week for
an average of
5 hours!**

60%
Male



40%
Female



**The
Panhandle's
#1 station
for ROCK!**

**Edgy,
but fun!**



**The best
heritage Rock station
in Panama City!**

**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.**

Median Age: 35

15%
18-24

26%
25-34

19%
35-44

20%
45-54

20%
55+

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



57%
Employed
full-time



44%
Some
college+



67%
Earn
\$50,000+



74%
Homeowners



29%
One+ children
(<12)



57%
Have spent \$150+
on groceries in
the past week



48%
Hard Rock lovers heard
a radio ad in the past year
that led them to take action

INSIGHTS BY FuturiTopLine.com

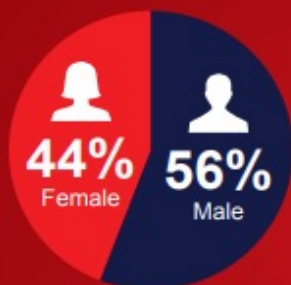
PANAMA CITY, FL; Nielsen Radio; FA22/SP23; Metro; A18+; WYYX-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; | P12+; Median Age; | Nielsen Radio; FA22/SP23; Metro; A18+; WYYX-FM; M-Su 6a-12m; % of Target; | 2023 AudienceSCAN® (Hard Rock Lovers). Copyright © 2023 Futuri Media. All Rights Reserved



Real! Country! Legends!

Every week, 11,300 Adult 18+ listeners are corralled by Wild Willie 100.1 for an average of 6 ¾ hours!

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



18-24 **4%**

25-34 **5%**

35-44 **9%**

45-54 **14%**

55-64 **22%**

65+ **46%**

Median
Age:
62

Wild Willie 100.1 Weekday Lineup



**Broadway
and Friends**
Mon-Fri 6a - 10a



**Lunch
with RC**
Mon-Fri 10a - 3p



**Jason
Taylor**
Mon-Fri 3p - 7p

We have attractive consumer
characteristics for brands.



79%
Homeowners



79%
Listen in the car



63%
Some college+



29%
Employed full-time



17%
One+ children (<12)



29%
Earn \$75,000+



46% Country music lovers heard a radio ad
in the past year that led them to take action

Wild Willie 100.1 captures the essence of
country music and the country lifestyle.



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WildWillie100.com



(850) 230-5855

Talk Radio 101, Panama City's Information Station

Every week, 11,300 Adult 18+ listeners tune to Talk Radio 101 for an average of 6 ¾ hours!

We deliver actively engaged listeners with disposable incomes.



Our heritage talk station reaches affluent adults.



60%

Political talk listeners heard a radio ad in the past year that led them to take action

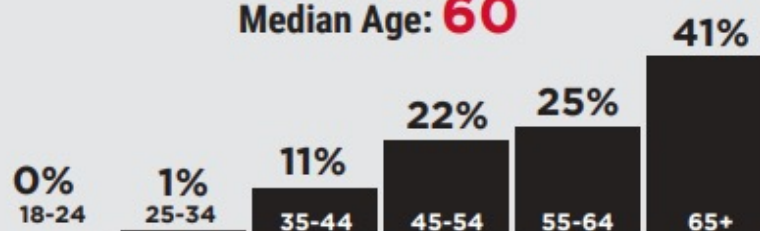


58%
MALE



42%
FEMALE

Median Age: 60



Talk Radio 101 Weekday Lineup

Live & local high school sports



Brian Rust Show

Mon-Fri
5a-8a



Brian Kilmeade

Mon-Fri
8a-11a



Dan Bongino

Mon-Fri
11a-2p



Sean Hannity

Mon-Fri
2p-5p



Mark Levin Show

Mon-Fri
5p-8p



Michael Knowles Show

Mon-Fri
8p-9p



Ben Shapiro Show

Mon-Fri
9p-10p



Matt Walsh Show

Mon-Fri
10p-11p



Ground Zero with Clyde Lewis

Mon-Fri
11p-12m

INSIGHTS BY FuturiTopLine.com

PANAMA CITY, FL; Nielsen Radio; FA22/SP23; Metro; A18+; WYOO-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; | P12+; Median Age; | Nielsen Radio; FA22/SP23; Metro; A18+; WYOO-FM; M-Su 6a-12m; % of Target; | 2023 AudienceSCAN® (Political Talk Listeners). Copyright © 2023 Futuri Media LLC, TOPLINE. All Rights Reserved



Real Talk 93.3 delivers news beyond the headlines,
and we're Tallahassee's source for news.

Active and engaged Talk listeners tune in!

Listeners are loyal and make a habit of listening as a part of their daily routine.



Homeowners



Employed
full-time



Married



Some
college+



Earn
\$75K+



Listen in the car
on a typical
weekday



Listen in the car
on a typical
weekend

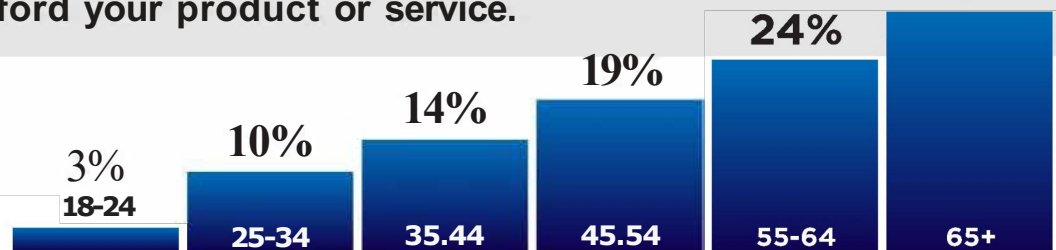
59%
MALE

41%
FEMALE



Access a quality demographic that can
likely afford your product or service.

30%



Real Talk 93.3 Weekday Lineup

The Greg Tish Show	Brian Kilmeade	VSIN Best Bets	Above the Fold Steve Stewart	Front Row Noles	Jeff Cameron Show	Ben Shapiro	America in View	Michael Knowles	Joe Pags	Dana Loesch
6A-9A	9A-12P	MON & FRI 12P-1P	TUES & THURS 12P-1P	WED 12P-1P	1P-3P	MON-THURS 3P-5P	FRI 4P-5P	5P-6P	6P-9P	9P-12A

MAGIC **BROADCASTING**



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