



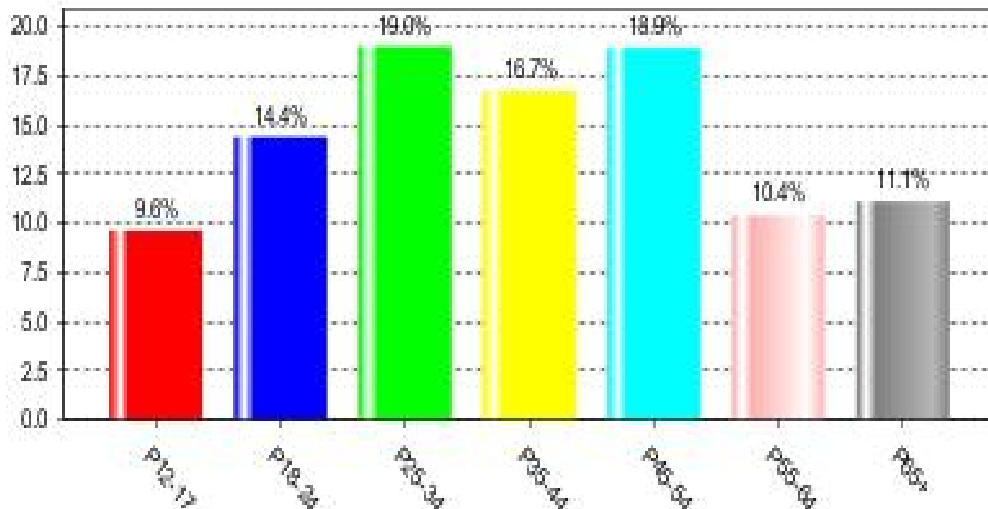
**Y-102 is:
Today's Best Music!**



Hot A/C plays music from the Early 2000's through today. Hot A/C is positioned comfortably between Top 40 and Adult Contemporary stations. Hot A/C is music-focused Top 40 radio for Adults. Contemporary and upbeat with relatable and entertaining personalities like Coleen "the Mighty" Quinn Mornings!! Waking up the High Desert for 25 years!!!

Top Artists:

