MAX MEDIA



River Radio
Southern Illinois
101.5 CIL-FM
New Country Z100
103.5 ESPN Southern Illinois
NewsRadio WJPF
95.1 STEVE FM

MAX
Max Media Podcast Network
MAX MEDIA DIGITAL

MAX MEDIA
of Hampton Roads
97.3 The Eagle
92.9 The Wave
100.5 the Vibe
Fox Sports 1310AM 100.9FM
Priority Auto Sports Radio 94.1 ESPN

River Radio
Poplar Bluff, MO
95.5 The Bone
Best Country 94.5 WKLH-FM
Shuffle 92.9
Today's Talk KWOC 93.3 FM/930 AM

River Radio
Cape Girardeau, MO
ESPN Southeast Missouri 93.5 FM 1220 AM
Real Rock 99.3
K103 Today's Best Country www.k103fm.com
93.9 Mike FM
KZIM KSIM your station.

MAX MEDIA OF HAMPTON ROADS

ONE MARKET. FIVE DISTINCT AUDIENCES.

WGH-FM
97.3



COUNTRY

Today's country audience

Bailey Zimmerman
Luke Bryan Morgan Wallen

A25+

51.3% Female/ 48.7% Male

WTWV-FM
92.9



ADULT CONTEMPORARY

Yacht Rock for Coastal Virginia

Hall & Oates
Fleetwood Mac
Michael Jackson

W35-64

53% Female/ 47% Male

WVBW-FM
100.5



URBAN ADULT CONTEMPORARY

The Soul of the 7 Cities

Boyz II Men
Aaliyah Usher

A25-54

57% Female/ 43% Male

WVSP-FM
94.1



ALL SPORTS

Priority Auto Sports Radio

Unsportsmanlike
Rich Eisen
GameNight

M18+

27% Female/ 73% Male

WGH-AM
1310 AM 100.9 FM



ALL SPORTS

FOX Sports

Dan Patrick The Herd
The Odd Couple

M35+

27% Female/ 73% Male

Build reach across Hampton Roads, or focus on the audience that matters most.

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.

RIVER RADIO SOUTHERN ILLINOIS

ONE LOCAL BUY. FIVE AUDIENCES.

Connect advertisers with today's hit music, new country, adult hits, sports and news/talk audiences across Southern Illinois.

101.5 CIL-FM — Today's Hit Music

WCIL-FM • 101.5

TODAY'S HIT MUSIC

101.5 CIL-FM

WEEKDAY LINEUP

6–10a CIL Breakfast Club
10a–2p Ivy
2–7p Afternoons with Jeff

FEATURES

SIU Salukis Football
SIU Men's Basketball
American Top 40 with Ryan Seacrest

TARGET DEMO
18–49

New Country Z100

WOOZ-FM • 99.9

NEW COUNTRY

New Country Z100

WEEKDAY LINEUP

6–10a Kent in the Country
10a–2p Tracy McSherry-McKown
2–7p Dave McKenzie
7p–Mid Country Nights Live with Bev Rainey

FEATURES

Home of Kent Zimmer Crook & Chase Countdown
Southern Illinois' home for the Grand Ole Opry
Home of the St. Jude Radiothon

TARGET DEMO
21+

95.1 Steve FM

WUEZ-FM • 95.1

ADULT HITS

95.1 Steve FM

WEEKDAY LINEUP

6–10a Brandon Herman
10a–2p Middays with Dave
2–7p Paxton Guy
7p–Mid Steve @ Nite

FEATURES

9–5 No-Repeat Work Week
Casey Kasem Classic Shows
Sunday Funday
Marion High School Wildcats

TARGET DEMO
25–54

ESPN Southeast Missouri — 93.5 FM 1220 AM

WXLT-FM • 103.5

SPORTS TALK

ESPN Southern Illinois

WEEKDAY LINEUP

Unsportsmanlike with Evan, Canty & Michelle
Greeny
Carlin vs. Joe
Freddie & Harry
Amber & Ian

FEATURES

Herrin Tigers • St. Louis Blues NHL • MLB • NBA
NCAA Football • NCAA Basketball
Indianapolis 500

TARGET DEMO
M25–54

NewsRadio WJPF — am 1020/fm 107.9 am 1340/fm 99.5

WJPF • 1020 / 1340 AM 107.1 / 99.5 FM

NEWS / TALK

NewsRadio WJPF

WEEKDAY LINEUP

6–9a Morning News with Tom Miller
9–11a Chris Plante
11a–2p Glenn Beck / Clay Travis & Buck Sexton
2–5p Sean Hannity
5–8p Mark Levin
9p–12a Ground Zero with Clyde Lewis
12–5a Coast to Coast with George Noory
5–6a First Light with Michael Toscano

FEATURES

SportsVoice, Saturdays 8–10a
Carbondale and Carterville HS Sports
SIU Women's Basketball

TARGET DEMO
M35+

Distinct station audiences give advertisers more ways to build the right Southern Illinois media mix.

RIVER RADIO POPLAR BLUFF

ONE LOCAL BUY. FOUR AUDIENCES.

River Radio Poplar Bluff gives advertisers a direct path to country, rock, adult hits, news, talk and local sports audiences.

Best Country Clear 94.5

KKLR-FM • 94.5

COUNTRY

Best Country Clear 94

ON-AIR

Weekdays
Karley 6–10a • Glen Johnson 2–6p

Weekends
Saturdays with Shawn Crook & Chase Sundays 4–8p

TARGET DEMO
A18+

95.5 FM The Bone

KJEZ • 95.5 FM

ROCK

Z95.5 The Bone

ON-AIR

Randy Bailey
Chris Berger

TARGET DEMO
M25–54

Shuffle 92.9

KLSC • 92.9

ADULT HITS

Shuffle 92.9

ON-AIR

Karley McDaniel
Iliana Zuniga

TARGET DEMO
A35–54

Today's Talk KWOC 93.3 FM/930 AM

KWOC • 93.3 FM / 930 AM

NEWS • TALK • SPORTS

Talk / News / Local Sports

ON-AIR

Frankie Casteel
Local News • Local Sports • AG News
State News • KWOC Community • Weather
Dave Ramsey • Travis Clay & Buck Sexton
Sean Hannity • Mark Levin

TARGET DEMO
A25+

ONE LOCAL PARTNER • MULTIPLE FORMATS • MORE WAYS TO REACH THE RIGHT CUSTOMER