

Station Profile

Call Letters: WXRX-FM

Radio Frequency: 104.9FM

Target Demo: Men 18-49

Website: www.wrx.com

Format: Rock

Weekly Listeners: 46,800

Median Age: 33

Audience Composition:

Gender: 80% Male / 20% Female

Annual HH Income: 74% 50K+

Employment: 73.1% Full-time

Home Ownership: 76%

- WXRX has been the Rock leader for 23 years
- For years, WXRX has been put on one of, if the biggest single-day event in the Rockford area with Wing Ding and now The Ruckus.
- WXRX was awarded 1st Place for Best Local Radio Website in 2009 from IBA.
- Won 1st place for Best Digital Campaign, "So You Think You Want to be an X Jock?".
- WXRX can extend your reach beyond radio with custom multi-platform campaigns: Event Marketing, E-mail and Text marketing, E-commerce, Podcasts, Streaming Audio/Video, and more!

Weekdays

5am-9am: Stone & TT

9am-1pm: TT

1pm-6pm: Captain Jack, 90's Proof at 4pm

6pm-10pm: Stephanie's Land of Make-Believe

