

MEDIA KIT

daytona beach

 SOUTHERNSTONE
COMMUNICATIONS

WHOG | WHOG-HD2 | WKRO
WLOV | WNDB | WVYB



Family of Brands

IDENTITY:

Southern Stone Communications acquired Blackcrow Media in 2012 and has successfully continued to strengthen the **identity** of all it's brands during the transition of ownership. The team members of our brands heavily focus on being local and connected with community in many different ways. We provide blended content that reaches out to all demographics of people in our listening area to serve as a local source for music, news, community outreach, and entertaining local events.



SOUTHERNSTONE
COMMUNICATIONS

WHOG - 95.7 THE HOG

Daytona's only ROCK station and the heritage FM station of the group. Playing music from the 80's - 90's it has a broad following with men and women! It's the OFFICIAL Bike Week and Biktoberfest radio station!



WHOG -HD2 HOT 94.1 -

Newest station to the FAMILY!

Daytona's ONLY HIP-HOP & R&B station. This station features Ricky Smiley in the mornings and newest tracks of Hip-Hop and R&B!



103.3 THE VIBE

WVYB - 103.3 THE VIBE - This CHR focuses on everything trending now! Tremble and Kaylee in the mornings has a strong following with their continued community outreach and funny commentary!



WLOV - 99.5 LOVE-FM

It's your at work station! Playing a variety of songs from the 70's - 2000's. You'll hear LOVE-FM in businesses, doctors offices, cafes, etc.

99.5 LOVE-FM

PARENT

HOT 94.1



93.1 Coast Country

WKRO - 93.1 Coast Country

Daytona's Country station! Playing music of the hottest country stars of today! With a strong listenership of families, this station knows its community!

EVENTS

93.5 FM & 1150 AM WNDB



FM 93.5 & 1150AM WNDB

As the oldest station in the market, WNDB is a localized, community new source. With tenure shows like Marc Bernier in the afternoons, WNDB is prominent resource for our listening area.

SOUTHERNSTONE EVENT GROUP EVENTS DEPARTMENT

Specializes in working with individual cities, hospitality groups, and other business to provide an engaging experience in the community while providing brand awareness to our clients.

SOUTHERNSTONE COMMUNICATIONS

126 W. INTERNATIONAL SPEEDWAY BLVD. | DAYTONA BEACH, FL 32114



PROMOTIONAL & CONTESTING OPPORTUNITIES



Promotional and contesting opportunities is an interactive way to reach listeners and create a buzz about your upcoming event! By utilizing our stations voice and providing the listeners with an experience, it draws interest in your event and reaches those who may have "heard" about it, turn it into a tangible wanted item! Below are some avenues that our radio stations use to help bring awareness to your event and add an extra lift to your advertising campaign!

TEXT TO WIN!

Text to win is an interactive product that puts your brand in front of listeners right at their finger tips! With the ability to send a pre and post text directly to our fans, we can increase exposure tremendously!

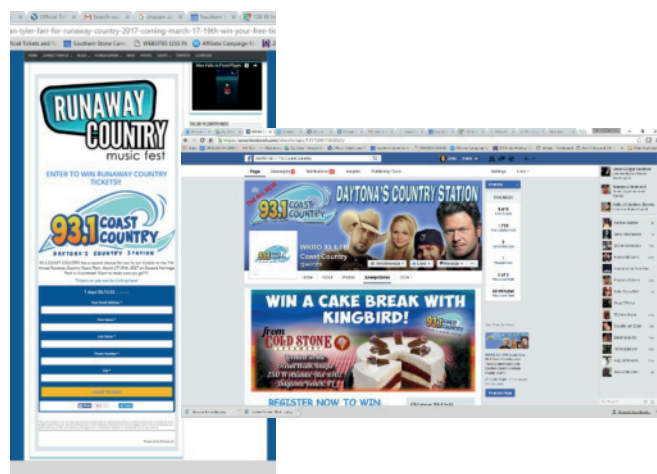


ON-AIR CONTESTING

Listeners love their radio DJ's and winning free stuff from them!! There's no better way to interact with the listeners and promote your brand with fun promotions tailored specifically for your event and/or brand!

SOCIAL MEDIA & WEBSITES

Our stations can boost your event by housing a contest on our social media channels and website. We can provide a direct link to purchase tickets and information about your event to help create awareness to your campaign!





