

# 98.1 KKFM CLASSIC ROCK



**Bob and Tom**  
5A-10A

**J.P. Black**  
10A-2P

**Chris Austin**  
2P-7P

**Steve Gorman**  
7P-Midnight

**Scorgie**  
Overnights + Weekends

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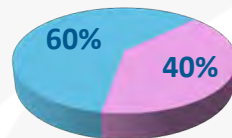
- Ranked 1st place among all Persons 12+ and M18+\*
- Largest M18+ audience with 67,500 each week\*
- 2nd behind KMG in number of listeners at 115,300\*
- 1st place rank in mornings, middays, and weekends among M18+\*
- Nearly 40 years of strong, consistent Classic Rock brand heritage
- Consistently 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

Target Demo	Super Serves
<b>Adults</b> <b>25-54</b>	<b>Men</b> <b>35-54</b>

Streaming Impressions Filled^
<b>1,121,232</b>

## Age Composition

■ Male ■ Female



## FEATURING CLASSIC ROCK'S BIGGEST NAMES INCLUDING:

Aerosmith, Rolling Stones, Van Halen, ZZ Top, Led Zeppelin, AC/DC, Pink Floyd, Metallica

Source: Colorado Springs TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

\*Colorado Springs TSA A25-54 June 2024 | ^Triton Digital 3 Month Average Sept, Oct, Nov 2024