

98.1 KKFM CLASSIC ROCK



Bob and Tom
5A-10A



Gina Kavali
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 Spring 2025 book, finishing 4th in adults 25-54 (M-F 6a-7p)
- Audience with discretionary income listens to 98.1 KKFM. “The Money Demo” adults 35-64 made 98.1 KKFM the #2 most listened to station (M-F 6a-7p) in the Spring 2025 book!
- Women love to rock! 98.1 KKFM finished #3 in women 25-54 (M-F 6a-7p) in the Spring 2025 book!
- A new generation is discovering classic rock, and they’re doing it on 98.1 KKFM! The station finished #4 (M-F 6a-7p) in adults 18-34 in the Spring 2025 book!
- 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
- Live and Local host Chris Austin embodies the Classic Rock lifestyle of Colorado Springs in afternoon drive with over 25 years' experience on the air in Southern Colorado

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!

Target Demo	Super Serves
Adults 25-54	Men 35-64

Streaming Impressions Filled^
144,462 local direct sold campaigns

Gender Composition	
Male	Female
64%	36%

Source: Colorado Springs TSA; Nielsen Diary Summary JUN25 SD (APR-JUN); M-Su 12m-12m; P 12+

^Triton Digital 3 Month Average APR, MAY, JUN 2025