River Radio
Cape Girardeau, MO



K103 Today's Best Country
www.k103fm.com

93.9 MIKE FM

REAL ROCK 99.3

KZIM 960 AM our nation.
101.7 FM 1400 AM KSIM your station.

ESPN SOUTHEAST MISSOURI
93.5 FM 1220 AM

RIVER RADIO CAPE GIRARDEAU

ONE LOCAL BUY. FIVE AUDIENCES.

Connect advertisers with country, active rock, adult hits, sports and news/talk audiences across Cape Girardeau.

River Radio

KEZS-FM 102.9

NEW COUNTRY

K103

TOP ARTISTS

Luke Combs Morgan Wallen
Jason Aldean Luke Bryan
Chris Stapleton Kane Brown
Thomas Rhett Eric Church
Blake Shelton Cody Johnson
Lainey Wilson Jelly Roll

TARGET DEMO
A25–54

KCGQ-FM 99.3

ACTIVE ROCK

Real Rock 99.3

TOP ARTISTS

Ozzy Osbourne Five Finger Death Punch
Breaking Benjamin AC/DC
Falling In Reverse Papa Roach
Halestorm Jelly Roll
Nirvana Pearl Jam

SPORTS BROADCASTS
Kansas City Chiefs
SEMO Redhawks Football Men's Basketball

TARGET DEMO
M25–44

KGKS-FM 93.9

ADULT HITS

Mike FM 93.9

TOP ARTISTS

Whitney Houston Michael Jackson
The Police Elton John
Billy Joel Pat Benatar
Bon Jovi Bryan Adams
Eagles Queen Paula Abdul

SPORTS BROADCASTS
Jackson Indians Football and Basketball (High School)

TARGET DEMO
W25–44

WGIR FM & AM 93.5 / 1220

ALL SPORTS

SHOWS

UnSportsmanLike: Evan, Canty, Mitchell
Sports Huddle: Erik and Jess Greeny Carlin vs. Joe
Maggie & Perloff Freddie & Harry
Amber & Ian GameNight with Q Myers
SportsCenter AllNight

SPORTS BROADCASTS
Notre Dame HS Cape Central HS Cape Catfish
SEMO Women's and Men's Basketball
NFL NBA MLB
St. Louis Blues Hockey

TARGET DEMO
A25–54

KZIM 960 AM

NEWS / TALK / SPORTS

KZIM

SHOWS

Real Talk with Riggin
Brian Kilmeade
The Clay Travis & Buck Sexton Show
Sean Hannity Lars Larson

SPORTS BROADCASTS
NFL Notre Dame High School
Missouri Tigers Football and Men's Basketball

TARGET DEMO
M35+

Each station offers a distinct audience, with the option to combine formats for broader local coverage.

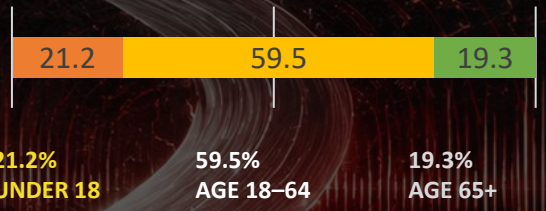
RIRVER RADIO CORE MARKET • CAPE GIRARDEAU, MO–IL

THE MARKET BEHIND THE SIGNAL

87% AM/FM Reaches of the Total Population Weekly.

AGE MIX

A broad adult base across the core market



563,084

RESIDENTS IN THE RIVER RADIO COVERAGE AREA

24 COUNTIES • 3 STATES • 1 CONNECTED MARKET

Confirmed Geography *24 Counties – 11 Missouri, 9 Illinois, 4 Kentucky

River Radio Stations Cover ~11,000 square miles of the region.

266,376
HOUSEHOLDS

$59,647
MEDIAN HOUSEHOLD INCOME

40.6
WEIGHTED MEDIAN AGE

$167,588
MEDIAN OWNER-OCCUPIED HOME VALUE

90.1%
HIGH SCHOOL GRADUATE OR HIGHER

23.1%
BACHELOR'S DEGREE OR HIGHER

U.S. Census Bureau ACS 2024 1-year • OMB-defined Cape Girardeau MO–IL Metropolitan Statistical Area

River Radio is an audience, Company.

River Radio
Cape Girardeau, MO

River Radio Cape Girardeau is the undisputed Sports Authority of Southeast Missouri, home to the market's biggest broadcasts of local sports, regional sports, College sports and Professional Major League Sports. No other media company delivers deeper access, stronger credibility, or more consistent engagement with the region's most passionate sports fans. River Radio is the exclusive broadcast partner SEMO, Cape Catfish, and affiliate for Missouri University Athletics, Kansas City Chiefs, St. Louis Blues. River Radio stations also have deep ties with local high school athletics. Game on Southern Missouri!

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93.9 MIKE FM





ST. LOUIS BLUES

MISSOURI

SEMO

CAPE CATFISH

KC











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ESPN SOUTHEAST MISSOURI 93.5 FM 1220 AM

LIVE & LOCAL IN THE COMMUNITY



XPERI dts AutoStage

Big Country. Big Reach. Big Local Personalities.

