

Our Stations

Connoisseur Media - Billings, Montana



News Talk 730 - AM



Gender

67.9	% Male	32.1	%Female
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Employment

Full-time	52.8%
Part-time	13.8%
Not employed	33.4%

Education

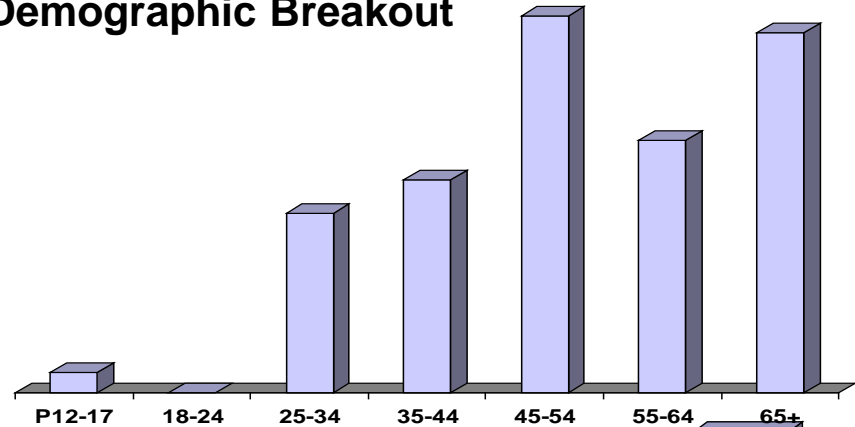
1.5%	31.6%	28.6%	38.3%
Less than 12 th Grade	High School	Some College	College Degree or More

Home Ownership

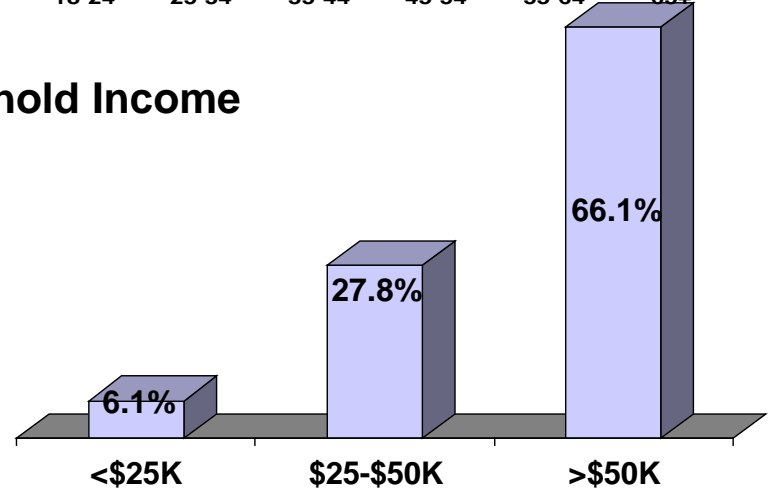
Own	85.4%
Rent	14.6%
Other	0.0%

Source: Arbitron, Spring 2009

Demographic Breakout



Household Income



ESPN 910 KBLG AM



Gender

84.0	% Male	16.0	%Female
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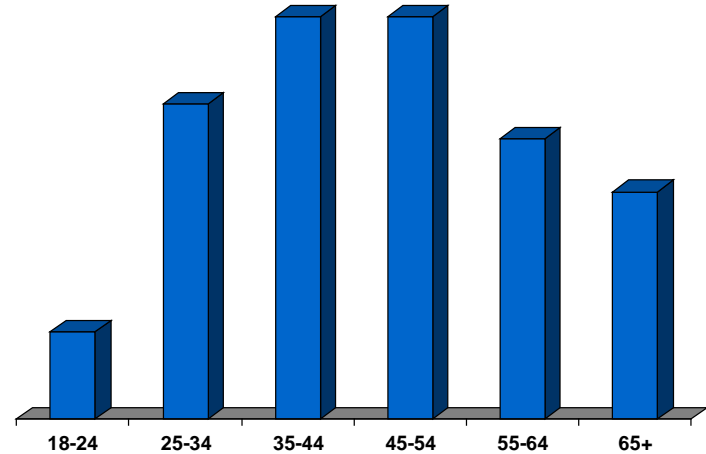
Education

3.0%	20.0%	33.0%	45.0%
Less than 12 th Grade	High School	Some College	College Degree or More

