

# *An Introduction to...*

## UPPER MICHIGAN'S ADVERTISING POWERHOUSE



**audio | visual | digital | events**

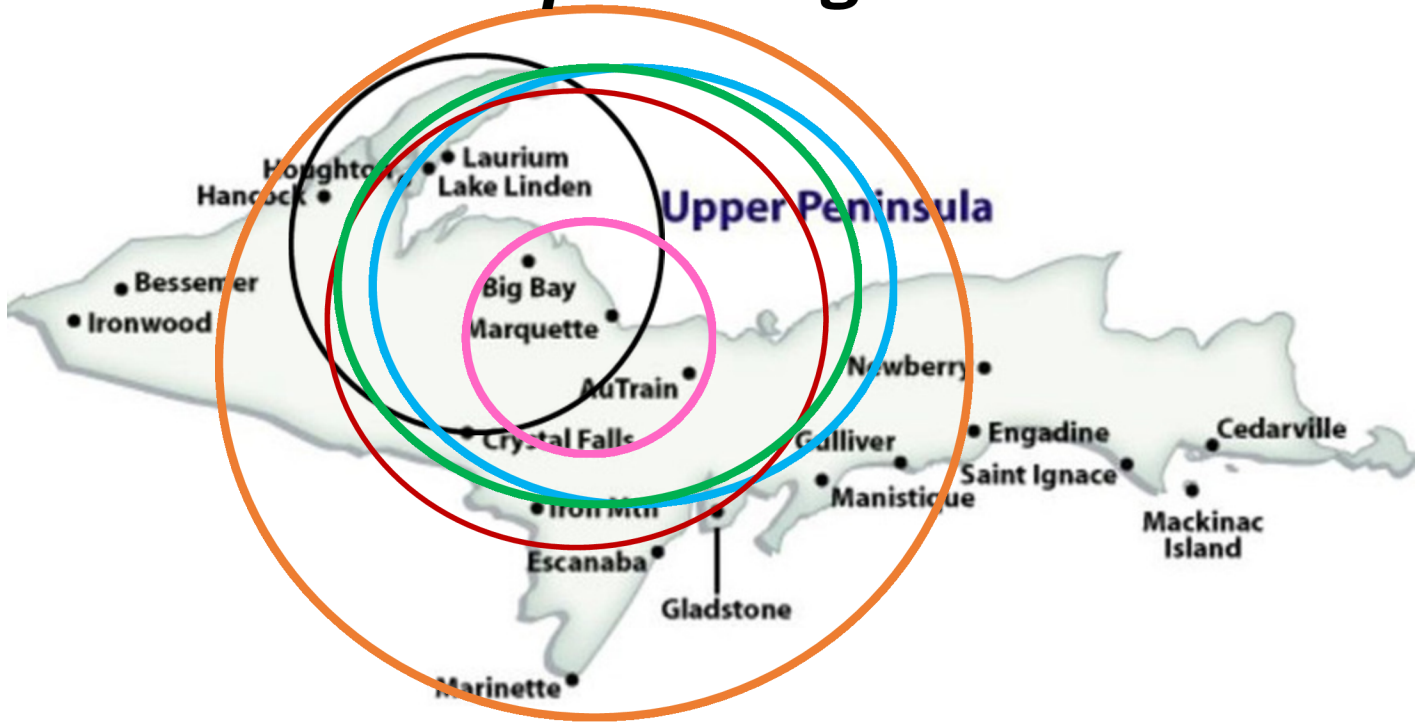
1101 Ludington St., Suite A in Escanaba, MI 49829

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(906) 789-9700 - All Offices

