



Media Kit

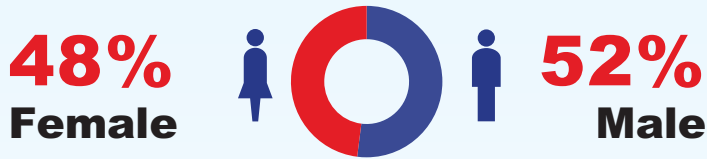
Presented By:





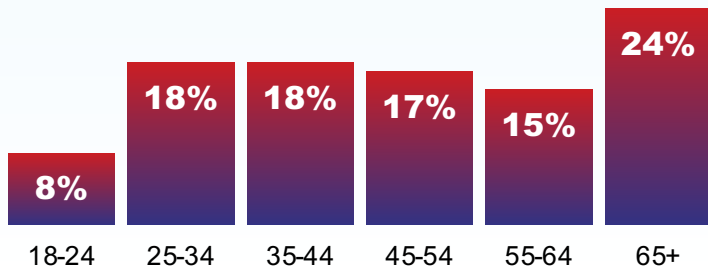
Website: magicbroadcastingpc.com
Phone: (850) 230-5855

Magic Broadcasting is a locally owned and operated radio company, and every week, 41,100 Adult 18+ listeners call Magic home for an average of 7 1/2 hours!

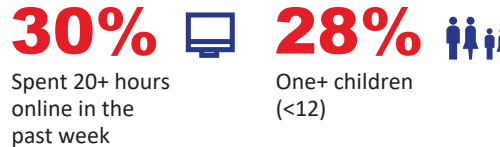


46 Median Age

Our heritage radio brands reach listeners in every major demo.



We reach established listeners.



Support the troops



Hometown Football

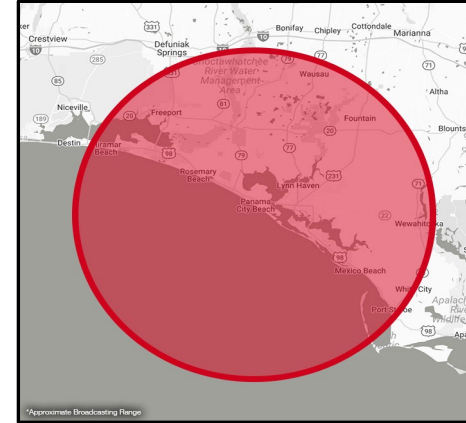
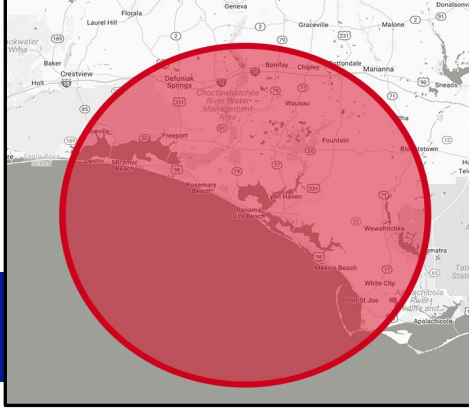
Your only LIVE & LOCAL Panama City Beach radio!

PANAMA CITY; Nielsen Radio; FA23/SP24; Metro; A18+; WILN-FM or WWLY-FM or WYOO-FM or WYYX-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; % of Target; | P12+; Median Age.

