

SOCO's #1
HIT MUSIC
STATION!



CUMULUS
M E D I A
SOUTHERN COLORADO

989MAGICFM.COM

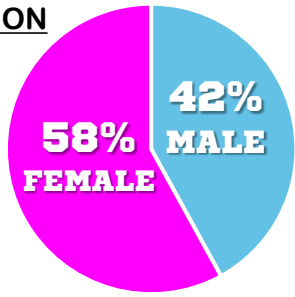
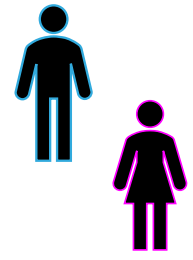
989MAGIC

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- 145,800 Adults 18+ tune into 98.9 KKMG each week!*
- #1 in Adults 18+ Weekly Cume Rating, M-Su 6A-MID!*
- Reflects the local pop culture through our well-connected on-air personalities and social media and by playing today's most popular, best music by the highest profile pop artists
- Award Winning Morning Show Host, Jubal, a recipient of the 2016 Marconi Award!

AUDIENCE COMPOSITION



FEATURED ARTISTS:

- | | |
|---------------|---------------|
| Ed Sheeran | Billie Eilish |
| Taylor Swift | Shawn Mendes |
| Justin Bieber | Khalid |
| Ariana Grande | Dua Lipa |
| Post Malone | Drake |
| The Weeknd | Harry Styles |



TARGET DEMO
WOMEN
18-49

SUPER SERVES
ADULTS
18-49

SESSION STREAMING STARTS**
49,113

6AM-10AM
THE JUBAL SHOW



3PM-7PM
DYLAN



7PM-MID
CLIFF CAGE



WEEKENDS
BIG MACK



ON AIR SCHEDULE →

*Source: Colorado Springs TSA, Nielsen Summary Diary DEC21 SD (OCT-DEC), P12+, Mo-Su 6a-12m *Market Levels based on P12+ **Triton Digital