

# CUMULUS M E D I A™

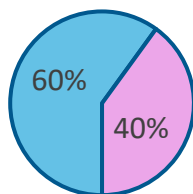
SOUTHERN COLORADO

# 98.1 KKFM CLASSIC ROCK

REAL CLASSIC ROCK

- Ranked 1st place among M18+
- Largest M18+ audience with 58,700 each week
- 2nd behind KKMG in number of listeners at 102,900
- 1st place rank in mornings, middays, and weekends among M18+
- Nearly 40 years of strong, consistent Classic Rock brand heritage
- Consistently ranked among the top 3 largest audiences in the market
- Delivers enthusiastic male and female rock listeners in the Colorado Springs and Pueblo region, giving advertisers strong dual market presence
- Popular Bob & Tom Morning Show sets up an entire day of upbeat energetic entertainment with comics and topical humor – followed by long blocks of music.
- Local talent reflects the adult rock lifestyle, engaging listeners with music and information throughout each workday and all weekend long

### Audience Comp



Male Female

COLORADO SPRINGS; DEC23 SD (OCT-DEC);  
TSA; M-Su 12m-12m; P 12+

### 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\*

40,665



**BOB AND TOM**  
5am-10am  
Weekdays

**J.P. BLACK**  
10am-2pm  
Weekdays

**CHRIS AUSTIN**  
2pm-7pm  
Weekdays

**STEVE GORMAN**  
7pm-Mid  
Weekdays

**SCORGIE**  
Weekends

KKFM981

981KKFM

981KKFM

# 98.1 KKFM CLASSIC ROCK