Coverage Maps



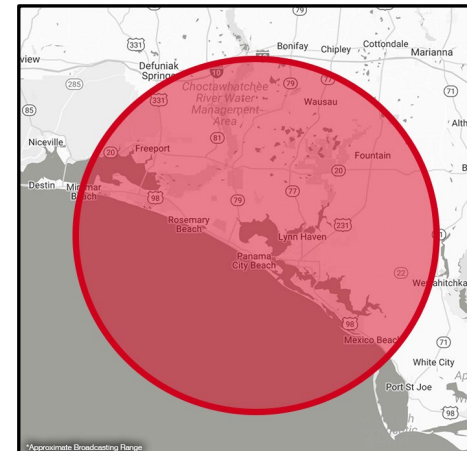
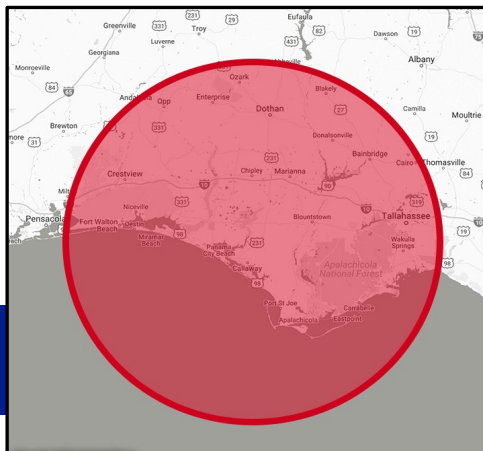
50,000
Watts



12,000
Watts



100,000
Watts



12,000
Watts

MORNING-D
w/ Ian and R.B.G.
97X
M-F 6-10AM

ROXY
M-F
10a-2p

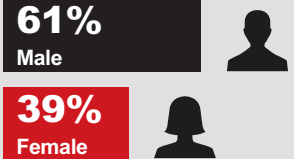
HARDROCK XL
M-F 7P-12MID

Sun 5p-8p
LA LLOYD ROCK COUNTDOWN

Sun 8p-10p
FULL METAL JACKIE

Sun 10p-12m
HARD DRIVE XL

97X rocks 12,900 Adult 18+ listeners each week for an average of 6 3/4 hours!



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

Edgy, but fun!

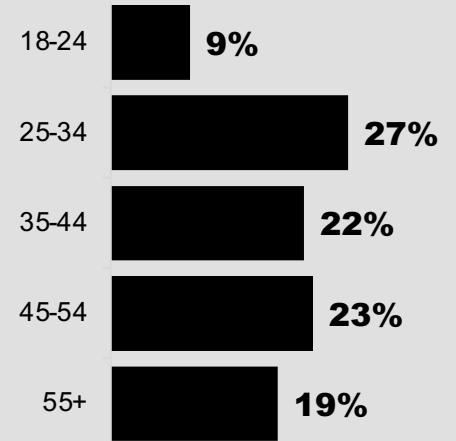
97X

The Panhandle's #1 station for ROCK!

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: 40



56%
Employed full-time

64%
Some college+

43%
Earn \$75,000+

69%
Homeowners

30%
Have one or more children (<12)

77%
Have spent \$150+ on groceries in the past week

49%
Hard rock lovers heard a radio ad in the past year that led them to take action

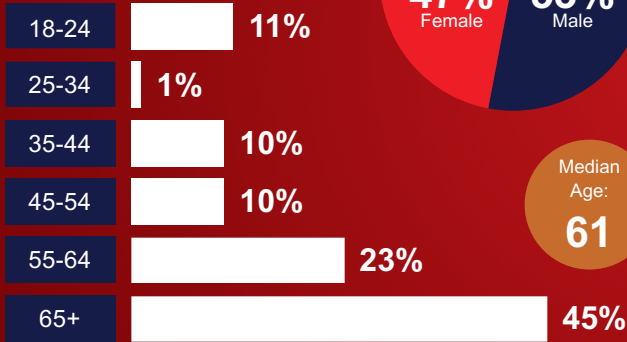
PANAMA CITY; Nielsen Radio; FA23/SP24; Metro; A18+; WYYX-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; % of Target | P12+; Median Age; | 2024 AudienceSCAN® (Hard Rock Lovers).



Every week, 8,000 Adult 18+ listeners are corralled by Wild Willie 100.1 for an average of 10 ¼ hours!

Real! Country! Legends!

