

# 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
<b>Adults 25-54</b>	<b>Men 35-64</b>

Streaming Impressions Filled <sup>^</sup>
<b>982,018</b>

Gender Composition	
Male	Female
<b>64%</b>	<b>36%</b>

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

<sup>^</sup>Triton Digital 3 Month Average Aug, Sept, Oct 2025

