

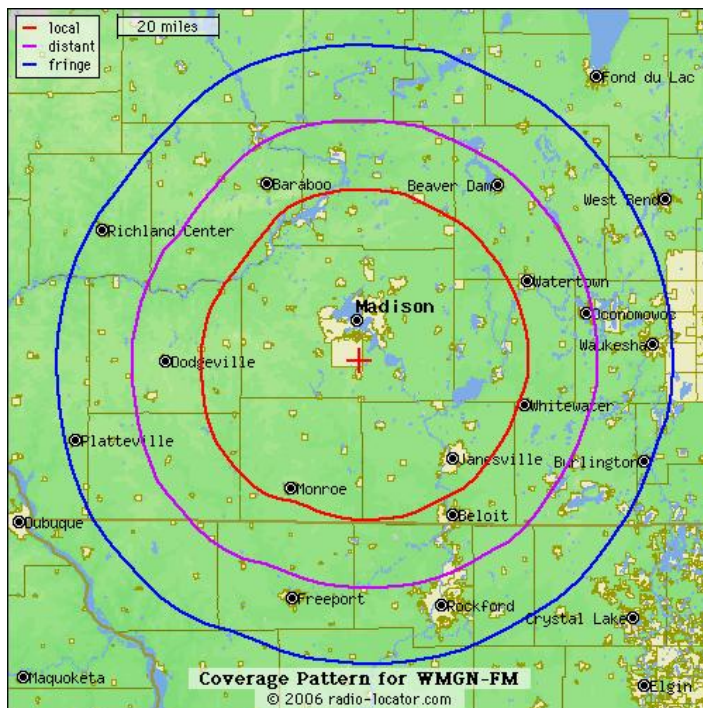
# Magic 98 Station Snapshot



**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
- Amy Abbott 9am-12n
- Lanette Hansen 12n-3pm
- Jim McGaw 3-7pm
- Delilah 7pm-12m
- Saturday at the 70s 9am-12m
- Magic Sunday Morning 7am-12n
- Sunday at the 80s 12n-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