



Inform. Entertain. Inspire.

2024 Media Kit



Station Overview



STATION:
WCVQ-FM

FORMAT:
Hot AC

TARGET AUDIENCE:
Women 18-49

DEMOGRAPHICS:
64% Female
36% Male

STATION:
WCVQ-HD2

FORMAT:
Christian AC

TARGET AUDIENCE:
Women 35-64

DEMOGRAPHICS:
59% Female
41% Male

STATION:
WCVQ-HD3

FORMAT:
Classic Country

TARGET AUDIENCE:
Men 35-64

DEMOGRAPHICS:
47% Female*
53% Male*

STATION:
WKFN-AM

FORMAT:
Sports

TARGET AUDIENCE:
Men 18+

DEMOGRAPHICS:
26% Female
74% Male

STATION:
WNZE-AM

FORMAT:
News Talk

TARGET AUDIENCE:
Men 35-64

DEMOGRAPHICS:
43% Female
57% Male



STATION:
WQEZ-FM

FORMAT:
Soft AC

TARGET AUDIENCE:
Women 35-64

DEMOGRAPHICS:
52% Female
48% Male

STATION:
WRND-FM

FORMAT:
Adult Hits

TARGET AUDIENCE:
Adults 35-64

DEMOGRAPHICS:
56% Female**
44% Male**

STATION:
WVVR-FM

FORMAT:
Country

TARGET AUDIENCE:
Adults 18+

DEMOGRAPHICS:
57% Female
43% Male

STATION:
WZZP-FM

FORMAT:
Album Oriented Rock

TARGET AUDIENCE:
Adults 18+

DEMOGRAPHICS:
42% Female
58% Male



WANT TO CONNECT WITH YOUR COMMUNITY IN A BIG WAY?

Our team knows just how to reach your target market through on-air promotions, engaging digital platforms, unforgettable events, and impactful charitable efforts.

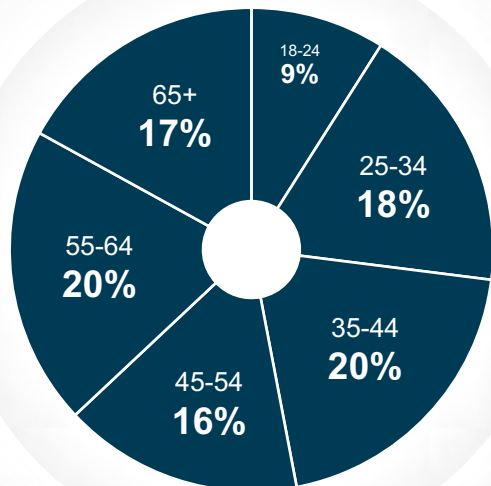
We mirror the market.

53%

of our listeners are aged 25-54, and

52%

of listeners in the market are aged 25-54!



Let us help you make a difference and drive your message home to the RIGHT people.

73%

Homeowner

Compared to 69% of the market

67%

Employed

Compared to 64% of the market

41%

Earn \$75,000+

Compared to 39% of the market

45%

One+ children (<18)

Compared to 42% of the market

STATIONS



INSIGHTS BY FuturiTopLine.com

NASHVILLE, TN: 2023 Spring MRI-Simmons Market-by-Market; A18+; CHR or AC or Rock or Sports or News/Talk or Religion/Christian or Adult Hits or Soft AC or Country Format vs. Market Total; Target Persons %
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Discover the perfect blend of Classic Country and Contemporary Country

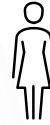
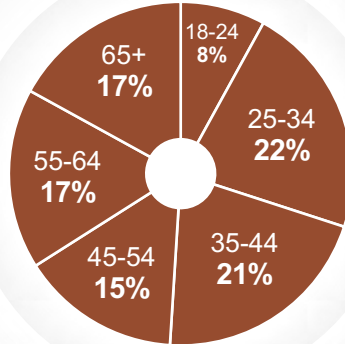
when you tune in to **Outlaw 100.7** and **The Beaver FM!**

Enjoy the timeless hits from the legends, plus today's chart-topping hits, all in one place!



