CLASSIC HITS 105-1 WJZM

MEDIA KIT

# GREAT SONGS. POWERFUL CONNECTIONS.

**50,000 Watts of Power**



105.1 WJZM

THE MUSIC YOU KNOW. THE STATION YOU LOVE.

## MEDIA KIT

Familiar hits. Regional connection. Your business.

**CLASSIC HITS 105-1 WJZM**

www.1051wjzm.com

**THE WJZM CONNECTION**

# The songs they know. A station to love.

Classic Hits 105-1 WJZM brings together the songs that became part of our lives: unforgettable hooks, legendary voices, and the hits that still sound great turned up.

From the workday to the ride home, WJZM creates a familiar setting for listeners and a memorable place for businesses to tell their stories. It is a big, colorful mix of pop and rock favorites with a regional connection across JZM Land.

### FAMILIAR MUSIC

The hits listeners grew up with, remember, and love to hear again.

### REGIONAL CONNECTION

A station identity built around the communities and businesses of JZM Land.

## Playing the songs WJZM made popular decades ago... AGAIN!

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**AT A GLANCE**

# The WJZM station profile

**STATION**
Classic Hits 105-1 WJZM

**FREQUENCY**
105.1 FM

**POWER**
50,000 Watts

**FORMAT**
Classic Hits

**MUSIC IDENTITY**
Timeless pop and rock favorites

**REGIONAL IDENTITY**
JZM Land

**LISTENING OCCASIONS**
At work, at home, and on the road

**MOBILE LISTENING**
Search WJZM in your app store

**POSITIONING**
The Music You Know. The Station You Love.

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DEMOGRAPHICS

# The WJZM listener profile

**CORE TARGET**

35-75 Years old

**ACHIEVED TARGET**

37-79 Years old

## 51% FEMALE

## 49% MALE

**76%** Own Their Own Home

**82%** Have a credit score above 685

**3.5** Hours (Average Time Spent Listening)

**PRIMARY COUNTIES SERVED**

Montgomery, Dickson, Henry, Houston, Humphreys, Benton, Marshall Christian and Cheatham

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**THE MUSIC**

# Legendary artists. Unforgettable hits.



**ELTON JOHN**



**WHITNEY HOUSTON**



**CÉLINE DION**



**GEORGE MICHAEL**

Pop brilliance. Rock anthems. Songs that bring back a memory from the very first note. WJZM delivers the familiar energy of classic hits in one easy-to-love mix.

## POP FAVORITES

Michael Jackson • Madonna
Prince • Hall & Oates

## ROCK ESSENTIALS

Journey • .38 Special
Foreigner • Eddie Money

Artist examples describe the format; no artist endorsement is implied.

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REGIONAL CONNECTION

# Welcome to JZM Land.

Connect your business with communities across the WJZM region.

- Waverly
- Dickson
- Clarksville
- Paris
- Huntingdon
- Camden
- Hopkinsville
- West Nashville

Build a campaign around the communities you serve. The WJZM team can help align your message, schedule, and regional focus with your business goals.

Communities shown describe regional marketing focus, not a signal contour.

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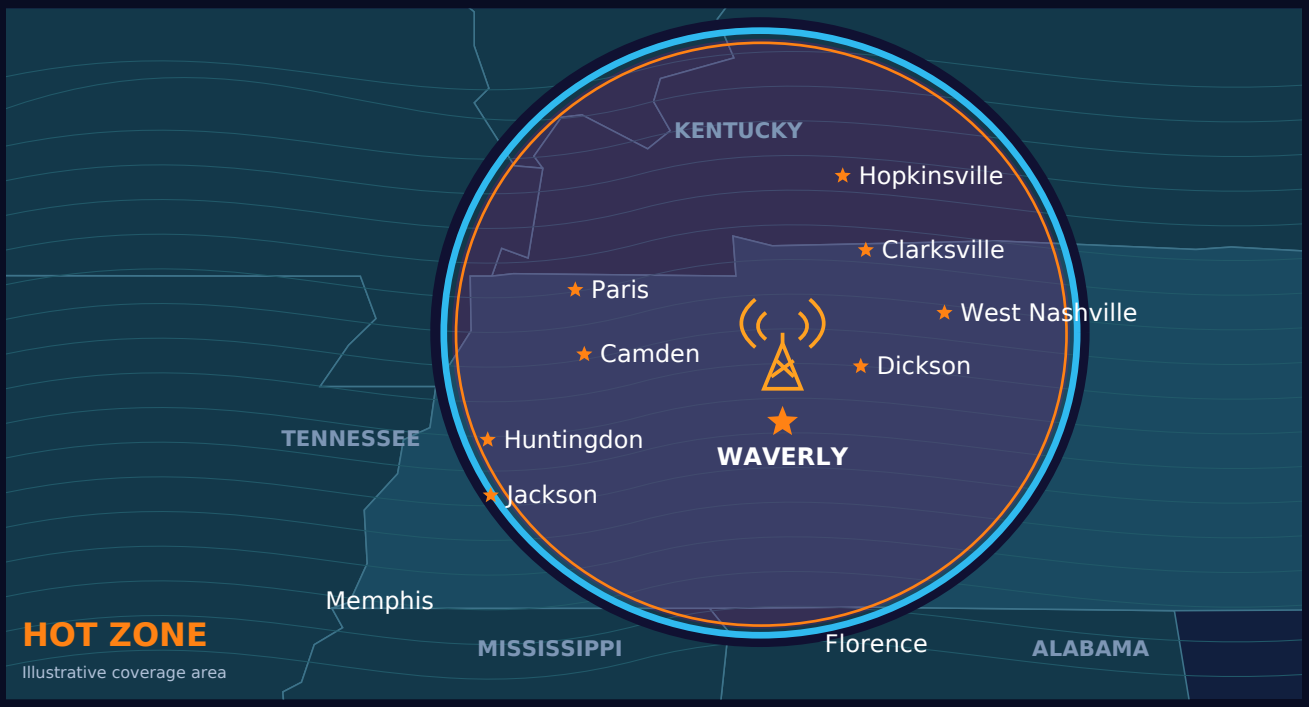
COVERAGE

# JZM LAND
# HOT ZONE




## Serving over 500,000 people
## with Classic Hits!

### The MidSouth's 50,000 Watt Blow Torch

**The Largest Independently owned FM in the region.**

THE MUSIC YOU KNOW. THE STATION YOU LOVE.

**CLASSIC HITS 105-1 WJZM**

www.1051wjzm.com

**ON AIR + NEXT STEPS**

# Turn up the music. Grow your presence.

***THE MUSIC YOU KNOW. THE STATION YOU LOVE.***

## LET'S BUILD YOUR WJZM CAMPAIGN.

Talk with the WJZM advertising team about your customers, service area, budget, and goals. Ask about current commercial packages, sponsorship availability, and digital opportunities.

**ON YOUR RADIO**

Classic Hits 105-1 • 105.1 FM

**TAKE US WITH YOU**

Streaming, Mobile and Apps

**ONLINE AND SOCIAL**

Website: 1051wjzm.com

facebook.com/1051wjzm

Artist portraits adapted from supplied artwork. Logo and tagline supplied by WJZM.

*Thank you for considering 105-1 WJZM.*
*I'd love to work with you!*

*Warm Regards,*
*Bryan Fowler*

*615-568-6097  bryan@mylocalstations.com*

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