

1100 KFNX – The Pulse of Arizona Media Kit



For more info, go to the website – <https://1100kfnx.com/>

The KFNX Morning News

Get Your Morning Briefing



- ▶ Three Hours of Non-Stop NEWS
- ▶ Every Weekday Morning 4-7AM
- ▶ *National & Local News, Business News, Sports, Traffic, and Weather*
- ▶ America in the Morning w/ John Trout
- ▶ AZ Local News w/ Jeff Scott
- ▶ CBS News Updates
- ▶ Business Updates from CNBC, Market Scoreboard w/ Ron Insana, and Your Money Now
- ▶ *And more.....*
- ▶ <https://1100kfnx.com/kfnx-morning-news/>

NEWS • TALK • SPORTS

1100

KFNX

THE PULSE OF ARIZONA

THE **KFNX** MORNING NEWS

GET YOUR MORNING BRIEFING

EVERY WEEKDAY MORNING 4-9AM

FIVE HOURS OF NON-STOP NEWS

WORLD NATIONAL & LOCAL NEWS, BUSINESS NEWS, SPORTS, TRAFFIC AND WEATHER

CBS NEWS RADIO

JEFF SCOTT

JOHN TROUT

MICHAEL TOSCANO

BRIAN KILMEADE

1100KFNX.COM

A promotional graphic for the KFNX Morning News. It features the station's call letters "1100 KFNX" in large, bold letters, with "THE PULSE OF ARIZONA" underneath. To the right, it says "THE KFNX MORNING NEWS" and "GET YOUR MORNING BRIEFING". Below this, it states "EVERY WEEKDAY MORNING 4-9AM". A central banner reads "FIVE HOURS OF NON-STOP NEWS" and lists the content: "WORLD NATIONAL & LOCAL NEWS, BUSINESS NEWS, SPORTS, TRAFFIC AND WEATHER". At the bottom, there are four headshots of the hosts: Jeff Scott, John Trout, Michael Toscano, and Brian Kilmeade. The CBS News Radio logo is also present. The website "1100KFNX.COM" is displayed at the bottom right.

NATIONAL SHOWS



▶ Brian Kilmeade



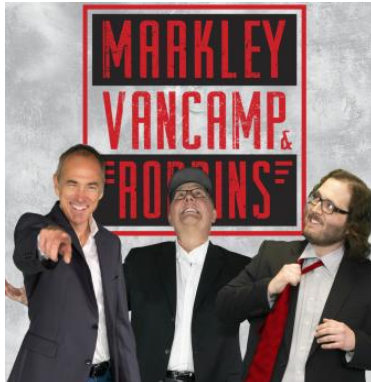
▶

Erick Erickson



▶ Markley, Van Camp & Robbins

▶
▶



Armstrong & Getty



▶ <https://1100kfnx.com/nationalshows/>



The Brian Kilmeade Show

- ▶ Every Weekday Morning 7AM-10AM
- ▶ **Brian Kilmeade** from **FOX & Friends** and his guests team up for lively debate and discussion of the news and issues that all Americans are talking about. You'll hear newsmakers and guest experts offering their insights and perspectives. And, of course, listener points-of-view and discussions. It's all presented by affable everyman, Brian Kilmeade.
- ▶ “Not many broadcasters can say they are on the air for 6 hours a day, 5 days a week, but that is exactly what **Brian Kilmeade** has been doing since 2006. After joining Fox News in 1997, he was soon named co-host of Fox & Friends, where he still thrives today. The show powered its way to the *top spot in morning cable TV* in 2000 and remains there to this day.”
- ▶ Heard on 250 radio stations across America
- ▶ Brian has *written 6 books, 5 New York Times best sellers*: “The Games Do Count”, “It’s How You Play the Game” and, “George Washington’s Secret Six”, “Thomas Jefferson and the Tripoli Pirates.” Combining all sales the books have been bought by over 2.5 million readers around the world and counting.

