



WERK-FM feature a blend of rock and pop from the mid 60s to 2000

Core artists include Madonna, Michael Jackson, Duran Duran, Billy Joel, Fleetwood Mac, Prince, Huey Lewis and the News, John Mellencamp and more!

WERK-FM is anchored by experienced broadcasters. Brownie in the Morning has been a staple of the radio for 30+ years in East Central Indiana. Zach Johnson and Paul Poteet keep the energy going each mid-day and afternoon.

WERK-FM is live and local with news and weather updates throughout the day.



104.9 WERK FM :: 765-378 -2080 :: Muncie, Anderson, East Central Indiana

The Audience

The Classic Hits listener is a very vital and active consumer. Don't miss out on this unique advertising experience!

The Audience

- 53.1% are male/46.9% are female
- 79.6% are aged 35+
- 49.0% are employed full-time
- 70.6% own their residence
- 42.2% have \$75k+ HH income
- 28.3% are college educated

Age Groups	% of Audience
Adults 18- 24	9.4%
Adults 25-34	15%
Adults 35-44	16.7%
Adults 45-54	27.1%
Adults 55-64	22%
Adults 65 +	9.8%

PURCHASE POWER

14.37% of listeners plan to purchase a **new vehicle** in the next 12 months

23.67% of listeners plan to purchase a **pre-owned vehicle** in the next 12 months

50.64% of listeners are likely to take a **domestic vacation** in the coming year

15.81% plan to purchase a **tablet** in the next year

22.14% plan to buy a **smart phone** in the coming year

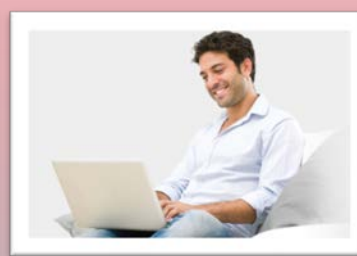
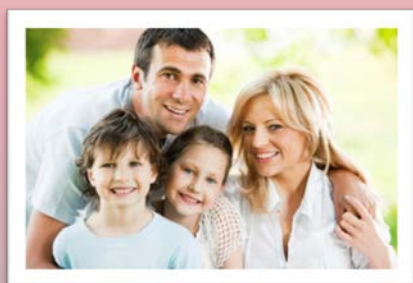
15.19% plan on remodeling their bathroom in the coming year

45.5% of listeners drank a beer last month

72.1% spend \$100+ each week on groceries

94.5% visited ANY restaurant in the last month

92.7% who walked into a clothing store in the past 3 months walked out with a purchase



Source: Nielsen Audio Sp13/Fa12 Metro Muncie-Marion, Persons 12+; M-Su 6A-12Mid.Target Percent/Index/Cume



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Radio Works!

Scott DeVoe of DeVoe Chevrolet experienced a double-digit increase in sales over the same month the previous year. Based on customer feedback, he attributes the increase to his marketing program with Woof Boom Radio.

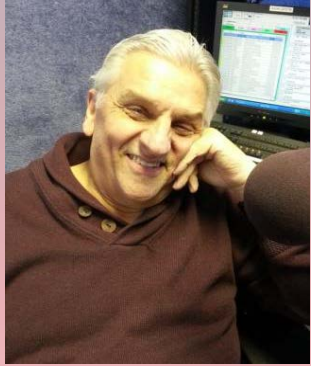
After running just 2 weeks, Cotton Candy Quilt Shoppe had a 30% sales increase. Instruction classes were filled after promoting for a week and a half. Listeners are coming in from the entire listening area to shop.

An estimated 4100 listeners attended the Mounds Mall Treat or Treat Night hosted by WERK FM a few years back. The Program Director credits this radio driven event for setting a new record crowd in the 42 year Mounds Mall history.

MANPOWER hosted a drive-thru job fair. Their goal was to secure at least 50 qualified applicants for one of their clients. They received well over 100 qualified applicants as a result of their one-week push which included an on-air campaign, web elements and on-site broadcast.



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“Brownie In The Morning”

5am-10am, Mon - Fri

Steve Brown, affectionately known as “Brownie,” has graced the airwaves as long as you’ve been in business!



“At WERK with Zach Johnson”

10am-3pm, Mon - Fri

Fans of WERK-FM are engaged during “At WERK with Zach”. It’s perfect for any office environment.



“Paul Poteet Afternoons”

3pm-7pm, Mon - Fri

Paul Poteet brings WERK-FM fans home every day with great music and fun conversation to keep listeners engaged to hear your message.



Web Marketing

**93.5% of Classic Hits listeners own a computer.
That's a large number of people that can be reached on the web!**

Optimize your marketing campaign by reaching listeners on their computers. Clients may add internet exposure to any media solution and boost results with our full digital platform.

