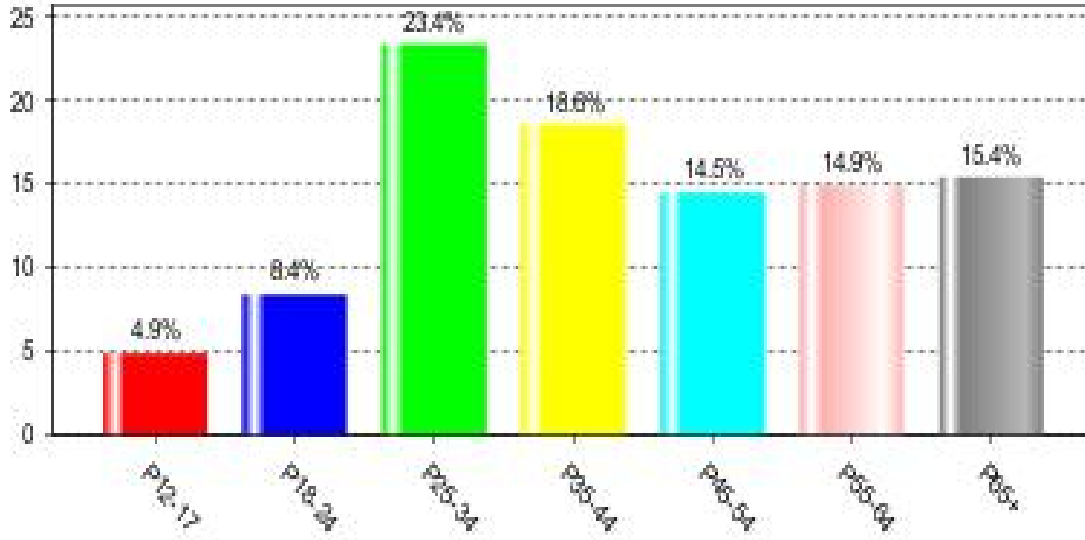




KATJ-FM is:

MAINSTREAM COUNTRY. Kat Country plays the biggest country hits from the 1990s & 2000s – plus today’s hottest songs. Mainstream Country hits the money demo with personalities, like Big D and Bubba in the Morning, weekend specials, lots of daily features, topical information and one-of-a-kind promotions.



Top Artists:

- Tim McGraw
- Blake Shelton
- Carrie Underwood
- Zac Brown Band
- Keith Urban
- Florida Georgia Line
- Luke Bryan
- Kenny Chesney
- Dierks Bentley
- Jason Aldean

Male/Female Skew: 46%/54%
Average Age: 47



KATJ-FM:

Reaches 41,700 people in the High Desert – average age 47 years old

45% are have some college or more, 11% hold a college degree

69% own their own home

\$50,000 is the average household income

23% have at least one child at home

53% are employed either full or part-time

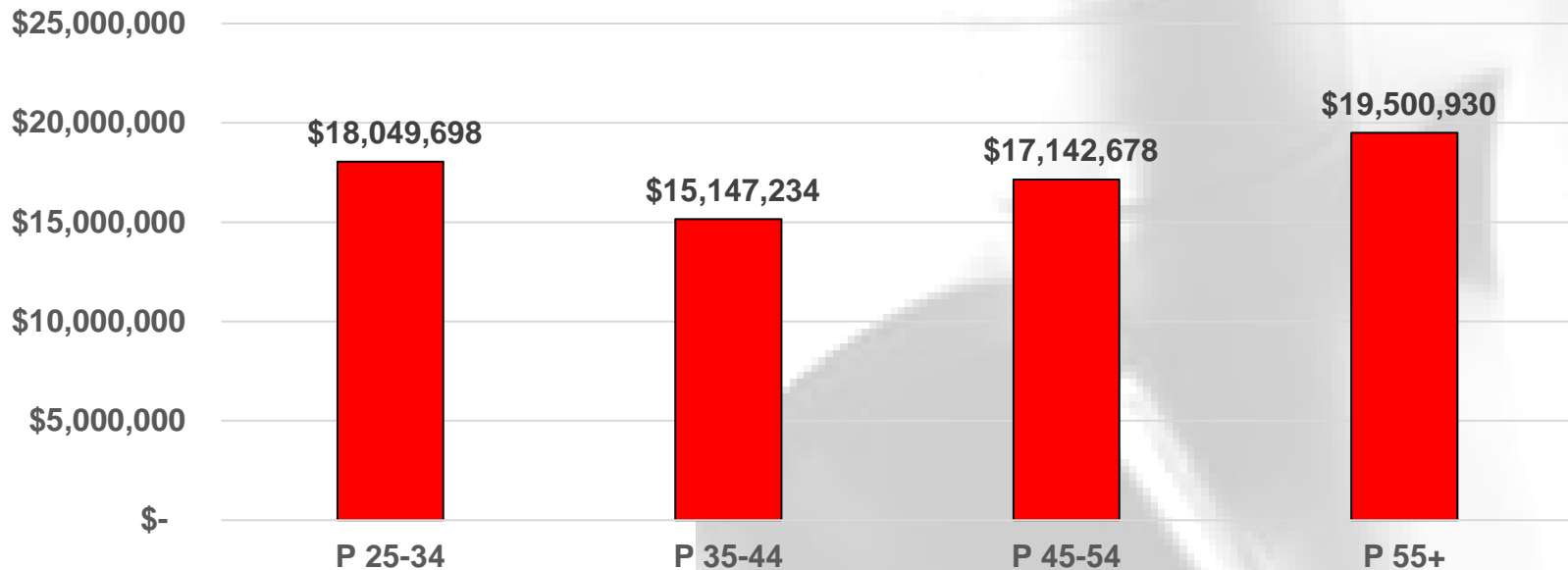
Annual Spending power of nearly \$714 million dollars in Retail Sales

If invited, this audience have the ability to buy the goods and services you are selling!



Monthly Spending Power of the KATJ FM Audience

Monthly Spending in Millions



**\$714 Million dollars spent year month in The High Desert
by the KATJ FM Audience**