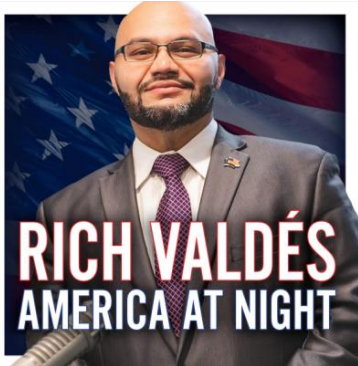


▶ <https://1100kfnx.com/nationalshows/>



NATIONAL SHOWS

- ▶
- ▶ America at Night w/ Rich Valdes



Guy Benson



Joe Pags



- ▶ <https://1100kfnx.com/nationalshows/>



The Armstrong & Getty Show

- ▶ Every Weekday Morning 10AM–1PM



- Jack Armstrong & Joe Getty created a unique talk show. The talk show making people of all ages laugh daily! Armstrong & Getty discuss news, politics and pop culture each morning.
- Jack Armstrong & Joe Getty dedicate every broadcast to the idea that you can be informed and involved--without being angry. After all, laughter is the best medicine during these complicated times.
- The Armstrong & Getty Show debuted in Sacramento in 1998. where it continues to air from. A&G, with their mid-western sensibility, grew to become one of the most successful morning shows in the western United States. The Armstrong & Getty Show began national syndication in January 2019.

<https://1100kfnx.com/nationalshows/>

ABOUT US

1100 KFNX, “The Pulse of Arizona,” is a News/Talk/Sports radio station serving Metro Phoenix and much of Central and Southern Arizona. Its 50,000 watt daytime signal, the highest power licensed by the Federal Communications Commission, covers Arizona from the Prescott area to the north, through and including the Tucson metropolitan area to the south.

Routinely, KFNX has been rated one of the Top Ten Radio Stations in Arizona by *Ranking Arizona* magazine. KFNX exclusively features *Ten of the Heavy Hundred Talk Shows* in the country compiled by Michael Harrison and Talkers.com, the talk radio industry's leading trade magazine

– including the “Brian Kilmeade Show, “Armstrong & Getty,” “The Joe Pags Show,” “Markley, Van Camp & Robbins,” “Erick Erickson,” “America at Night with Rich Valdes,” and KFNX’s Weekday Drive program – “The Bill Brady Show”.

The KFNX line-up also features a variety of talk show hosts from “The Guy Benson Show” , and Jesse Jackson to local talk segments on weekends. Weekends on KFNX feature more high-quality talk shows such as “Our American Stories,” “Jill on Money,” “60-Minutes,” Matt Battaglia’s “AZ Tech Roundtable,” and “The Danielle Lin Show.”

KFNX keeps Metro Phoenix and Arizona informed 24/7/365

Website <https://1100kfnx.com/> for more information.



1100 KFNX Local Shows




Bill Brady – Weekday Afternoons

- ▶ A return to “Common Sense Commentary” with Bill Brady every weekday afternoon from 4–6 PM on 1100 KFNX. Compelling talk, interesting guests, and a whole lot more! Nothing is out of bounds on The Bill Brady Show. Bill Brady is part of the *Talkers Heavy Hundred Talk Show* List.

- ▶ <https://1100kfnx.com/the-bill-brady-show/>

News 24 / 7 / 365



KFNX keeps Metro Phoenix and Arizona informed 24/7/365.

KFNX is the exclusive home of the **CBS Radio News Network** in the Phoenix Radio market. We carry **CBS Radio News** every hour, on the hour, throughout the day, every day of the year.

KFNX also teams with the **CBS Radio News Network** for live coverage of breaking news events such as the Presidential primaries and the Presidential and Vice-Presidential debates. KFNX also brings you long-form coverage of news with the “**CBS World News Roundup**” and the popular news magazine “**60 Minutes**” every weekend.

You can go to our website <https://1100kfnx.com/> for more information.



Sports



Sports

KFNX is the radio home of University of Arizona Wildcats Men's Football and Basketball. KFNX has a long term contract to carry the Wildcats. KFNX airs all UA Big-12 sports action



Features



Health

CNN's Dr. Sanjay Gupta is on the health and wellness beat with "A Better Life," Monday through Friday at 10:40AM and 5:40PM.

Jon Tesh is the voice of "Intelligence For Your Health Minute" every weekday at 11:40AM.

Business / Finance

Business News updates air on KFNX on the half-hour throughout the day from CNBC's Ron Insana and Compass Media's "Your Money Now."



You can go to our website <https://1100kfnx.com/> for more information.