## Marquette Region




**100.3**  
**THE POINT**  
*Marquette's Classic Rock*



**THE MAVERICK**  
Classic Country  
WUPG 96.7 FM



**94.9**  
**THE BAY**  
TODAY'S HIT MUSIC.



**92.3 WJPD**  
Fresh Country



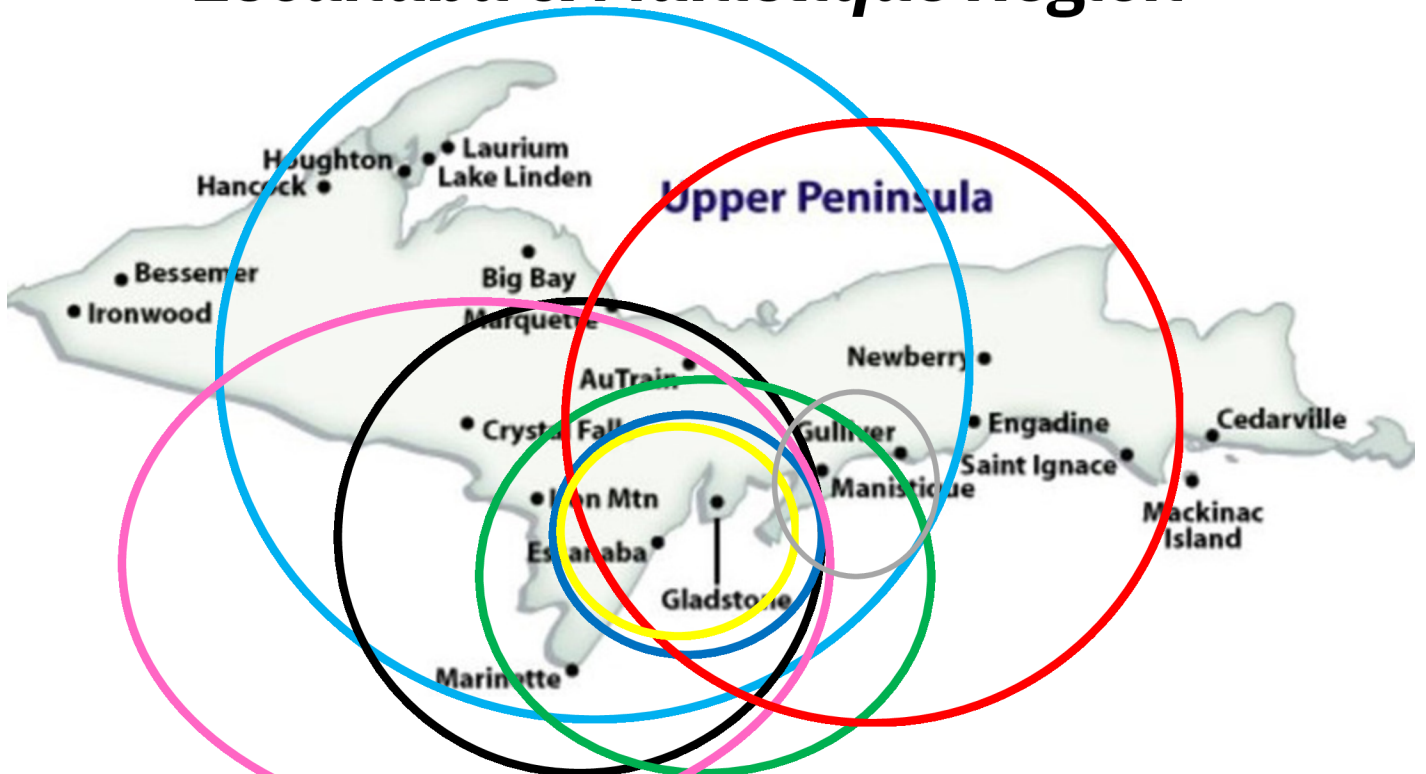
**Marquette's Greatest Hits**  
1320 WDMJ



**GLQ 97.1**  
THE MAGIC OF THE GREAT LAKES

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## Escanaba & Manistique Region



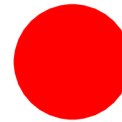
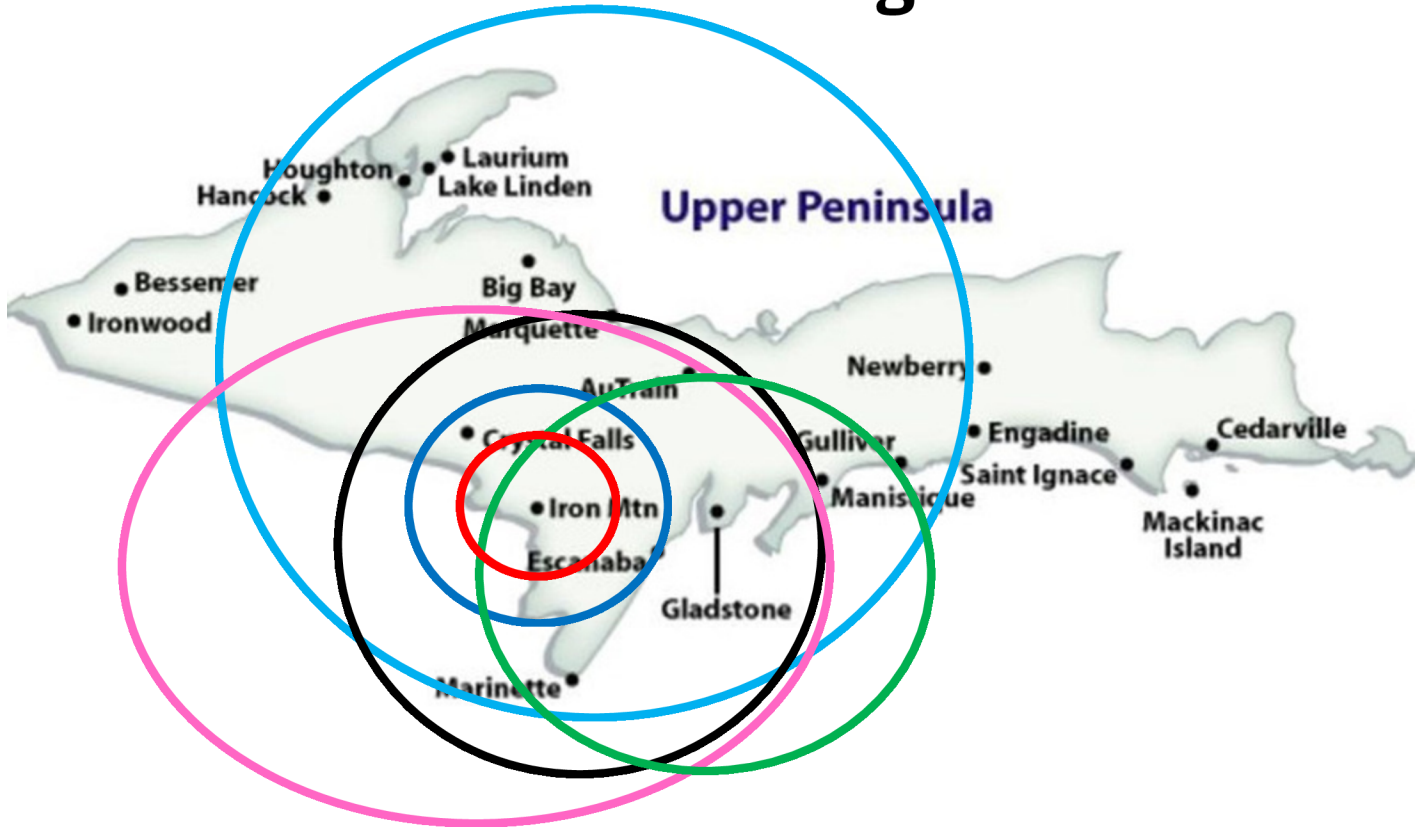
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## Iron Mountain Region