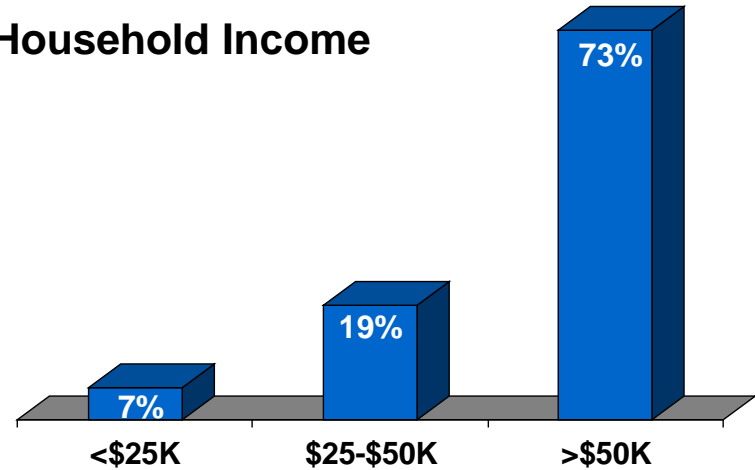
Home Ownership

Own	78.6%
Rent	21.4%

Demographic Breakout



Household Income



Source: Arbitron, Radio Sales Today 2010

94-1 K*SKY - FM



Station: KSKY (KRKX) "94-1 K-SKY Big Sky Country"
Format: New Country
Target Audience: Adults 25-54
Core Audience: Women 25-54
Power: 100,000 Watts
Median Age: 42 years old

Sample Playlist

Kenny Chesney	Taylor Swift
Faith Hill	Tim McGraw
Brooks & Dunn	Keith Urban
Rodney Atkins	Rascal Flatts
Toby Keith	Craig Morgan

Employment Status

Full-Time	62.3%
Part-Time	9.2%
Not Employed	28.5%

Education

Less Than 12 th Grade	14.8%
High School Graduate	22.2%
Some College	39.3%
College Degree or More	23.8%

Home Ownership

Own	86.9%
Rent	10.2%
Other	2.9%

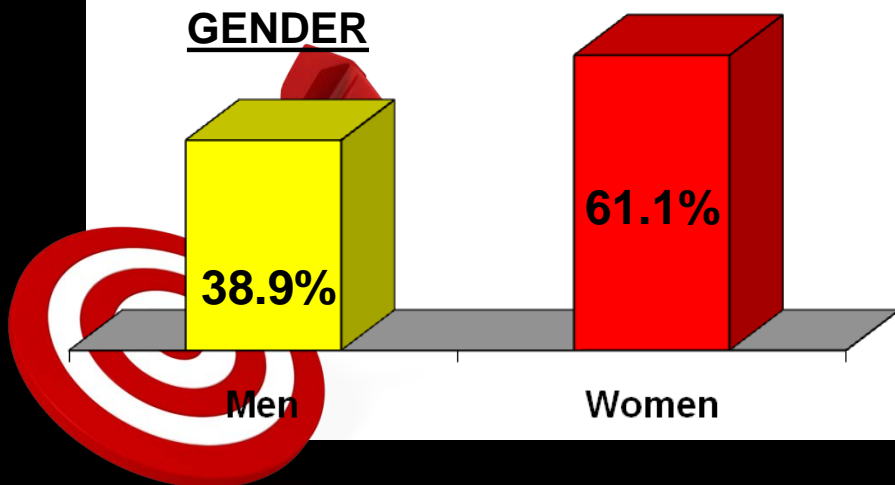
Children under 12 in household

None	67.1%
1 Child	16.4%
2 Children	8.2%
3 or More Children	8.0%

Household Income

<\$25K	14.6%
\$25-\$50K	16.6%
>\$50K	68.7%

GENDER



Classic Hits MY 105.9 - FM



Station: KWMY "MY 105.9 FM"
Format: CLASSIC HITS
Target Audience: Adults 25-54
Core Audience: Adults 25-54
Power: 100,000 Watts
Median Age: 43 years old

Sample Playlist

STYX	Bon Jovi
Boston	Jimmy Buffett
The Cars	Billy Joel
The Outfield	Elton John
Boston	Bad Company

Employment Status

Full-Time	60.9%
Part-Time	16.2%
Not Employed	22.9%

Education

Less Than 12 th Grade	8.4%
High School Graduate	24.8%
Some College	35.5%
College Degree or More	31.3%