Across all generations, **nearly one-third** are country music listeners.*



Wild Willie 100.1 Weekday Lineup



Broadway and Friends
Mon-Fri 6a - 10a

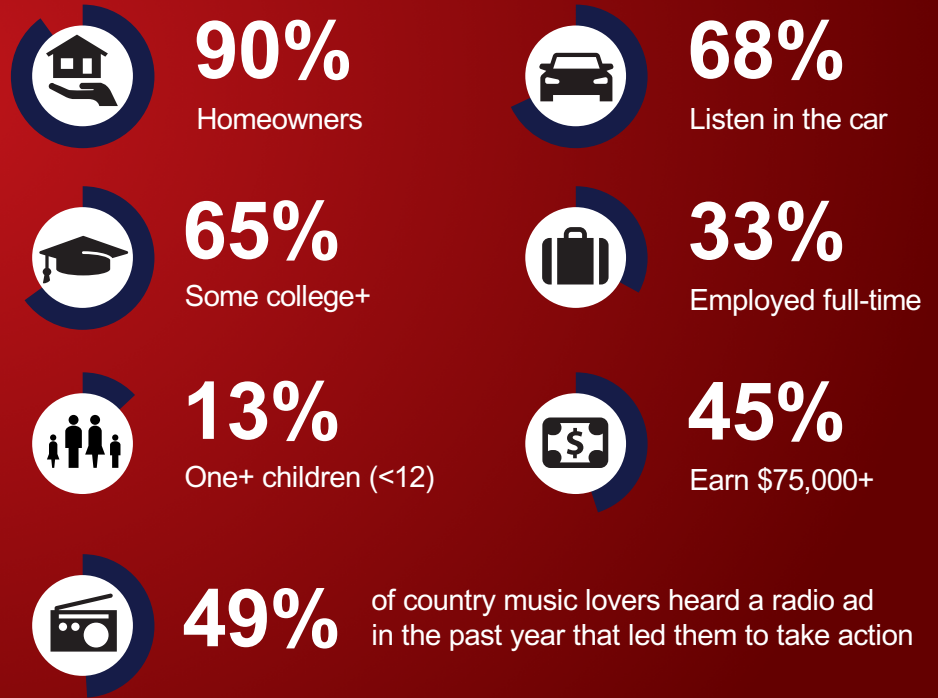


Lunch with RC
Mon-Fri 10a - 3p



Jason Taylor
Mon-Fri 3p -7p

We have attractive consumer characteristics for brands.



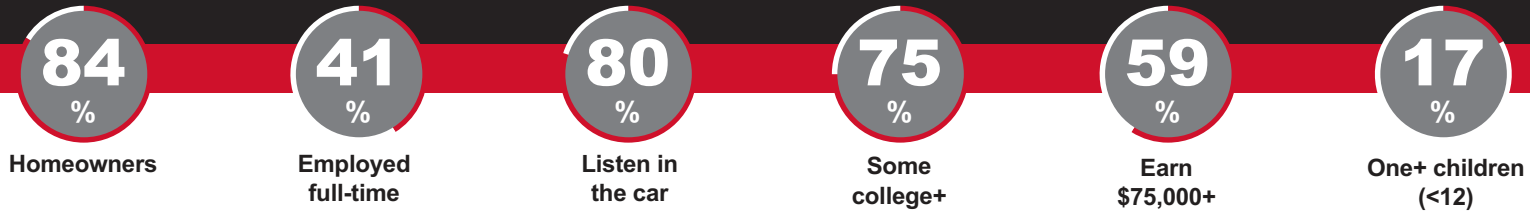
Wild Willie 100.1 captures the essence of country music and the country lifestyle.

PANAMA CITY; Nielsen Radio; FA23/SP24; Metro; A18+; WWLY-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; % of Target; | P12+; Median Age; | 2024 AudienceSCAN® (Country Music Lovers).

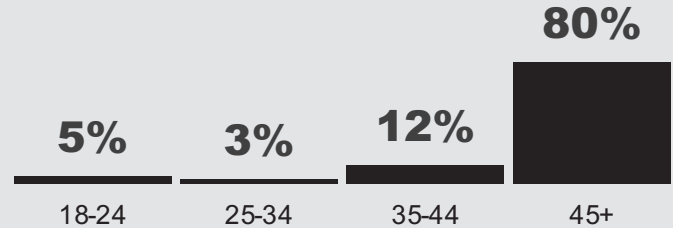
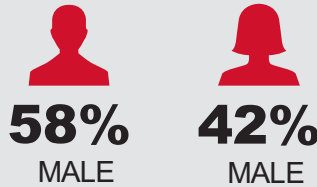


Talk Radio 101, Panama City's Information Station

Every week, 12,700 Adult 18+ listeners tune to Talk Radio 101 for an average of 6 ½ hours!
 We deliver actively engaged listeners with disposable incomes.

