

2025 MEDIA KIT



1490 AM - 98.1 FM - KMETTV
AIRS LIVE TUESDAYS 4-5PM &
FRIDAYS 10-11AM

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SOUTHERN CALIFORNIA BUSINESS REPORT



1490 AM - 98.1 FM - KMETTV

**AIRS LIVE TUESDAYS 4-5PM &
FRIDAYS 10-11AM**

TOP 10 US MARKETS

- Los Angeles
- Washington, D.C.
- Palm Springs
- New York
- San Francisco
- Seattle - Tacoma
- Denver
- Louisville
- Phoenix
- San Diego

TOP 10 INTERNATIONAL CITIES

- London
- Shanghai
- Jeonju, South Korea
- Sydney
- Melbourne
- New Taipei, Taiwan
- Toronto
- Tokyo
- Nuremberg
- Porto Alegre, Brazil

OUR AUDIENCE

53% MALE 47% FEMALE

**60% ATTENDED
COLLEGE 42% ARE
HOMEOWNERS**

50% ARE AGES 25-54

**55% are
POLITICALLY
INDEPENDENT**

79% VOTE

**66% ENJOY
PROFESSIONAL SPORTS
(LA RAMS & LAKERS)**

Statistics compiled from
broadcast solutions , Live Stream,
Statista, WiX Analytics, Sound
Cloud, Milton Media, and
SecureNet Systems.

AIRING TUESDAYS & FRIDAYS*

2020 & 2025 LISTENERS ACTIVITY

2020 - Est. Weekly Listeners - 304,520

2021 - Est. Weekly Listeners - 312,786

2022 - Est. Weekly Listeners - 330,325

2023 - Est. Weekly Listeners - 332,325

2024 - Est. Weekly Listeners - 345,354

2025 - Est. Weekly Listeners - 759,778

Active and Weekly Listeners do not include numbers from
Apple Podcasts, iHeart Radio, Spotify, Vimeo, Podcast
Addict, Podchaser, Castbox or Spreaker, with the potential
to reach millions!

OVERVIEW

ASK ABOUT OUR MEDIA PACKAGES!

KMET-AM/FM is part of the 26th largest U.S. radio market located in Southern California, according to Nielsen Audio. The Riverside-San Bernardino broadcast market totals an estimated 3.5 million people, according to recent U.S. Census figures released in 2021. Nielsen studies reveal that radio reaches 92% of the U.S. population weekly. Boomers (born between 1946 and 1964) list the radio top formats of 1) News/Talk, 2) Country and 3) Classic Rock as their favorites.

According to The Press Enterprise newspaper, Riverside County had a 0.6% growth rate in 2023, with 2.4 million people, adding 13,798 people. That was the largest numerical gain among the 10 counties with a population above 1 million. San Bernardino County, with 2.1 million people, added 8,739, a 0.4% growth rate. This growth is expected to be concentrated in four industry sectors, with private education, health care, and social assistance projected to add the most jobs. Now in its second century, Nielsen's most recent Radio Today report revealed on average AM/FM radio reaches 91% of U.S. adults 18+ each month.

According to SecureNet Services, 48% of KMET Internet listeners use desktop units. Fifty-two percent (52%) use Android & iOS phones and other devices. International online listenership averages 14% of the total on-line listener volume.

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