

The "At-Work" Station:
Family friendly, moms, working women, female-centric lifestyle music and programming!

Top Features:

Magic 98.9/WSPA is a must buy for Women and Adults 25-54.

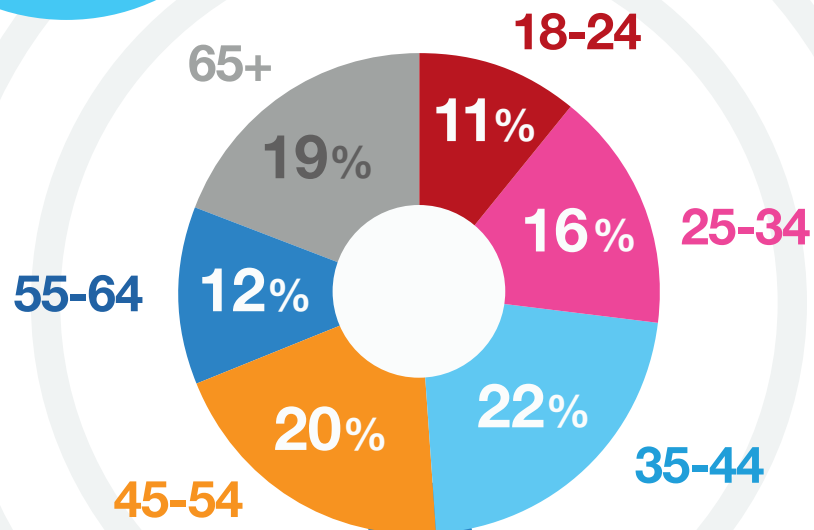
Magic 98.9/WSPA dominates at-work listening.

Over **116K** metro Adults 18+ listen to Magic 98.9 for an average of **5 3/4 hours** each week!



67% Female

33% Male



Listener Age Range

Median Age:
43



\$1.8 billion
in annual retail spending power!

Magic 98.9 Weekday Lineup:



Murphy, Sam, & Jodi

Mon-Fri
5am-9am



Sheri Taylor

Mon-Fri
10am-3pm



Barry McKay

Mon-Fri
3pm-7pm