

REAL CLASSIC ROCK!

98.1 KKFM

CLASSIC ROCK



CUMULUS
M E D I A
SOUTHERN COLORADO

KKFM.COM

KKFM981

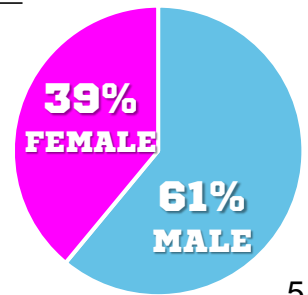
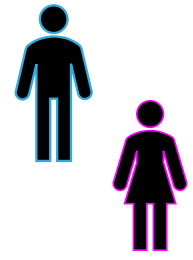
981KKFM

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- 99,600 Persons 12+ tune into 98.1 KKFM each week!*
- Over 35 years of strong, consistent Classic Rock brand heritage
- #1 in Adults 35+ Weekly Cume Rating, Middays M-F!* #1 in Men 18+ in Weekly Cume Persons, M-Su 6A-Mid, M-F 6A-10A, & M-F 10A-3P!*
- Delivers to enthusiastic rock listeners in both the Colorado Springs and Pueblo market, giving advertisers strong dual-market presence
- Popular Bob & Tom Morning Show sets up an entire day of upbeat energetic entertainment
- Local talent reflects the adult rock lifestyle, engaging listeners with music and information throughout each workday and all weekend long

AUDIENCE COMPOSITION



FEATURED ARTISTS:

Aerosmith
Rolling Stones
Van Halen
ZZ Top

Led Zeppelin
AC/DC
Pink Floyd
Metallica



TARGET DEMO
ADULTS
25-54

SUPER SERVES
MEN
25-54

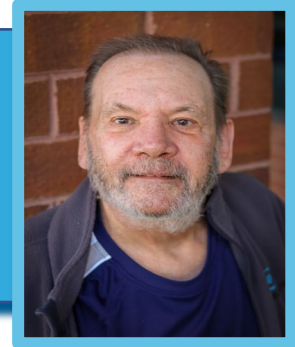
SESSION STREAMING STARTS**
38,192

ON AIR SCHEDULE →

5AM-10AM
THE BOB & TOM SHOW



10AM-3PM
SQUIRE



3PM-7PM
THAT GUY, DAVE



*Source: Nielsen TSA/Metro December 2021 (October-December) **Triton Digital