

COUNTRY COMBO



EVERYONE IS LISTENING! Country Music is the most listened to Radio format in the Nation with over 2,000 commercial Radio stations across the U.S. Each week 49.9 million adults are tuning to Country Radio, making it the most popular format in the nation!

And the Country Combo of B-105 and The Wolf deliver top 5 ratings with every demographic from Adults, Men and Women 18-34 to 35-64.

BALANCED AUDIENCE! Because Country Music appeals to all demographics, WUBE and WYGY mirror the market more closely than any other Radio stations in Cincinnati.

LOYAL LISTENERS! Country Radio consistently delivers one of the most loyal audience fan bases, which means that you won't be able to reach our loyal listeners anywhere else on the dial!

34% of our morning drive listeners only tune in to Country music on their way in to work, 31% of our mid-day listeners only tune in to Country at the office, 32% of afternoon drive listeners won't tune in to anyone else on their drive home, and 47% of our evening listeners only tune in to Country stations WUBE and WYGY!

The Foundation For a Successful Marketing Plan in Cincinnati