Find out more at
Outlaw1007.com
Beaver1003.com

Age Breakdown



55%
FEMALE

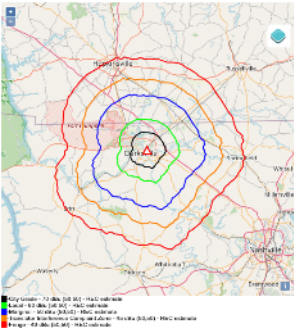
Gender Breakdown

45%
MALE

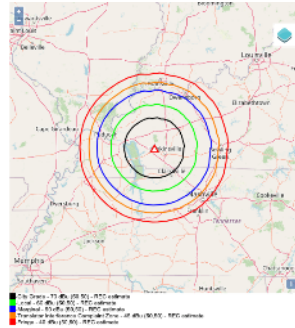


Our loyal listeners are ready to make your business the talk of the town.

Outlaw 100.7 Coverage Map



The Beaver FM Coverage Map



78%

Homeowner

66%

Prefer to shop at small businesses*

63%

Employed

51%

More likely than the market average to own a business

33%

One+ children (<18)

20%

Blue collar

44%

Earn \$75,000+

The Beaver FM Lineup Join us for the Camp Rainbow Radiathon each year as well as the Outdoor Expo.



MON-FRI: 5A-10A
The Beaver Country Morning Show



MON-FRI: 10A-2P
Tiffany Hill



MON-FRI: 2P-7P
Chad Heritage



MON-FRI: 7P-12M
Beaver Country Nights with John Glass



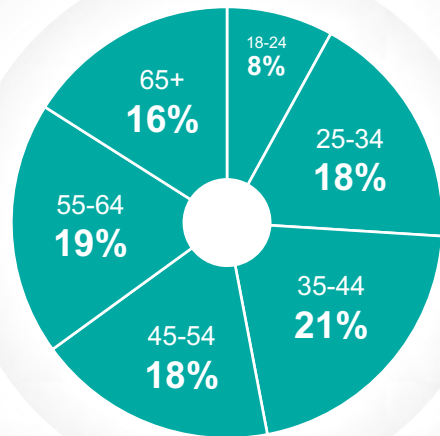
INSIGHTS BY FuturiTopLine.com

NASHVILLE, TN; 2022 Fall MRI-Simmons Market-by-Market; A18+; Country Format; Target Persons %; Target Index vs. Market Average of 100; | *2022 AudienceSCAN® (Country Music Lovers).
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Experience the ultimate music journey with **Q108** — the HOT AC station playing the best mix of Top 40 hits from the 90's to today — and **My Sunny 99.1**, the country's fastest-growing Contemporary Christian radio station.

Age Breakdown

Find out more at
Q108.com
5starradio.com/sunny



61%
FEMALE

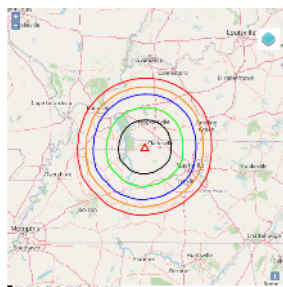
Gender
Breakdown

39%
MALE

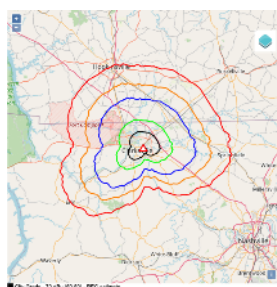


On Q108 & My Sunny 99.1, you'll tap into an audience with purchasing power.

Q108 Station Map



Sunny Station Map



77%
Homeowner

66%
Pray daily

63%
Employed

62%
Some college+

47%
Earn \$75,000+

32%
One+ children (<18)

Q108 Lineup Join us for the Q108 Vintage Fair in May and November!



