



LAKES 92.7

CLASSIC HITS • **WDUX**

200 Tower Road
Waupaca, WI 54981
Phone: 715-258-5528
Fax: 715-258-7711

Format: Classic Hits

Target Demographic: Adults 35 - 64

LAKES 92.7 is Waupaca's exclusive "Classic Hits" Station. LAKES 92.7 plays Top 40 Hits from the mid 1970s to the early 1990s, with music from the 1980s serving as the core of our format. Tap the spending power of the LAKES 92.7 listeners!

70's Artists

The Eagles
Doobie Brother's
Billy Joel
The Bee Gee's
Fleetwood Mac
Rod Stewart

80's Artists

Hall & Oates
David Bowie
Madonna
Phil Collins
Aerosmith
Prince

90's Artists

Mariah Carey
Ace of Base
Rob Thomas
Wilson Phillips
Alanis Morissette
Back Street Boys

Coverage Map



Listener Profile

Age: 76.5% of Classic Hits listeners are between 35-64

Gender: Women: 45.1%
Men: 54.9%

Income: \$50,000 + 66.9%
\$75,000 + 47.9%
\$100,000+ 33.4%

(Source: Radio Advertising Bureau Radio Format Highlights)

Monday – Friday Line-Up:

Rick Winters 6a-9a