Solutions may include:

- Website Tile
- Banner Ads
- Facebook
- E-mail Marketing
- Video Elements
- Contesting
- Website building
- Search Engine Optimization

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KREW CLUB

EMAIL

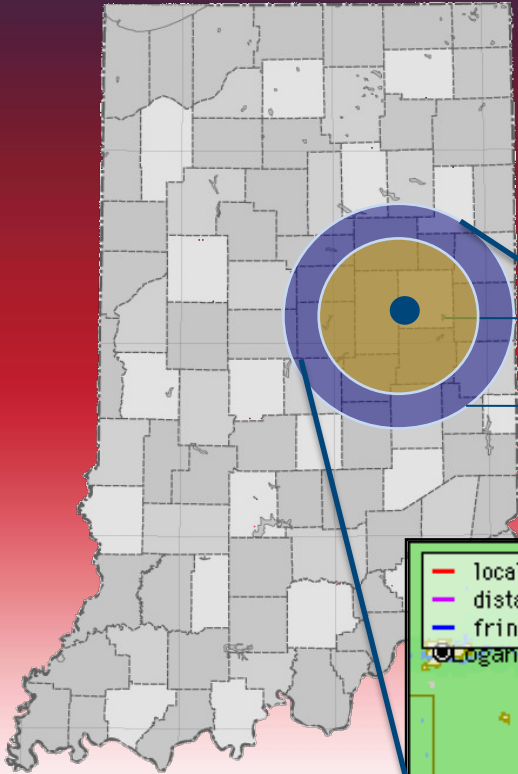
CONTESTS



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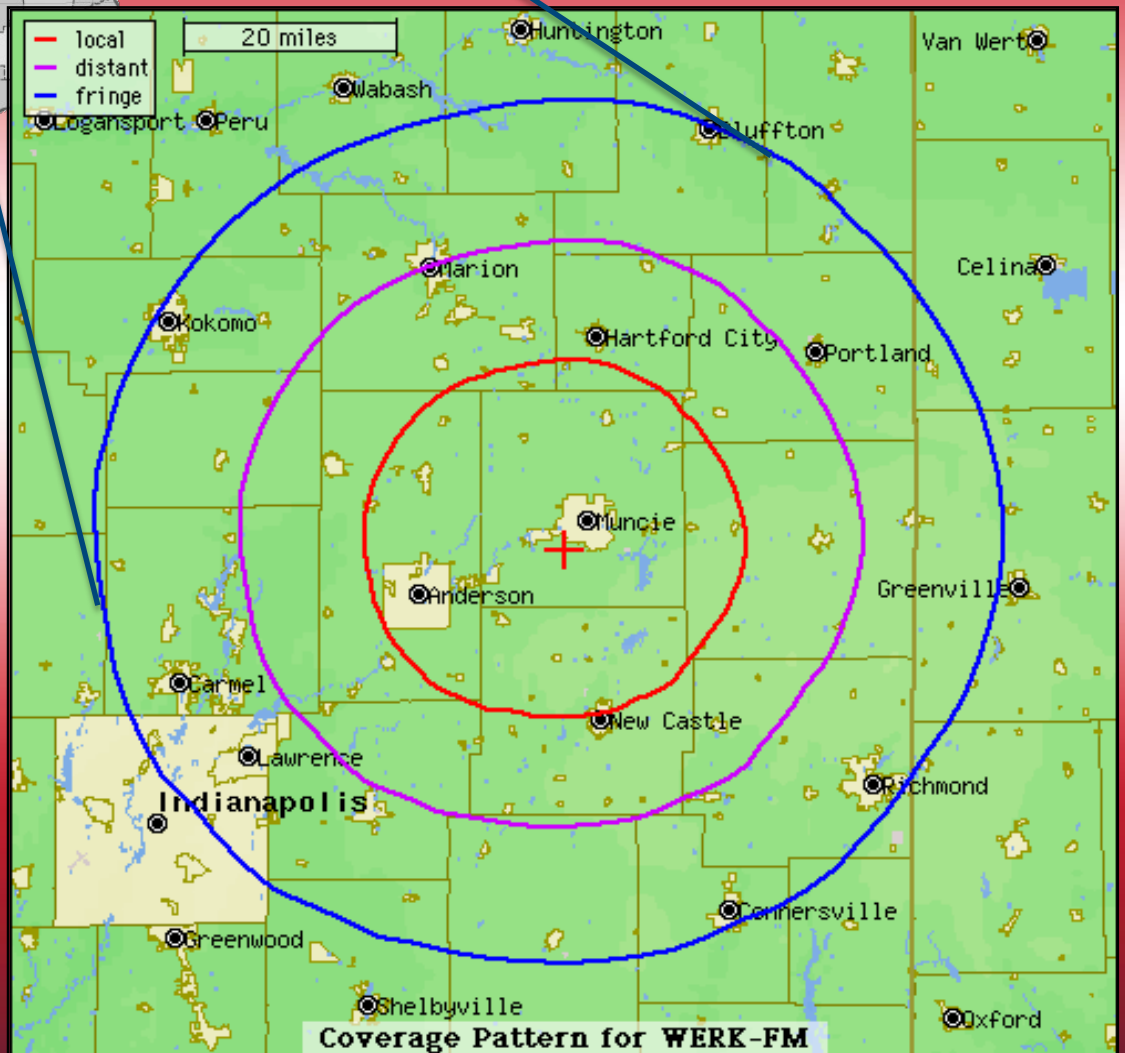
104.9 FM Werk

the new sound



Area of dominant influence

Fringe



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