MON-FRI: 5A-10A
Tiffany Hill and Kyle King



MON-FRI: 10A-2P
Mandi Michaels



MON-FRI: 2P-7P
The Ryan Show



MON-FRI: 7P-MID
XYZ with Erik Zachary

My Sunny 99.1 Lineup Exclusive studio interviews of major CCM artist.



MON-FRI: 5A-10A
Kevin and Taylor



MON-FRI: 10A-3P
Caryn Cruise



MON-FRI: 3P-7P
Heart and Humor with Doug and Jayme



MON-FRI: 7P-12M
Keep the Faith with Penny

INSIGHTS BY FuturiTopLine.com

NASHVILLE, TN; 2022 Fall MRI-Simmons Market-by-Market; A18+; Religion or AC format; Target Persons %.
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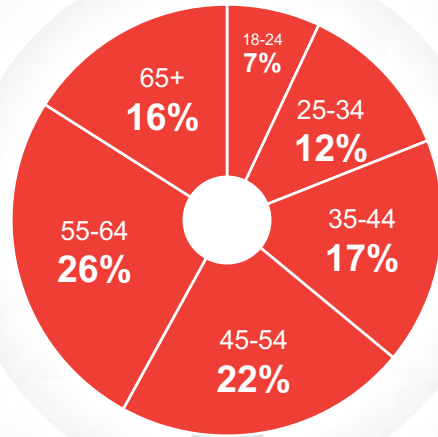
Get ready to ROCK with Z 97.5 – the ultimate destination for the edgiest Active Rock format around, playing the hottest chart-toppers from the past and present — and experience the ultimate sports destination with ESPN Clarksville 540, APSU's flagship station.

Age Breakdown

Get in the game with unparalleled coverage of local high school sports, APSU coverage, plus Titans football and Cardinals baseball



Find out more at Z975.com
5StarRadio.com/ESPN



35%
FEMALE

Gender
Breakdown

65%
MALE



Target high-net worth individuals with capital to invest.

53% More likely than the market average to earn \$350,000-\$500,000

79% Homeowner

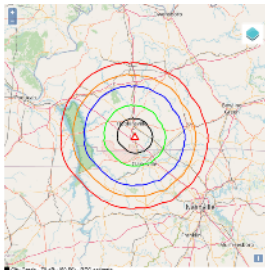
67% Employed

60% More likely than the market average to have a net worth of \$750,000-\$1,000,000

39% More likely than the market average to own a business

23% One+ children (<18)

Z 97.5 Coverage Map



ESPN Clarksville 540 Coverage



ESPN Clarksville 540 Lineup



MON-FRI: 5A-9A
Chris Canty, Evan Cohen, and Michelle Smallmon



MON-FRI: 9A-11A
Greeny with Mike Greenberg



MON-FRI: 11A-2P
The Jim Rome Show



MON-FRI: 2P-6P
Freddie & Harry with Freddie Coleman and Harry Douglas



MON-FRI: 6P-9P
Amber & Ian with Amber Wilson and Ian Fitzsimmons



MON-FRI: 9P-12M
GameNight with Q Myers



MON-FRI: 12M-5A
SportsCenter AllNight with Jay Reynolds, Jim Basquil, and Others

Z 97.5 Lineup



MON-FRI: 5A-9A
The Bob and Tom Show



MON-FRI: 9A-2P
Kyle King



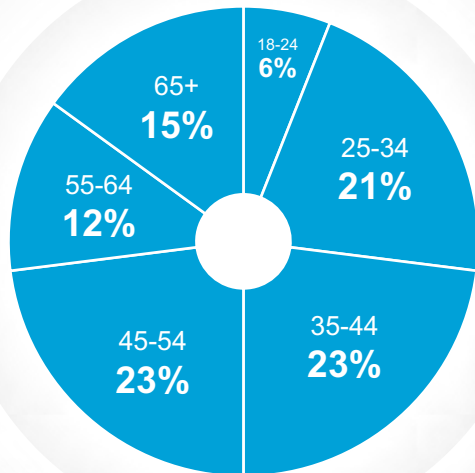
MON-FRI: 2P-7P
Samantha Knight

INSIGHTS BY FuturiTopLine.com

Step into the time machine with **Rewind 94.3** and **EZ 99.9** – your two-stop shop for the greatest hits of the 70s, 80s, and 90s, taking you on a journey through the golden era of music!

