



K-JEWEL 99.3 FM

TIME FOR YOU



TIME FOR YOU

Format: Soft Adult Favorites

Primary Target: Women 25+

Secondary Target: Adults 35-64

By design, K-Jewel is an exclusive format.

K-Jewel has a music library six times the size of an average station.

K-Jewel is the only station that offers **Time For You!**

Colby Caillat to Phil Collins / Billy Joel to Nora Jones
Sheryl Crow to John Mayer / Katy Perry to Sarah McLachlan

Listeners Love Our Unique Format So They Listen LONGER!

6am - 10am The K-Jewel Morning Show

Bruce Campbell & Kirsten Krejcik

10am - 4pm Great Music to Work By

4pm - 7pm The Drive Home

E Curtis Johnson

7pm - 10pm More "Time For You" Music

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K-Jewel Delivers Adults...and Women Love Us!*

Gender: 60% Women 40% Men

Meet K-Jewel's Target Listener – we call her “Joni”

Joni is a work hard, play hard, health concious, community minded, family oriented, fun, ever-changing, “every woman.”

- Joni makes 85% of all household purchases.
- Joni makes 80% of all home improvement decisions.
- Joni makes 60% of auto purchases.
- Joni makes 55% of investment decisions.

K-Jewel Is a Hit with Baby Boomers!

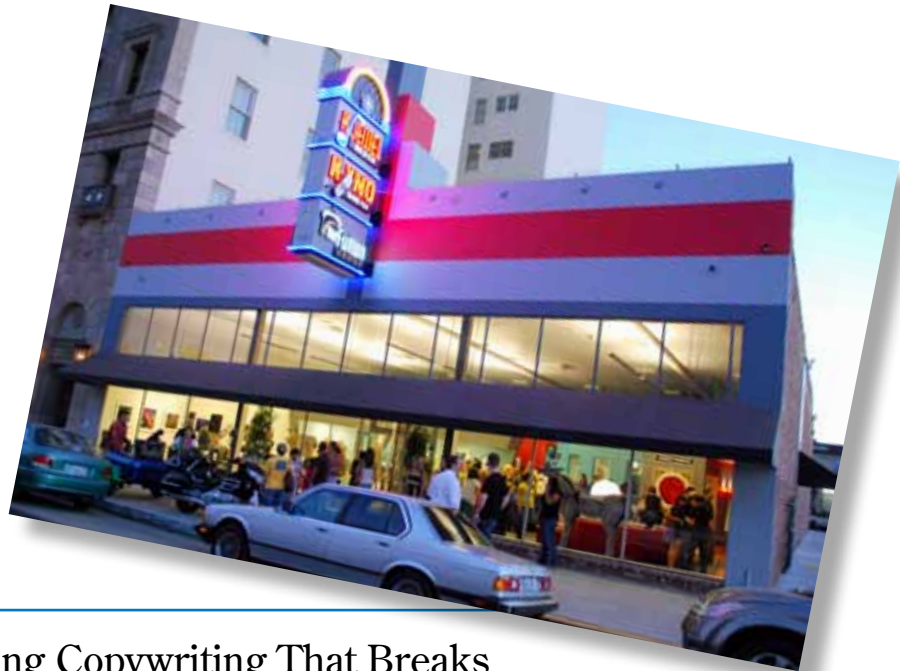
- 1 in 3 adults over 21 are Boomers
- 83% of Boomers have kids
- Boomers are the predominate home owner and consumer north of Shaw Avenue
- Boomers have higher household incomes and discretionary incomes



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**Nobody
Does
“Local”
Like
K-Jewel**



- Award-Winning Copywriting That Breaks Through the Clutter and Gets Results.
- 5 New Public Service Campaigns Every Week.

Relevant, Current, and Credible News and Information

Local Traffic

Local News & Weather

Daily Features on K-Jewel

Eye on Education with Larry Powell

Health Watch with Nancy Hollingsworth

Master Gardener with Elinor Teague

C O V E R A G E M A P

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