Home Ownership

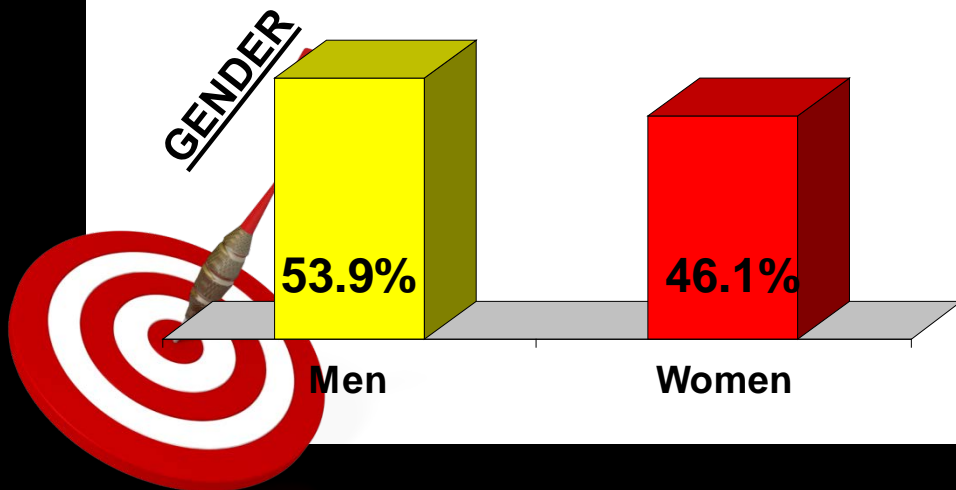
Own	87.1%
Rent	11.9%
Other	1.0%

Children under 12 in household

None	66.9%
1 Child	17.0%
2 Children	13.2%
3 or More Children	2.8%

Household Income

<\$25K	7.8%
\$25-\$50K	20.9%
>\$50K	71.3%



Planet 106.7 - FM

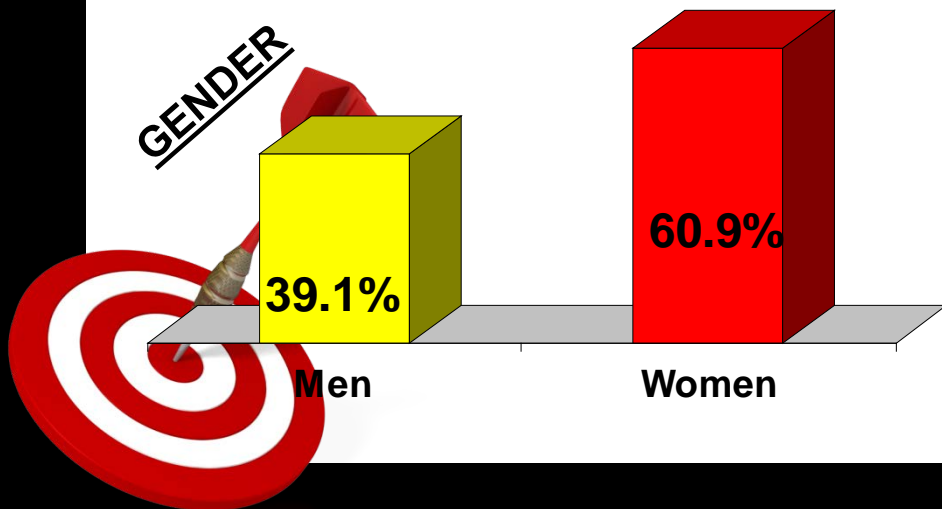


Station: KPLN "Planet 106.7"
Format: Contemporary Hits
Target Audience: Women in 30's
 Core Audience: Women 25-54
Power: 100,000 watts
Median Age: 33 years old

Sample Playlist

Maroon 5	Fergie
Nickleback	Pink
Matchbox 20	Sublime
Goo Goo Dolls	Plain White T's
Gwen Stefani	Avril Lavigne

Employment Status	
Full-Time	46.1%
Part-Time	23.5%
Not Employed	30.4%
Education	
Less Than 12 th Grade	22.8%
High School Graduate	24.8%
Some College	30.4%
College Degree or More	22.0%
Home Ownership	
Own	84.6%
Rent	15.4%
Other	0.0%
Children under 12 in household	
None	54.3%
1 Child	18.4%
2 Children	24.5%
3 or More Children	2.8%
Household Income	
<\$25K	8.3%
\$25-\$50K	24.5%
>\$50K	67.2%



The ZONE 96.3 - FM



Station: KRZN "THE ZONE 96.3 FM"
Format: Active Rock
Target Audience: Men 25-54
Core Audience: Adults 25-54
Power: 100,000 Watts
Median Age: 30 years old

Sample Playlist

Pink Floyd	Ozzy Osbourne
AC/DC	Bush
Disturbed	Metallica
Nirvana	Godsmack
Papa Roach	Alice In Chains

Employment Status	
Full-Time	58.0%
Part-Time	15.0%
Not Employed	27.1%
Education	
Less Than 12 th Grade	16.3%
High School Graduate	29.6%
Some College	34.2%
College Degree or More	20.0%
Home Ownership	
Own	74.1%
Rent	24.7%
Other	1.2%
Children under 12 in household	
None	58.6%
1 Child	19.0%
2 Children	14.9%
3 or More Children	7.5%
Household Income	
<\$25K	11.6%
\$25-\$50K	32.0%
>\$50K	56.4%