Age Breakdown

Find out more at
Rewind943.com
MyEZ999.com



53%
FEMALE

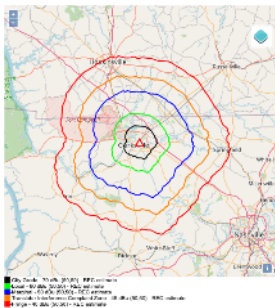
Gender
Breakdown

47%
MALE

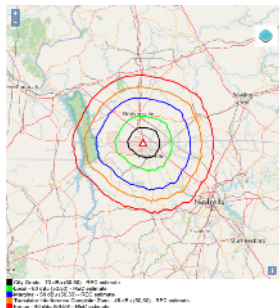


Looking to connect with a sophisticated and experienced audience?
 Look no further!

EZ 99.9 Coverage Map



Rewind 94.3 Coverage Map



81%
Homeowner

66%
Employed

50%
Earn \$75,000+

54%
Some college+

44%
White collar

29%
One+ children (<18)

Rewind 94.3 Lineup Simulcast on 1370AM, our station can be heard in offices all over Clarksville, Hopkinsville, and Ft. Campbell.



MON-FRI: 6A-10A
Mandi Michaels



MON-FRI: 10A-2P
Jeff Matthews



MON-FRI: 2P-7P
Monica Reed

Join us for the Mega Job Fair
 twice a year!

INSIGHTS BY FuturiTopLine.com

NASHVILLE, TN: 2022 Fall MRI-Simmons Market-by-Market; A18+; Soft AC or Adult Hits Format; Target Persons %.
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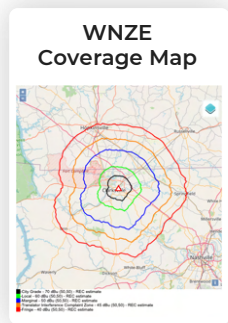
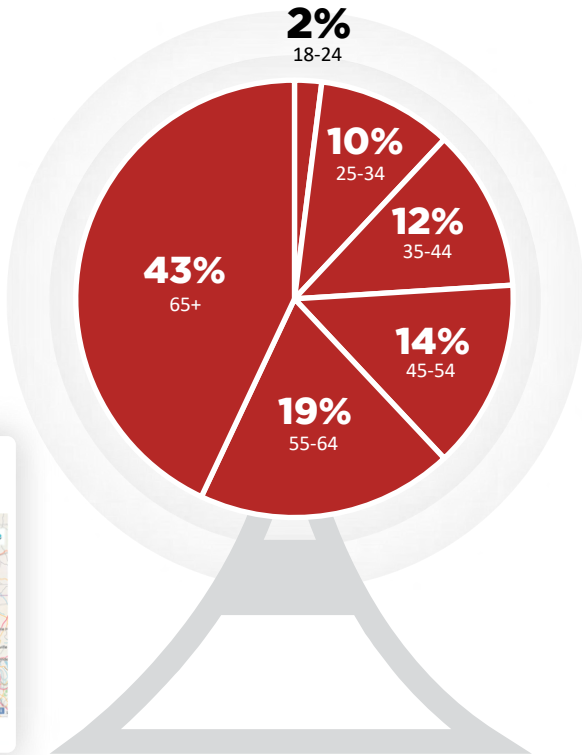


Power up your advertising strategy with Patriot 105.5!