**Justin Bieber
Katy Perry
Maroon 5
Camila Cabello
The Weekend
Bruno Mars**



**Male/Female Skew:
37%/63%
Median Age: 37**



About Y 102

Reaches 67,100 people in the High Desert – average age 37 years old

17% are have some college or more, 46% hold a college degree

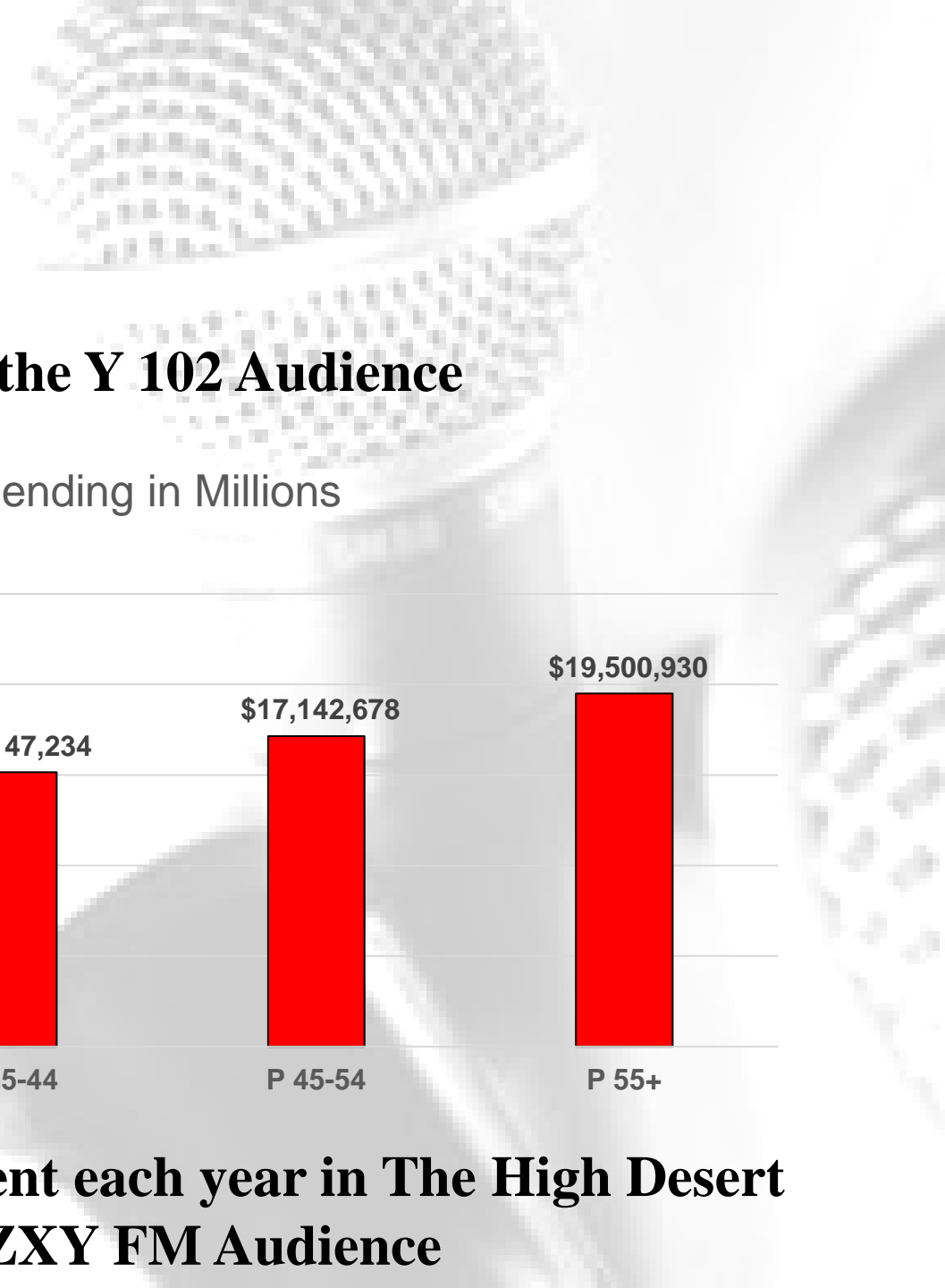
73% own their own home

\$64,000 is the average household income

23% have at least one child at home

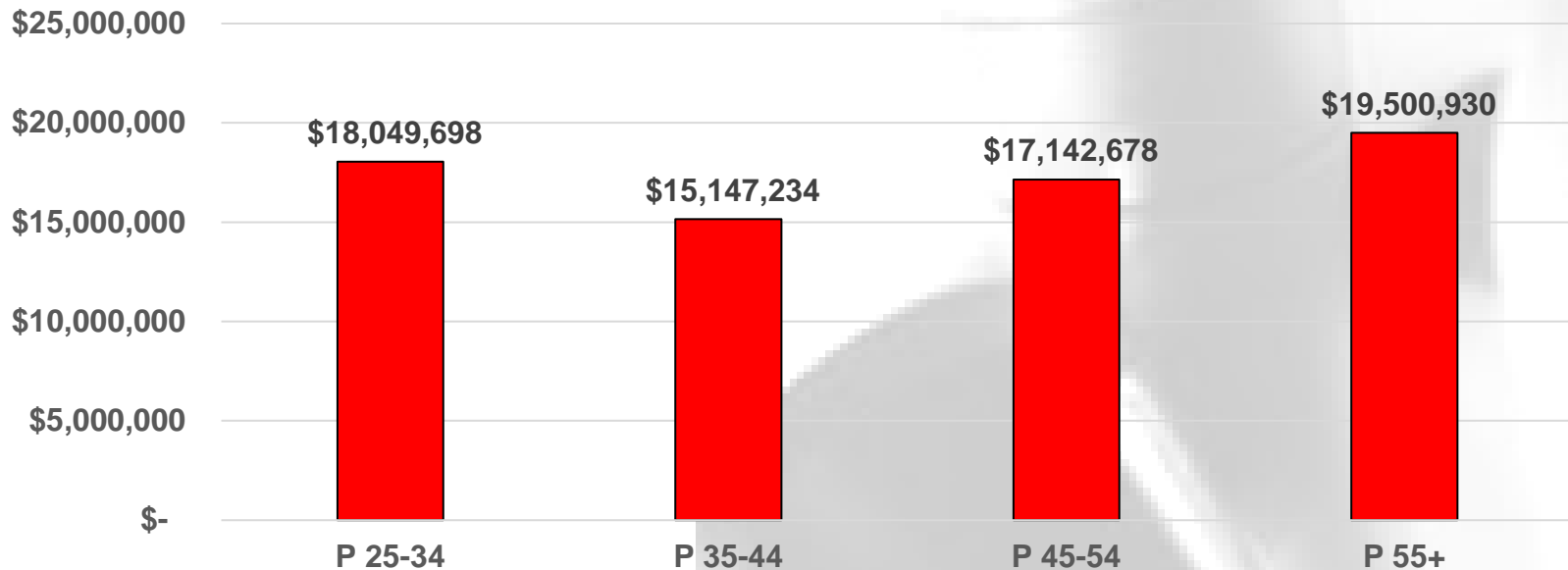
Annual Spending power of nearly \$1.08 billion dollars in Retail Sales

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



Monthly Spending Power of the Y 102 Audience

Monthly Spending in Millions



**\$1.08 Billion dollars spent each year in The High Desert
by the KZXY FM Audience**