



Station Profile

Call Letters: WJQM-FM **Power:** 6,000 watts **Radio Frequency:** 93.1FM
Website: www.madtownjamz.com **Target Demo:** Adults 18-49 **Format:** Rhythmic CHR

Weekly Listeners: 68,500

Median Age: 30

Audience Composition: 71% A18-34

Gender: 44% Male/56% Female

Annual HH Income: 59% \$50K +

Education: 76% college educated

Employment: 86% are employed

Home Ownership: 50% own/49% rent

Weekdays

12pm-1pm: Throwback Lunch

3pm-7pm: Mazur

Weekends

Club 931 Jamz

Friday and Saturday Nights 10pm-3am

We are in the mix with some of the best local and regional DJs to provide a "club" atmosphere on the radio

Friends with Benefits Top 20

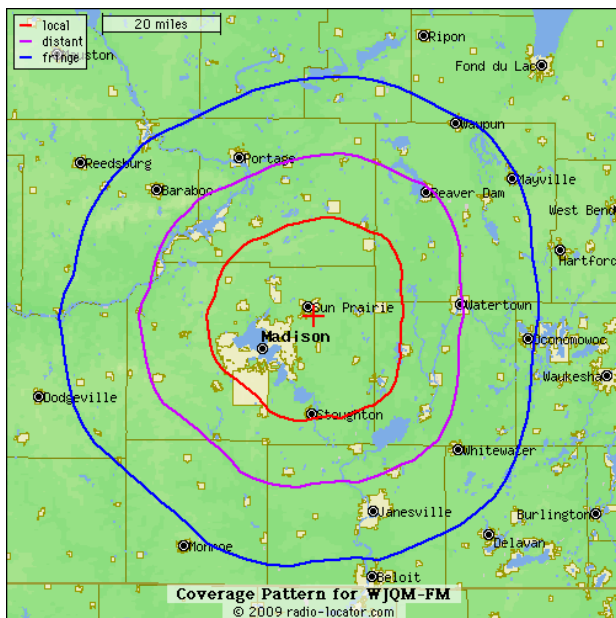
Sunday 10am-12pm

The top 20 songs in Madison, as selected by our audience using the Friends with Benefits Program

Sunday Night Slow Jamz

Sunday 8pm-12am

A special blend of old and new R&B love songs



<u>Wisconsin</u>	<u>Population</u>
Dane	488,073
Columbia	56,853
Jefferson	83,686
Dodge	88,759

For more information please visit: midwestfamilymarketing.com

Audience Source: Nielsen SP14 TSA/SU14 Metro