



Call Letters: WJQM-FM Dial Position: 93.1 FM  
 Target: ADULTS 18-49 Format: RHYTHMIC CHR  
**MADTOWNJAMZ.COM** Power: 6,000 WATTS

## ENGAGEMENT

Oct - Dec '19 Data



**9,779 MONTHLY WEBSITE VISITS**



**11,765 MONTHLY ONLINE STREAMS**



**7,667 TOTAL APP SESSION STARTS**



**85,641 LIKES**



**3,151 FOLLOWERS**

**Use a multi-platform approach to reach these important potential customers!**

## WEEKDAY LINEUP

**6am - 10am:** Krista & the Morning Rush

**12pm - 1pm:** Throwback Lunch with Shady

**3pm - 7pm:** Connie and Fish

**7pm - 12am:** DJ Fusion

## ABOUT 93.1 JAMZ

93.1 Jamz is all about the Madison Lifestyle. Whether it's enjoying time out on one of the lakes, or partying at a bar on State Street, Jamz provides the soundtrack with plenty of hit music from artists such as Rihanna, Drake, Bruno Mars, Ariana Grande, and Beyoncé.

Jamz plays host to events throughout the year that reflect the active lifestyle of its listeners, such as the boat bash on Lake Monona, Adult Ditch Days to Six Flags, Ski Resorts, and more. Jamz is embedded in Madison, locally programmed and focused on the community with charity events such as the American Family Children's Hospital Radiothon.



## WHY 93.1 JAMZ?

- 57% of the Jamz audience is between 18-34 years old. Reach these listeners while they make large purchasing decisions for the first time.

Audience Source: Marshall Marketing October 2018 Dane County

- 93.1 Jamz has over 4,000 "Friends with Benefits." These are loyal listeners that actively participate in station promotions, events, surveys, etc. They can become loyal to your business, too!
- Local DJs and programming means the station can be more involved with your business and your goals.

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