



## Station Profile

**Call Letters:** WWQM-FM  
**Radio Frequency:** 106.3FM  
**Target Demo:** Adults 25-54

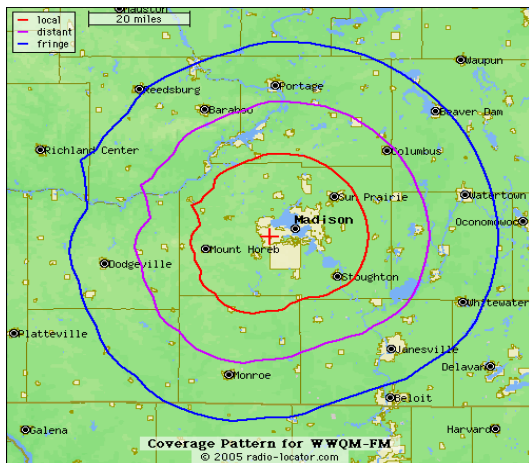
**Power:** 4,500 watts  
**Website:** www.q106.com  
**Format:** Country

- Q106 has provided advertisers with great response for over 25 years.
- Q106 also provides your business with a balanced composition across a wide array of ages.
- Your business message stands out in the midst of a light commercial load.
- Country music has never been more popular with several top artists crossing over to other formats.
- Q106 plays more music than any station in this market and plays the widest variety of country.



Q106 Morning Show Candy + Potter

**Weekly Listeners:** 65,000  
**Median Age:** 43  
**Audience Composition:** 57% A25-54 / 42% A18-44  
**Gender:** 43% Male / 57% Female  
**Annual HH Income:** 72% \$50K +  
**Education:** 73% college educated  
**Employment:** 78% are employed  
**Home Ownership:** 81%



**Weekdays**  
**5:30am-10am:** Candy + Potter  
**10am-1pm:** Ginger Martin  
**1pm-3pm:** Fletcher Keyes  
**3pm-7pm:** Sara Freeman  
**7pm-Midnight:** Lia  
**Weekends**  
 Madison Music Marathon

For more information please visit [madisonradioadvertising.com](http://madisonradioadvertising.com)

Audience Source: Arbitron FA11 TSA/Metro

