

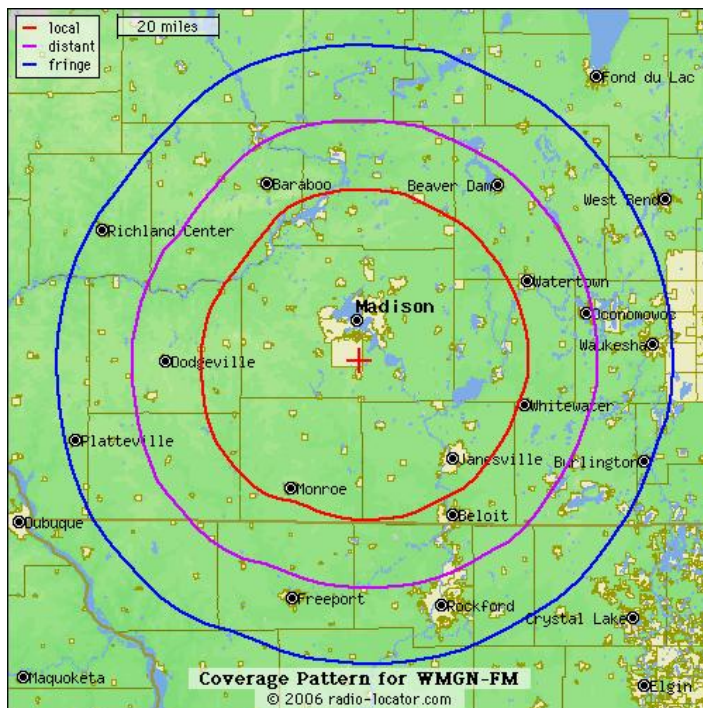
Magic 98 Station Snapshot



Call Letters: WMGN-FM
Radio Frequency: 98.1FM
Target Demo: Adults 25-54
Format: Adult Contemporary

Power: 36,000 watts
Website: www.magic98.com
Gender Profile: 64.8% female & 35.2% male
Home Ownership: 83.8% own

Reach more adults & decision makers with Madison's heritage station of 25 years, Magic 98! Few formats fit the ideal profile of an active consumer better than Adult Contemporary! AC listeners tend to be female, likely to be married, likely to own a home & usually employed in white-collar jobs with higher incomes. WMGN's "Real Music Variety" position means we play the hits from the 70s through today. Magic 98 is the at-work station and has been a consistent ratings leader in both Women 25-54 and Adults 25-54 for many years. WMGN features family-friendly programming, exciting promotions and personalities that know Madison!



Programming Guide

- Pat & Bob 5:45-9am
- Lanette Hansen 9am-12n
- Amy Hudson 12n-3pm
- Jim McGaw 3-7pm
- Delilah 7pm-12m
- Saturday at the 70s 9am-12m
- Magic Sunday Smooth 7am-7pm
- News 3 Weather Center

Audience

- 168% more likely than the market average to be affluent, working women, family income \$75,000+.
- 60% more likely than the market average to be a business owner, partner or corporate officer.
- 26% more likely to have an advanced college degree.

Source for Statistics: Summer 2008 Arbitron Instant Qualitative & Media Audit Oct-Nov 2007