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# Approximate Station Demographics:

## Radio Results Network Stations:

1. **GLQ 97.1:** This FM station captivates a youthful audience aged 18-34, including young families, with its mix of contemporary hits, appealing to those who follow the latest music trends.
2. **EAGLE 107.3:** Eagle 107.3 FM attracts a diverse audience, from college students who appreciate the nostalgia to adults in their 50s, offering a classic rock format that spans generations.
3. **94.3 The Breeze:** The Breeze FM appeals to adults over 40, as well as classic rock fans who enjoy its soft adult contemporary music as a relaxing alternative.
4. **94.9 The Bay:** This FM station draws in the 15-34 age group, especially those who favor Top 40 and rhythmic music, making it a hit among college students and young professionals.
5. **Fresh Country 92.3 WJPD:** Fresh Country FM engages a wide audience, from young adults in their early 20s to those in their 50s, reflecting the broad appeal of both contemporary and traditional country music in the area.
6. **The Maverick 98.5 & 1490 WTIQ FM/AM :** This AM station is favored by adults over 40 and younger country music fans, specializing in classic country tunes that evoke nostalgia.
7. **The Maverick 96.7:** WUPG FM appeals to classic country music lovers, including both the 40+ demographic and younger listeners who appreciate the timeless appeal of the genre.
8. **The Maverick 106.3:** WGMV FM attracts a similar audience to the other Maverick stations, with a focus on classic country music that appeals to a broad age range.
9. **100.3 The Point:** This FM station continues to be popular among a wide range of listeners, from college students to adults in their 50s, branded as "Marquette's Classic Rock," maintaining its classic rock playlist that bridges the gap between generations.
10. **102.5 The Moose:** The Country Music Moose FM captures the attention of young adults starting in their early 20s to those in their 50s, showcasing contemporary country music's widespread popularity.
11. **KOOL 105.5:** KOOL 105.5 FM caters to adults over 40 and classic rock fans who enjoy the station's blend of classic hits from various decades.
12. **93.1 KROCK:** KROCK FM is a favorite among the 15-34 demographic, offering new rock music that resonates with younger listeners.
13. **1320 WDMJ:** This AM station features a Greatest Hits format, catering to fans of oldies and classic hits, appealing to a broad audience that enjoys timeless music.
14. **93.5 & 600 WCHT:** Talk Radio. WCHT AM caters to adults over 30, offering talk radio that delves into news, sports, and various topical issues.
15. **1450-AM WMIQ:** Similar to WDMJ-AM, WMIQ-AM plays the greatest hits, targeting listeners who appreciate classic and timeless music across generations.

## Marquette Radio Group Stations (Owned and Operated by Radio Results Network):

1. **94.1 The Breeze:** The Breeze FM appeals to adults over 40 and those who enjoy classic rock, offering soft hits and easy-listening tracks that provide a relaxing listening experience.
2. **99.5 KROCK:** WNGE FM attracts a younger audience, aged 15-34, with its focus on mainstream rock music, appealing to those who seek a modern rock sound.

# Marquette Radio Group



94.1 WUPK

Marquette's Soft Hits Station!



99.5 WNGE

Marquette's Main Stream Rock Station!  
New Rock for a New Generation!



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Marquette Radio Group does not discriminate on the basis of race or ethnicity in the sale, placement or scheduling of advertising. Any order for advertising that includes such restrictions will not be accepted.