Clarksville's ultimate News Talk station that not only brings you real-time updates on local events and breaking news but also provides national commentary to keep our listeners informed and engaged!

Online Stream Plays
5,103

Age
Breakdown



44%
FEMALE

GENDER
BREAKDOWN

56%
MALE



The **ONLY** place to reach influential professionals with deep pockets.

86%

More likely than the market average to be the president of a company

88%

Homeowner

77%

Some college+

59%

Earn \$75,000+

29%

Have a net worth of \$1,000,000+

31%

Plan to invest in stocks, bonds, or mutual funds in the next year

Patriot 105.5 Lineup



Mon-Fri: Mid-5a
Redeye Radio



Mon-Fri: 5a-8a
This Morning With Gordon Deal



Mon-Fri: 8a-11a
The Hugh Hewitt Show



Mon-Fri: 11a-2p
The Markley VanCamp and Robbins Show



Mon-Fri: 2p-5p
The Sean Hannity Show



Mon-Fri: 5p-8p
The Mark Levin Show



Mon-Fri: 8p-Mid
Eye On The Nation with John Batchelor



INSIGHTS BY FuturiTopLine.com

NASHVILLE, TN; 2022 Fall MRI-Simmons Market-by-Market; A18+; News Talk Format; Target Persons %; Target Index vs. Market Average of 100; | Digital Statistics - 6 Month Average. Copyright © 2023 Futuri Media LLC, TOPLINE. All Rights Reserved

Your Neighborhood, Your News!



Since its launch in May 2010, Clarkville Now has become the go-to source for local breaking news, sports, weather, traffic, and community events in the area.

With a comprehensive lifestyle section, it appeals to a wide range of readers from all backgrounds and walks of life.



105,961

17,287

11,062

Website Performance

2.2 Million
Average Monthly Pageviews

400,000+
Average Monthly Users

Mobile Stats

3,652*
Text Club Subscribers

40,011
App Subscribers

Newsletter Stats

27,643*
Newsletter Subscribers

15%
Average Open Rate**

9%
Average Click-to-Open Rate**

Find out more at 5starradio.com/clarkvillenow

INSIGHTS BY FuturiTopLine.com

App Subscribers/Page Views/Monthly Users (November 2022); | *Digital Stats (6 Month Average). **Statistics based on client purchased direct emails.
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5StarRadio.com



For the third consecutive year, Clarksville Now has secured **over 70%** of the local digital media market share, leaving all other local media outlets in its wake!

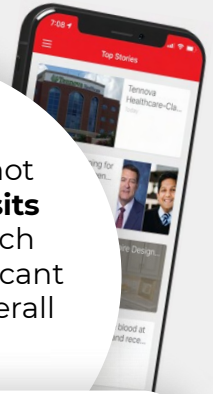


Meanwhile, The Leaf saw a **30%** decline between 2020 and 2022, with Clarksville Today's market share hovering around **2%** or less.



Media Share by Brand Year-Over-Year
VISITS Q4 (October-December)

And to think this data does not even include **visits to our app**, which comprise a significant portion of our overall traffic!



2022

Clarksville Now: 74%

Leaf-Chronicle: 14%

Clarksville Online: 9%

Clarksville Today: 2% (AKA Scoop)

Main Street Clarksville: 2%

2021

Clarksville Now: 74%

Leaf-Chronicle: 15%

Clarksville Online: 10%

Clarksville Today: 1%

Main Street Clarksville:
Not enough to measure

2020

Clarksville Now: 73%

Leaf-Chronicle: 20%

Clarksville Online: 7%

Clarksville Today:
Not enough to measure

Main Street Clarksville: Didn't exist

There is only one place for your message to make an impact in the community and it's Clarksville Now!



INSIGHTS BY FuturiTopLine.com

SimilarWeb Local Media Comps (2020-2022) (OCT-DEC).
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5StarRadio.com