

93.7 The Eagle



Classic Hits on the Radio

- 93.7 The Eagle: Contains music that takes the listener back to an earlier time in their life. It just so happens that these listeners have some of the highest incomes and greatest purchasing power of just about any demographic. (393 million annually)
- It's audience has an emotional affiliation with the music.
- The audience has a higher degree of purchasing power



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What is unique about the Classic Hits Radio Audience

Classic Hits:

The Classic Hits format is based in 60's, 70's and 80's rock music. It has a softer tempo, playing only the *hits* from Classic Rock artists. (examples: The Eagles, CCR, Journey, Billy Joel, etc...)

Female/Male Skew: 45%/55%
Median Age: 44

