

Hit Radio 1550 WHIT Station Snapshot



Call Letters: WHIT-AM

Radio Frequency: 1550AM

Format: Oldies

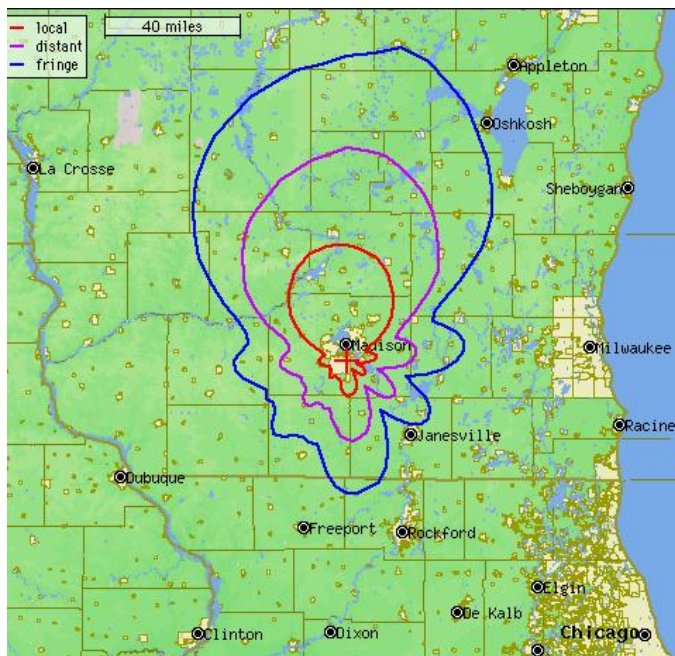
Power: 5,000 watts

Target Demo: Adults 35+

Website: www.hitradio1550.com

Madison's newest station for Oldies is Hit Radio 1550AM WHIT! The music, the fun and the memories of the 50's and 60's...WHIT is timeless music for all ages! Targeted to active adults, Hit Radio 1550AM offers clients the most affluent and fastest growing demographic in America.

With WHIT you have the opportunity to reach the Baby Boomer market, representing four generations of spending: their own, their children, their parents and their grandchildren. They're buying homes, raising families and helping put children through college!



Baby Boomers represent the wealthiest generation the U.S, and Americans ages 50+ control 50% of all U.S. discretionary income, and account for 65% of the nation's household worth.