



# CUMULUS M E D I A

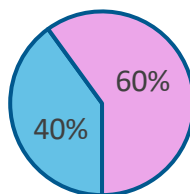
SOUTHERN COLORADO



SOUTHERN COLORADO'S #1 HIT MUSIC STATION

- Leads the pack with 123,100 listeners each week
- Top ranked contemporary hit station in market
- Jubal is top ranked #2 morning show among A25-54
- Tied for 1st place rank (with KATC) for the workday 10a-3p
- 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 Marconi Award!
- Award Winning Midday Show Host, Dallace, a recipient of Colorado Broadcasting Award's Best Midday Show
- Large Facebook and social media presence and following
- All about being Local! Magic FM is at all the big local events and talks about trending local topics happening in the Springs and Pueblo communities

### Audience Comp



Male Female

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

### FEATURED ARTISTS:

Taylor Swift  
The Weekend  
Beyonce  
Ed Sheeran  
Dua Lipa  
Drake  
Olivia Rodrigo  
Harry Styles  
Post Malone  
Justin Bieber  
Miley Cyrus  
SZA  
Noah Kahan  
Imagine Dragons

### TARGET DEMO

ADULTS  
18-49



### SUPER SERVES

WOMEN  
18-49



### SESSION STREAMING STARTS\*

34,117



**The Jubal Show**  
6am-10am  
Weekdays

**DALLACE JADE**  
10am-3pm  
Weekdays

**JEFF HABER**  
3pm-7pm  
Weekdays

**BIG MACK**  
3pm-7pm  
Saturdays

- 989MAGIC
- 989MAGICFM
- 989MAGICFM
- 98.9MAGICFM

