



SOUTHERN **STONE**
COMMUNICATIONS

MEDIAKIT



Station Format Classic Rock

95.7 The Hog features artists like... **Led Zeppelin, Nirvana, Aerosmith, Rolling Stones and more.**



The HOG is Rock Radio for adults, rock music from the 70's to the present. Our classic rock format is top in the market with Adults 25-54 featuring the "The Crash Show Featuring Stephanie Long Legs," Gary Meade Midday's with The Classic Café and "The Frank Scott Show" In The Afternoon. The HOG is also the "Official Bike Week & Biketoberfest Station" and has many promotional opportunities available!

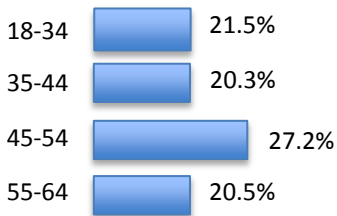
Gender Demographic



Coverage Map



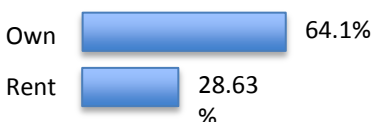
Age Demographic



Household Income



Home Ownership



Station Format

Country

Coast Country features artists like... **Faith Hill, Tim McGraw, Keith Urban, Taylor Swift and more.**



Coast Country, has Daytona's Continuous Country Favorites playing today's hottest variety of popular artists as well as yesterday's coolest classics and of course all the NASCAR Motor Racing Network races. Country Music is the most programmed format in America being listened to by over 43 million Adults 18+. Coast Country is the "Official Race Station of the Daytona Beach International Speedway," with solid "Grass Roots" promotions Coast Country is Daytona's only Country radio station!

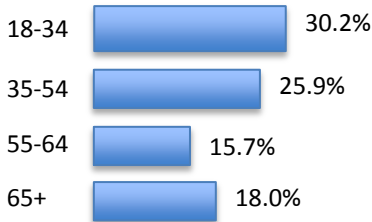
Gender Demographic



Coverage Map



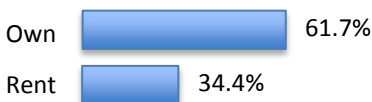
Age Demographic



Household Income



Home Ownership



Station Format
Soft Adult Contemporary



Love FM features artists like... **Phil Collins, Celine Dion, Fleetwood Mac and more.**

WLOV plays a unique blend of music from yesterday and today. The great artists are all heard here. Our day starts featuring the nationally syndicated "Bob & Sheri" show in the mornings. 99.5 LOVE FM is Daytona's at work station and proves it with 99 minutes of uninterrupted music starting at 9am each weekday morning. This means listeners can turn it on and start their day with the most music of any station in Daytona Beach!

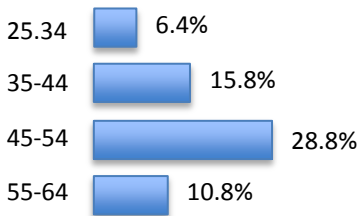
Gender Demographic



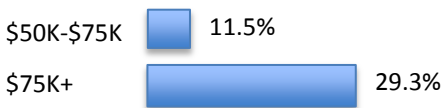
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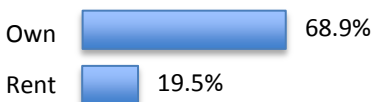
Age Demographic



Household Income



Home Ownership



Station Format

Contemporary Hit Radio



103.3 The Vibe features artists like... **Phil Collins, Celine Dion, Fleetwood Mac and more.**

The VIBE is Daytona's Hit Music Station, featuring The ALL NEW & local "Morning VIBE with Tremble & Kaylee" keeping you up to date with Today's current events, Local News, Conversational Topics and Kaylee's Celebrity Catch up. 103.3 The VIBE keeps listeners up to date on their favorite artist & plays Top 40 music all day. 103.3 The Vibe is high energy & high visibility, with adults 18-49 creating one successful Promotion after another. The VIBE is also Daytona's "Official Spring Break Station" and has many promotional opportunities available!

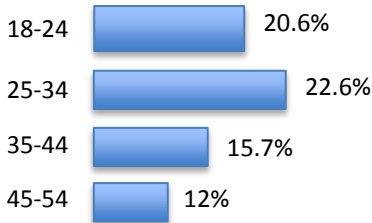
Gender Demographic



Coverage Map



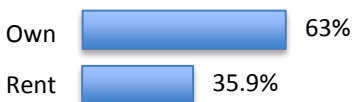
Age Demographic



Household Income



Home Ownership



Station Format
News Talk

NEWS 1150
WNDB
Local News First

1150 WNDB features hosts like... **Rush Limbaugh, Glenn Beck and more.**

Broadcasting since 1947, WNDB is the News/Talk source for East Volusia County and Daytona's heritage radio station. As the Flagship station for NASCAR's Motor Racing Network, WNDB is the racing authority! WNDB carries some of the nations "benchmark" programming (i.e. Rush Limbaugh, FOX News, Talk Net) and has Daytona's exclusive local talk radio, catering to the exclusive and elusive 35+ consumer.

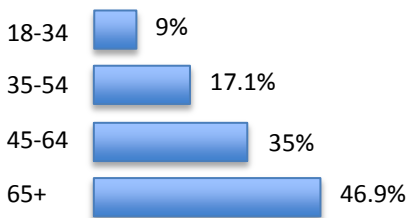
Gender Demographic



Coverage Map



Age Demographic



Household Income



Home Ownership

