

REAL CLASSIC ROCK!

# 98.1 KKFM CLASSIC ROCK



## CUMULUS MEDIA

SOUTHERN COLORADO

KKFM.COM

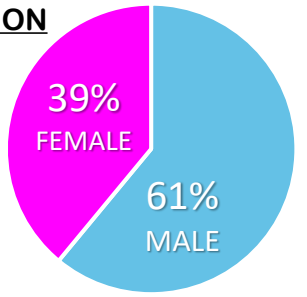
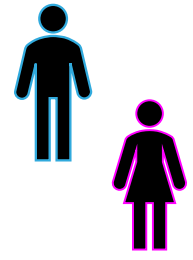
KKFM981

981KKFM

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- 125,200 Persons 12+ tune into 98.1 KKFM each week!\*
- #1 in Adults 35+ Weekly Cume Rating, Midsdays M-F!\* #1 in Men 18+ in Weekly Cume Persons, M-Su 6A-Mid, M-F 6A-10A, & M-F 10A-3P!\*
- Over 35 years of strong, consistent Classic Rock brand heritage
- Delivers enthusiastic rock listeners both 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



### FEATURING ROCK'S BIGGEST NAMES INCLUDING:

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\*\*  
**39,273**

## ON AIR SCHEDULE



5AM-10AM

### THE BOB & TOM SHOW



THE BOB & TOM SHOW

10AM-3PM

### CHRIS AUSTIN



3PM-7PM

### THAT GUY DAVE



\*Source: Colorado Springs TSA, Nielsen Summary Diary JUNE'22 (April-June) , P12+, Mo-Su 6a-12m \*Market Levels based on P12+ \*\*Triton Digital