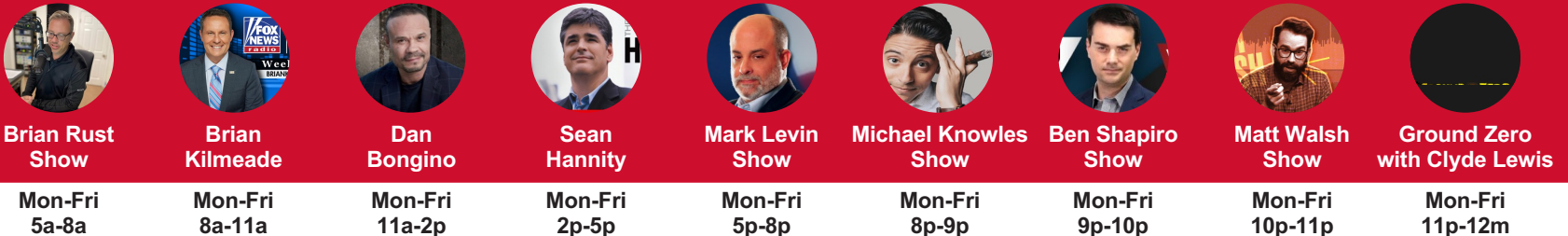


Our heritage talk station reaches affluent adults.



Talk Radio 101 Weekday Lineup

Live & local high school sports



PANAMA CITY; Nielsen Radio; FA23/SP24; Metro; A18+; WYOO-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; % of Target; IP12+; Median Age; | 2024 AudienceSCAN® (Political Talk Listeners).



(850) 230-5855

Island106.com

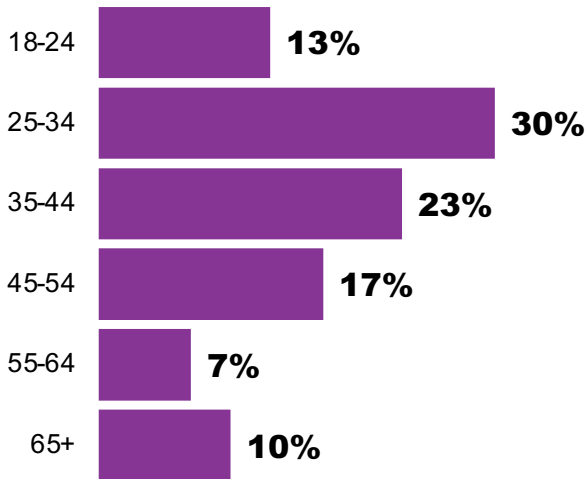
@Island106

@Island106

Island 106 is a #1 Hit music station!

Every week, 14,600 Adult 18+ listeners tune to Island 106 for an average of 3 3/4 hours!

Our listeners are in the "Age of Acquisition."



Median Age: 36



63% Female



37% Male

We deliver families & quality consumers.



55% Employed full-time



65% Some college+



40% Earn \$75,000+

50%

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



70% Homeowners



42% One+ children (<12)



33% Spent 20+ hours online in the past week

Island 106 Weekday Lineup

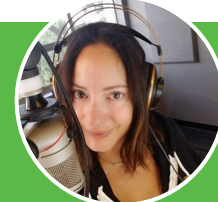
Engage the largest audience in the market with our fun and creative promotions!

Live & local throughout the workday.

Mon-Fri 10a-2p Johnny



Mon-Fri 2p-7p Heather B



PANAMA CITY; Nielsen Radio; FA23/SP24; Metro; A18+; WILN-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; % of Target; | P12+; Median Age; | 2024 AudienceSCAN® (Pop/Top 40/Current Hit Music Lovers).

MAGIC BROADCASTING



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