



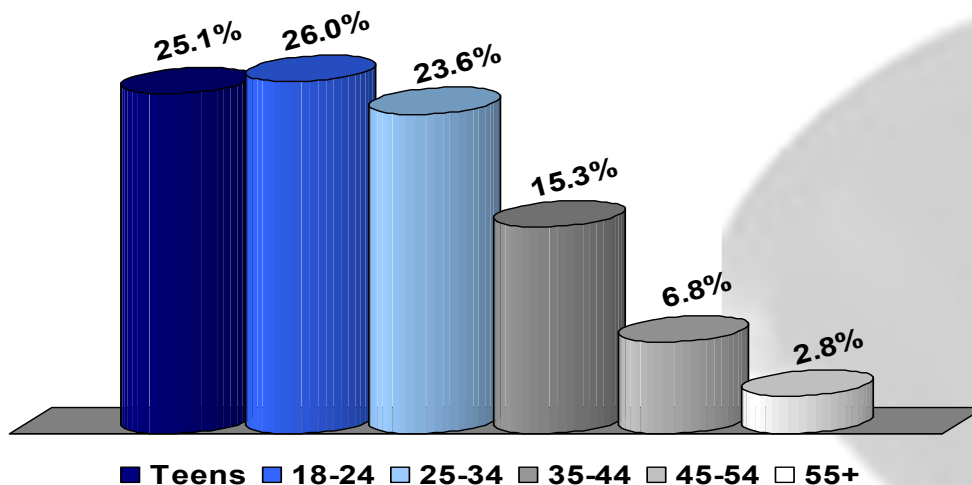
B 102.9 Is:

Today's Hit Music

Top 40 features current hit music with strong personality involvement. Audience emphasis is 18-24/25-34, more female than male. Specific audience skew may vary depending on the mix of other music genres with the basic CHR format.

Top Artists:

Taylor swift
Maroon 5
Ed Sheeran
Bruno mars
Rihanna



Male/Female Skew:

38%/62%

Median Age: 29



About B 102.9:

Reaches 33,840 people in the Greater Lafayette Area – average age 29 years old

77% are have some college or more, 46% hold a college degree

46% own their own home

\$63,521 is the average household income

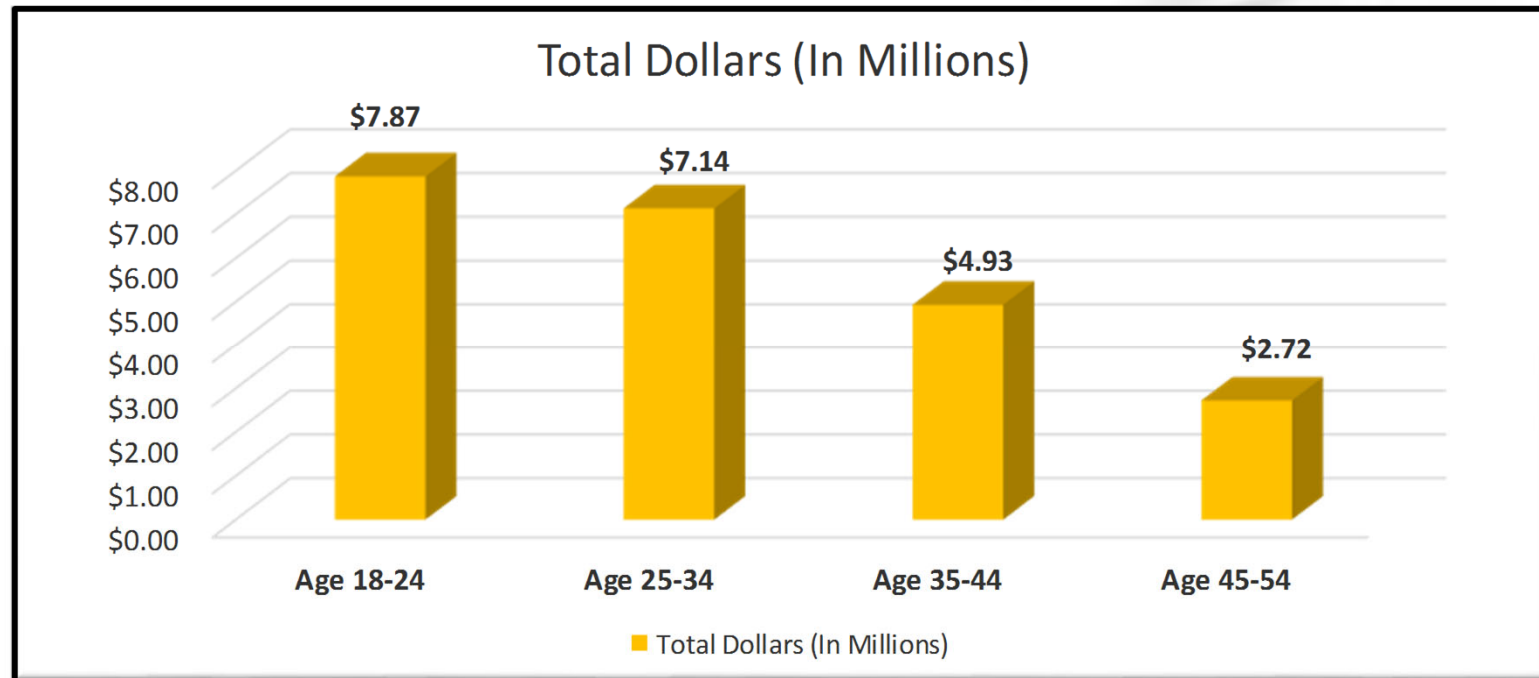
25% have at least one child at home

Annual Spending power of nearly \$363 million dollars in Retail Sales

If invited, this audience has the ability to buy the goods and services you are selling!



Monthly Spending Power of the B 1029 Audience



\$30.25 Million dollars spent each month in Greater Lafayette by the B 102.9 Audience



B 102.9:

Brooke and Jubal in the Morning, Ryan Seacrest
Afternoon and Today's Hit Music Marathons All Day



**Brooke &
Jubal
6am to 10am**



**Joe
10am to 3pm**



**Ryan Seacrest
3pm to 7pm**