

98.1 KKFM CLASSIC ROCK



Bob and Tom
5A-10A



J.P. Black
10A-2P



Chris Austin
2P-7P



Steve Gorman
7P-Midnight



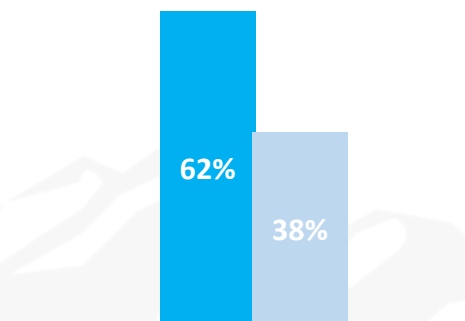
Scorgie
Overnights + Weekends

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- The legendary 98.1 KKFM continued its consistent performance in the December 2024 book, once again finishing in the top 3 of adults 25-54
- Audience with discretionary income listens to 98.1 KKFM. “The Money Demo” adults 35-64 made 98.1 KKFM their #1 most listened to station in the December 2024 book!
- Millennials and Gen Z are discovering classic rock, and they’re doing it on 98.1 KKFM! The station finished #2 (M-F 6a-7p) in both adults and men 18-34
- 40 years of strong, consistent Classic Rock brand heritage
- Popular Bob & Tom Morning Show sets up an entire day of upbeat energetic entertainment with comical and topical humor – followed by long blocks of music
- J.P. Black delivers a Southern Colorado show each day full of attitude at altitude
- Live and Local host Chris Austin embodies the Classic Rock lifestyle of Colorado Springs in afternoon drive with over 25 years of experience on the air in Southern Colorado

Target Demo	Super Serves
Adults 25-54	Men 35-54

Streaming Impressions Filled^
1,028,942



Gender Composition

■ Male ■ Female

FEATURING CLASSIC ROCK’S BIGGEST AND MOST BELOVED NAMES INCLUDING:

Aerosmith, The Rolling Stones, Van Halen, ZZ Top, Led Zeppelin, AC/DC, Pink Floyd, Metallica, Queen, and more!

Source: Colorado Springs TSA; Nielsen Diary Summary DEC24 SD (OCT-DEC); M-Su 12m-12m; P 12+

^Triton Digital 3 Month Average Jan, Feb, March 2025