CBS Features



Entertainment
60 Minutes



Health / Travel
Eye on Travel w/ Peter Greenberg

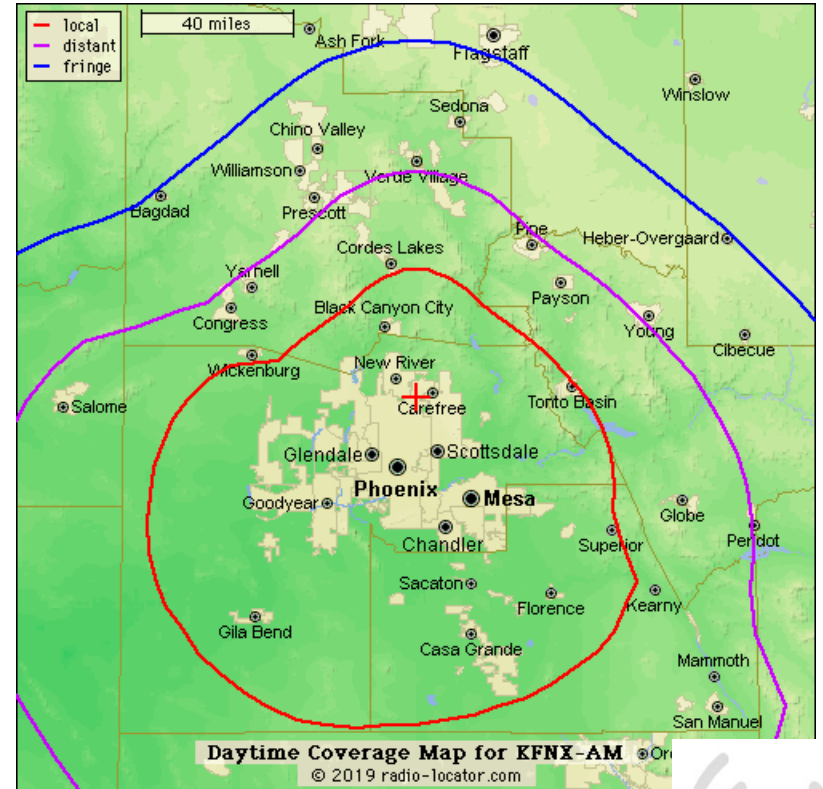
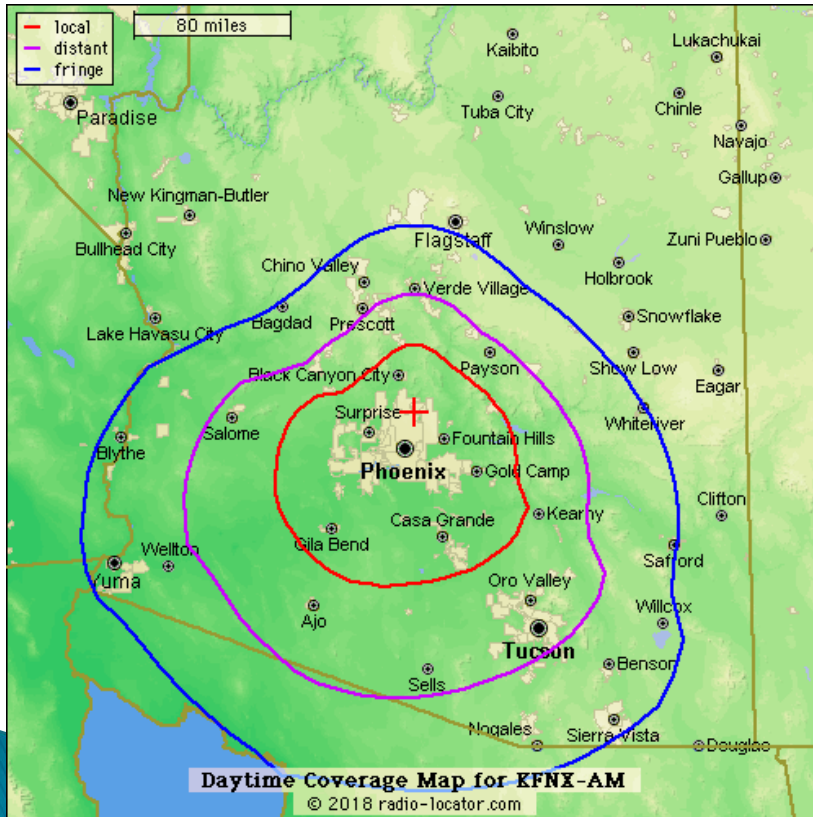


Business / Finance
Jill on Money
CBS Money Watch



You can go to our website <https://1100kfnx.com/> for more information.

