

FORMAT: Adult Contemporary TARGET DEMO: Women 25-54

B93.3 is Milwaukee's Adult Contemporary station, playing songs by a wide variety of artists that appeal to women ages 25-54

We play the best in music from artists like:

- | | | |
|----------------|------------|-------------------|
| Phil Collins | Bruno Mars | Elton John |
| Kelly Clarkson | Katy Perry | Taylor Swift |
| Maroon 5 | Pink | Justin Timberlake |
| Prince | Madonna | Adele |

COVERAGE MAP



B93.3 LISTENER PROFILE

- AGE:** 65% of B93.3's listeners are 25-54 years of age
- GENDER:** Female: 52% Male: 48%
- INCOME:**
 - 60% \$50,000+
 - 40% \$75,000+
 - 24% \$100,00+
- 70%** own their residence
- 64%** have some college education or more
- 55%** are married
- 49%** have white collar jobs
- 45%** have children living at home (under 18)
- 33%** own a home valued at \$200,000+

STATION PROFILE

- MONDAY — FRIDAY LINE-UP:**
- 5:30-10:00am CV & Van McNeil
 - 10:00am-3:00pm Melissa Jordan
 - 3:00-7:00pm Dan Kyle
 - 7:00-12Midnight Jake Thomas
 - Midnight-5:30am Rick Ellis
- SUNDAY SHOWS**
- 5:30-6:00am The Radio Health Journal