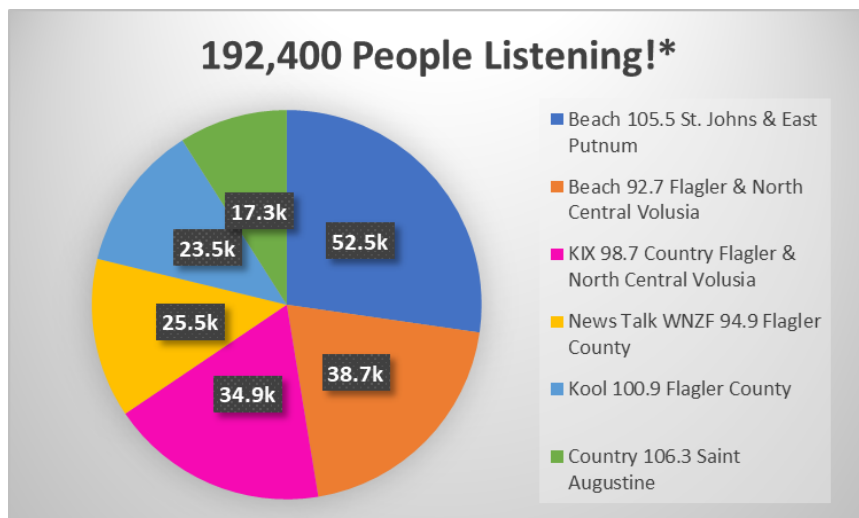




# 6 Great Radio Stations

East Putnam - St. Johns - Flagler - North Central Volusia



## "Plug Your Business Into the Power of Sound"

- Radio is in every car because consumers want them.
- Radio is mobile marketing that entertains.
- Radio amplifies digital, print and other methods.
- Radio increases Google "clicks" by up to 29%.
- Radio reaches 92% of adults every week.
- Radio advertising is creative and *memorable*.
- Radio connects local *people* with local businesses.
- Radio is *affordable* and effective.

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## THE SIX R's OF RADIO



Source: Various Nielsen Custom Analysis

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nielsen

# FLAGLER RADIO

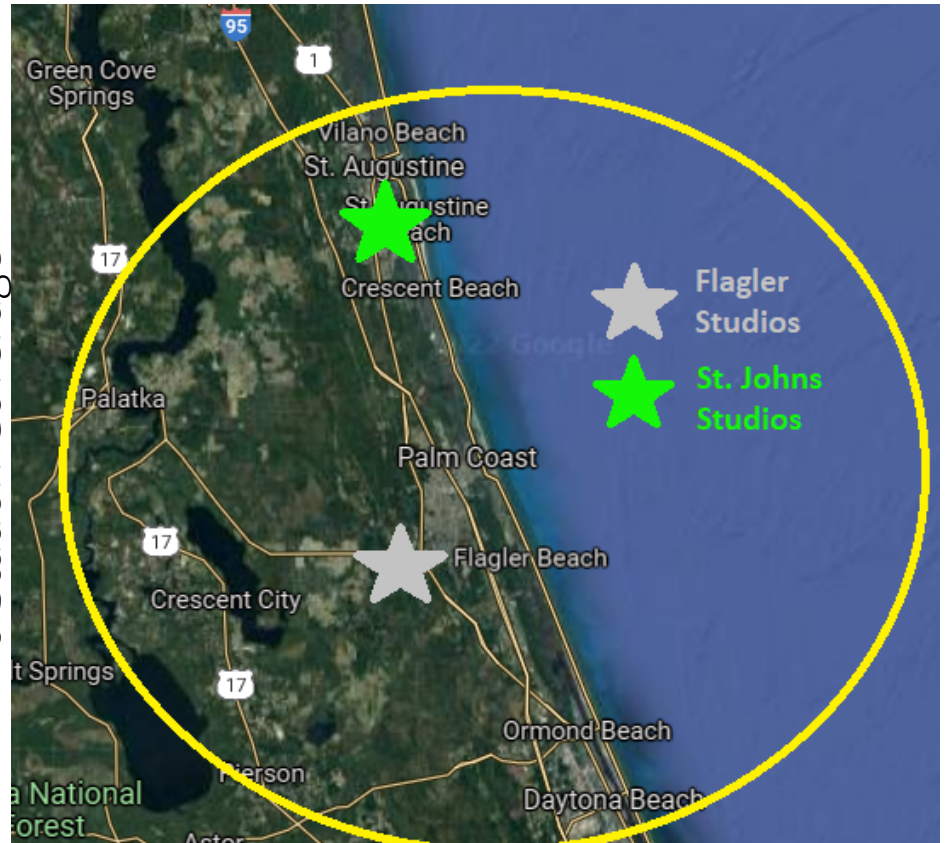
\*Audience estimates based on coverage area and US Census Flagler, NE Volusia and St. Johns counties combined with Radio Advertising Bureau format demographics that include over the air radio broadcasting, streaming, smart speakers, Flagler Radio mobile app and various other streaming devices. Nielsen Research national published statistics 92% of Americans listen to local radio every week. Estimates are total come not unique listeners as some shared listening occurs.

# Flagler Broadcasting

## We've got ya covered!

NE Volusia 268,000 – Flagler – 112,000 – St. Johns 244,000  
Population Total 624,000

6 Station Coverage



## 6 Stations Combined Coverage

Station ID	Frequency	Format	Coverage *By County*	Demo
WBHU	105.5	Classic Hits	St. Johns & East Putnam	Adults 35-64
WBHQ	92.7	Adult Contemporary Hits	Flagler & North Central Volusia	Women/Men 25-54
WAKX	98.7	Country	Flagler & North Central Volusia	Women/Men 25-54
WNZF	94.9	News Talk Local/National	Flagler	Men 45+
KOOL	100.9 W265CF	60's & 70's Greatest Hits	Flagler	Women 45+
St. Augustine Country	106.3	Traditional Country	St. Augustine	Women/Men 45+



**FLAGLER  
RADIO**