1100 KFNX - Coverage Map



1100 KFNX Website

Check out the 1100 KFNX website at:

<https://1100kfnx.com/>

The screenshot shows the website's interface. At the top is a navigation bar with the station logo (NEWS • TALK • SPORTS 1100 KFNX THE PULSE OF ARIZONA), a 'LISTEN NOW' button, and dropdown menus for 'Shows', 'Program Schedule', 'News', 'Contact Us', and 'Station Info'. Below the navigation bar, the main content area is divided into several sections. On the left, there is a 'Top Stories' section with three article teasers. In the center, there is a 'National Headlines' section with two article teasers. On the right, there is a weather information notice and a large purple advertisement for 'PENGUIN AIR • PLUMBING • ELECTRICAL' with the website 'PenguinAir.com'. Below the advertisement, there is a list of services: Power Scooters, CPAP, Oxygen, and Walkers, accompanied by a small image of two women.

1100kfnx.com

NEWS • TALK • SPORTS
1100 KFNX
THE PULSE OF ARIZONA

LISTEN NOW ▶

Shows ▾ Program Schedule ▾ News ▾ Contact Us ▾ Station Info ▾

ON AIR NOW

The Bill Brady Show

4:00 PM - 5:00 PM

Top Stories

Why is this European city ranked No. 1 in the world for expats?

These are the best cities for international workers, according to a new quality-of-life ranking. Here's why this European locale tops the list.

2h ago

Amazon sued over slower deliveries to low-income neighborhoods

4h ago

Mitt Romney criticizes those who "tear at

National Headlines

After shooting of UnitedHealthcare CEO, here's what we know

Details are emerging in the hours after a gunman shot and killed UnitedHealthcare CEO Brian Thompson outside of a Manhattan hotel. Here's what we know.

6h ago

What we know about the suspect in UnitedHealthcare CEO's shooting death

UnitedHealthcare CEO Brian Thompson was shot and killed in New York City on Wednesday in what officials are calling a targeted attack.

7h ago

Pete Heaseth's mother defends son. savina

Weather information is not currently available at this location.

f X

Free
Service Call
With Repair

PENGUIN
AIR • PLUMBING • ELECTRICAL
PenguinAir.com

- Power Scooters
- CPAP
- Oxygen
- Walkers

ON-AIR SCHEDULE

On-Air Schedule on the website at:
<https://1100kfnx.com/program-schedule/>

The screenshot shows the website's navigation bar with the 1100 KFNX logo and menu items: LISTEN NOW, Shows, Program Schedule, News, Contact Us, and Station Info. A weather widget for Phoenix, AZ, USA shows 93°F Sunny. A social media widget for 'ON AIR NOW' features 'The Dan Bongino Show' from 10:00 AM to 1:00 PM. The main content area lists the Monday schedule:

- 12-1am - [Our American Stories](#)
- 1-4am - [The Dan Bongino Show](#)
- 4-7am - [America In The Morning](#)
- 7-10am - [The Brian Kilmeade Show](#)
- 10am-1pm - [The Dan Bongino Show](#)
- 1pm - [Networking Arizona with Carol Blonder](#)
- 2-4pm - [Markley, Van Camp & Robbins](#)
- 4-6pm - [The Bill Brady Show](#)

On the right side, there is a purple advertisement for 'PENGUIN AIR • PLUMBING • ELECTRICAL' with the text 'Free Service Call With Repair' and the website 'PenguinAir.com'. Below it is a small image of three men in suits, with a sign behind them that reads 'MARKLEY VANCAMP & ROBBINS'.



Podcast Page on the website at:

<https://1100kfnx.com/podcasts/>

1100kfnx.com/podcasts/

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1100 KFNX
THE PULSE OF ARIZONA

LISTEN NOW ▶

Shows ▾ Program Schedule ▾ News ▾ Contact Us ▾ Station Info ▾

PODCASTS

currently available at this location.

ON AIR NOW
The Bill Brady Show
4:00 PM - 5:00 PM

Your Favorite 1100 KFNX Shows Now Available as Podcasts!

The Bill Brady Show

Ryan Steck talks to Bill about his new book.
Aug 20 · Bill Brady Show
Save on Spotify
22:23

The Dan Bongino Show
Weekdays 10am-1pm

1100 KFNX Social Media

▶ Facebook

▶ <https://www.facebook.com/1100KFNX/>



▶ Twitter

▶ <https://twitter.com/1100kfnx>



PROMOTIONS

- ▶ 1100 KFNX is promoted valley-wide using:
- ▶ Billboards
- ▶ Magazines
- ▶ Newspapers
- ▶ Expos
- ▶ Social Media
- ▶ And more.....



