

**“Advertising on K-Triple-J for the past 13 years has led to the success of my business. I have noticed an increase in my clientele. Radio Gets Results, thank you KJJJ, Today’s Best Country!” Sheryl Lynn Studio Salon, LHC**



# 102.3FM

Today's Best Country

KJJJ is the areas only High Definition country radio station that can be heard on one frequency throughout the entire Tri-State Region. 102.3 reaches a population base of nearly a quarter of a million people. With the unique advantage of listeners tuning into one frequency no matter where they are makes K-Triple-J 102.3 a logical advertising decision.

## WHAT'S COUNTRY RADIO

With 56 million listeners each week, Country is “America’s music format,” ranking number one both in number of stations, 1,683 across America and in popularity, registering at 12.7% share of listening overall. Today’s Best Country plays favorite top Country Artists.

## I’M INTO COUNTRY!

Arbitron numbers show over 50% of Country listeners either attended or graduated college. These listeners are the buying demographic with household incomes of \$50,000 plus. Country Music Listeners tend NOT to be button pushers and very loyal consumers. Country Listeners will spend an average of 10 hours each week boot scootin’ to their favorites. Country Music is the only format that truly encompasses all ages with the core demographic 25+. Country Radio’s focus on younger artists was reflected in age group 12-34 a 31% listenership.



KJJJ FM  
Country

KNTR FM  
News Talk

KVYL FM  
Timeless Cool

KNTR AM/FM  
All Sports

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