River Radio



Best Country Clear 94.5

95.5 FM THE BONE

Today's Talk KWOC 93.3 FM/930 AM

SHUFFLE 92.9

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

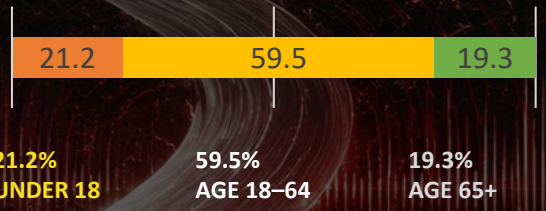
RIRVER RADIO CORE MARKET • Poplar Bluff, MO

THE MARKET BEHIND THE SIGNAL

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

AGE MIX

A broad adult base across the core market



199,216

RESIDENTS IN THE RIVER RADIO COVERAGE AREA

11 COUNTIES • 2 STATES • 1 CONNECTED MARKET

River Radio Poplar Bluff Covers ~7,032 square miles of the region.

80,423
HOUSEHOLDS

$50,348
MEDIAN HOUSEHOLD INCOME

41.0
WEIGHTED MEDIAN AGE

$125,156
MEDIAN OWNER-OCCUPIED HOME VALUE

84.4%
HIGH SCHOOL GRADUATE OR HIGHER

14.2%
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.

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LIVE & LOCAL IN THE COMMUNITY



XPERI dts AutoStage

Big Country. Big Reach. Big Local Personalities.