▶ <https://1100kfnx.com/promotions/>

1100 KFNX Promotions - Outdoor

▶ Billboards



1100 KFNX Promotions - Print

- ▶ Print Ads in multiple publications around the valley Valley including:
- ▶ Phx New Times **PHOENIX New Times**
- ▶ AZ Business Magazine



WHY ADVERTISE ?

- ▶ **Advertising** on KFNX places your business on a big platform! 1100 KFNX, “The Pulse of Arizona,” is a News/Talk/Sports radio station serving Metro Phoenix and much of Central and Southern Arizona with a powerful 50,000-watt daytime signal. Routinely, KFNX has been rated one of the 'Top Ten Radio Stations in Arizona' by *Ranking Arizona Magazine*.
- ▶ KFNX exclusively features ten of the 'Top 100 Talk Shows' in the country according to *Talkers.com*—including the “Brian Kilmeade Show,” “The Dan Bongino Show,” “The Joe Pags Show,” “Markley, Van Camp & Robbins,” “Armstrong & Getty,” Guy Benson”. KFNX also features local talk segments every weekday with “The Bill Brady Show:.
- ▶ KFNX keeps Metro Phoenix and Arizona informed 24/7/365. KFNX is the exclusive home of the **CBS Radio News Network** in the Phoenix Radio market. **Business news updates air on KFNX on the half-hour throughout the day from CNBC. Local news is broadcast every hour on the hour throughout the day from the Arizona News Network, and Metro Phoenix weather forecast every half-hour 24/7/365.**
- ▶ KFNX is the **radio home** of University of Arizona Wildcats Men’s Football and Basketball. KFNX has a long term contract to carry the Wildcats through the 2029–30season.
- ▶ KFNX is available worldwide via streaming from our website: <https://www.1100kfnx.com>
- ▶ For More Info: <https://1100kfnx.com/about-us/>
- ▶ Why Advertise: <https://1100kfnx.com/why-advertise-on-kfnx/>

About Radio:



- ▶ 84% of the U.S. population listens to broadcast radio each week, more than broadcast and cable TV and any other electronic media platform according to the Nielsen rating service.
- ▶ The typical person spends 92 minutes per day listening to the radio.
- ▶ 241.2 million people age 12+ listen to radio each week according to Nielsen.
- ▶ 180% more people will use radio in a week than will go to Facebook in a month in the U.S.
- ▶ 50% more people will use radio than will go to Google in a month in the U.S. (61 million people)
- ▶ 20% more people 12+ (240 million) will use radio in a week than will use the internet in a month (195 million) in the U.S.
- ▶ <https://1100kfnx.com/why-advertise-on-kfnx/>

About Radio:



- ▶ The *average person spends 1,000 hours per year listening to radio*, second only to television at 1,500 hours. The internet, newspapers and magazines are all under 200 hours per year each.
- ▶ Most radio ads generate emotional levels equal to or higher than T.V. and *65% of Americans believe radio is more "personal" than television.*
- ▶ Radio has a 49% better R.O.I. than T.V.
- ▶ Radio today has its highest audience and reach in its over 100-year history.

- ▶ **The Many Benefits to Advertising on KFNX**
- ▶ KFNX can **help** write and produce your ad
- ▶ *You can voice the ad* or a KFNX voice can record your ad
- ▶ You pick the **content of your ad**, music, and/or elements
- ▶ **Radio has a potential R.O.I. of 6:1 or \$6 for every \$1 spent**
- ▶ KFNX is a **cost effective** and direct way to get your **message** out and **promote** your business at the same time, especially compared to other traditional advertising (billboards, magazines, newspaper, etc.)

ADVERTISE ON KFNX

- ▶ **Contact Us Today** for all of the details including rates and avails on 1100 KFNX <https://1100kfnx.com/advertising/>
- ▶ We can work with you to create the **Ad Promotion Package** for you and your business
- ▶ Don't let this **opportunity** go by...



Thank you.

NEWS • TALK • SPORTS

1100

KFNX

THE PULSE OF ARIZONA

To Contact 1100 KFNX:

Phone: 602-277-1100

Fax: 602-248-1478

Email: <https://1100kfnx.com/contact-us/>

For more information go to the station website / social media:

<https://1100kfnx.com/>

<https://1100kfnx.com/careers/>

<https://www.facebook.com/1100KFNX/>

<https://twitter.com/1100kfnx>