

Magic 98

Call Letters: **WMGN-FM** Dial Position: **98.1 FM**
Target: **ADULTS 25-54** Format: **ADULT CONTEMPORARY**
MAGIC98.COM Power: **36,000 WATTS**

ENGAGEMENT



9,200 Email Club Members



26,217 Monthly Website Visits



54,706 Monthly Online Streams



1,860 Mobile App Users



6,674 Facebook Fans

Take advantage of the brand loyalty of the Magic 98 audience. Turn them into your customers.

WEEKDAY LINEUP

5:45am – 9am: Pat O'Neill & Lanette Hansen
9am – Noon: Ginger Martin
Noon – 3pm: Raina Bartell
3pm – 7pm: Sara Freeman
7pm – Midnight: Delilah

MAGIC NOTES

Today's top hits, along with a mix of hits from the past. Magic 98 features artists such as Maroon 5, Adele, Taylor Swift, Genesis, Smash Mouth, Chicago and REO Speedwagon.

Specialty Weekend Programming including Saturday at the 70's, Magic Sunday Mornings, and Sunday at the 80's

Locally programmed and a strong supporter of the community. Involved in events such as Concerts on the Square, Madison Marathon, Koats for Kids, and the Community Baby Shower.



WHY MAGIC 98?

- Reach over 76,000 potential customers.
Audience Source: Nielsen Su16/Sp16 Metro
- Long time-spent-listening means you can reach people more often with fewer commercials.
- Trusted Station/personalities means your commercial message is also trusted.



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