

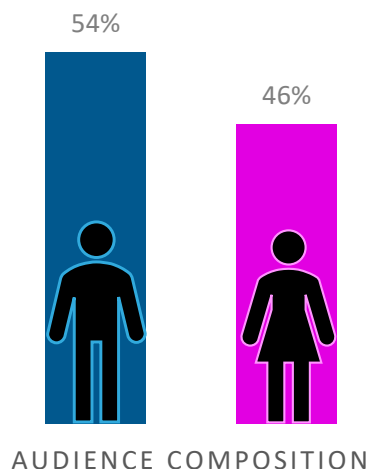
CUMULUS M E D I A™

SOUTHERN COLORADO

98.1 KKFM CLASSIC ROCK

REAL CLASSIC ROCK

- Ranked 1st place among M18+: Largest M18+ audience with 59,700 each week*
- 2nd behind KKMJ in number of listeners at 112,000*
- Tied for 1st place rank (with KKPK) for the workday 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



**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**

48,056



BOB AND TOM
5am-10am
Weekdays

J.P. BLACK
10am-2pm
Weekdays

CHRIS AUSTIN
2pm-7pm
Weekdays

SCORGIE
Overnights
and
Weekends

STEVE GORMAN
7pm-Mid
Weekdays

KKFM981

981KKFM

981KKFM

98.1 KKFM CLASSIC ROCK

*Source: Colorado Springs TSA, Nielsen Summary Diary June '23 (April - June), P12+, Mo-Su 6a-12m *Market Levels based on P12+ **Triton Digital