



Awesome
FM

FOREGROUND ENVIRONMENT

AWESOME FM Radio successfully rekindles memories for its listeners and keeps younger audiences engrossed by incorporating film and television's most prized oldies melodies into its play list. Our audience reach is estimated to currently exceed 100,000 adults weekly through radio and online listening.

CONSISTENCY

An estimated 70% of AWESOME FM's Listeners are Adults 35-64, demonstrating the influence of an oldies-intensive format on impressionable consumers.

UNIVERSAL APPEAL

Approximately 53% of our listeners are men, 47% are women, showing a gender balance that reflects the appeal of the format.

YOUNGER "OLDIES" FORMAT I

Unlike other traditional Oldies stations, the average age of the AWESOME FM listener is 52! Because of the use of Oldies music in popular culture such as movies and TV ads, oldies are kept ALIVE by our younger generations as well.

ETHNIC DIVERSITY

The AWESOME FM format delivers a diverse audience mirroring the Valley market, and super-serves Hispanic Adults with 37%! It's a favorite format for English dominant Hispanics, and first choice among English language formats with 45-64 Adults, Women and Men.

BUYING POWER

The AWESOME FM format dominants with Adults 45-64 who are in the mode of upgrading the quality of their lives. With an estimated Retail Spending of \$18.3 billion annually

VALLEY COVERAGE

AWESOME FM reaches the Valley areas of Phoenix, Scottsdale, Chandler, Mesa, Apache Junction, Gold Canyon, San Tan Valley, Queen Creek, Casa Grande, Fountain Hills, Florence, Globe/Miami, Wickenburg, Glendale....and more!

Bonus

All advertising is also heard on our streaming audio at NO EXTRA COST!
Call 480-319-6565 for more information and to get started with your marketing campaign