ROCK

| 1970S - 2000S | LED ZEPPELIN | AC/DC | GUNS 'N ROSES | PEARL JAM



AUDIENCE PROFILE:

With 20 years on the air, 95.7 THE HOG is the only ROCK STATION in the Daytona Beach listening area! 95.7 THE HOG is known as the OFFICIAL RADIO STATION of both BIKE WEEK and BIKETOBERFEST! We have heavy listenership with adults 25-54 and across the aisle with both males and females! 95.7 THE HOG is a great choice for attracting and promoting your products on our shows, such as THE MORNING HOG w/ RIGGS & GUY, RHOADS RADIO in the middays, QUINN'S AFTERNOON ARMY, and MAZE 'TIL MIDNIGHT!

Gender



39.4% - Females



60.6% - Males

Household Income



31.9% - \$25k-\$50k

27.7% - \$50k - \$75k

21.8% - \$75k+

Home Ownership



61.1% - Own

38.4% - Rent

Employed



45.8% - Full Time

18.7% - Part Time

35.5% - Other

On-Air Talent/Shows

M-F | 6a-10a

The Morning HOG with Riggs & Guy

M-F | 10a-3p

Chris Rhoads

M-F | 3p-7p

Quinn

M-F | 7p-12a

Maze

SAT | 10p-12a

Saturday Night Loud

Listening Area



★ HD-RADIO Receiving Coverage
★ Traditional Receiving Coverage



HIP HOP & R&B

| CURRENT | DRAKE | RHIANNA | KAYNE WEST | KENDRICK LAMAR



AUDIENCE PROFILE:

The newest member of the radio group and the ONLY HIP-HOP & R&B IN DAYTONA, HOT 94.1 is your brand for persons 18-34! HOT 94.1 keeps everyone locked all day starting with the Rickey Smiley Morning Show, Brandi in the middays, JLove in the afternoons, and Red K at night. HOT 94.1 not only gives Daytona the latest in Hip Hop & R&B music, but entertainment news as well! HOT 94.1 has a huge presence on-line, which makes it a great match for any on-air promotions to help give exposure for your product!

Gender



46.8% - Females



53.2% - Males

Household Income



24.9% - \$25k-\$50k

23.1% - \$50k - \$75k

21.4% - \$75k+

Home Ownership



47.8% - Own

49.2% - Rent

Employed



39.3% - Full Time

43.5% - Part Time

17.7% - Other

On-Air Talent/Shows

M-F | 6a-10a

Rickey Smiley

M-F | 10a-2p

Brandi

M-F | 2p-6p

JLove

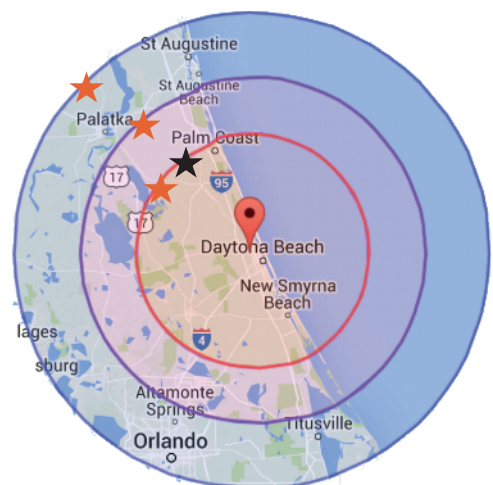
M-F | 6p - 11p

Red K

Weekends

Music

Listening Area



★ HD-RADIO Receiving Coverage

★ Traditional Receiving Coverage

COUNTRY

| 2000'S | LUKE BRYAN | FLORIDA GEORGIA LINE | LEE BRICE



AUDIENCE PROFILE:

931 Coast Country is Today's BEST Country playing the hottest tracks with Adults 18+. If you want your brand to be known, then 931 Coast Country is the place to be! Coast starts your morning off with The Bobby Bones Morning Show, Kingbird in the mid-days and afternoons with Chris Rhoads. Our Local focus will give your business the attention it needs to have new clients coming to your door!

Gender



54.2% - Females



45.8% - Males

Household Income



39.7% \$25k-\$50k

17.6% \$50k - \$75k

24.8% \$75k+

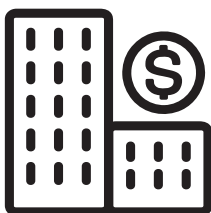
Home Ownership



61.4% Own

36.3% Rent

Employed



43.5% Full Time

17.2% Part Time

39.3% Other

On-Air Talent/Shows

M-F | 6a-10a

The Bobby Bones Morning Show

M-F | 10a-3p

Kingbird

M-F | 3p-7p

Chris Rhoads

M-F | 7p-12a

Kaylee

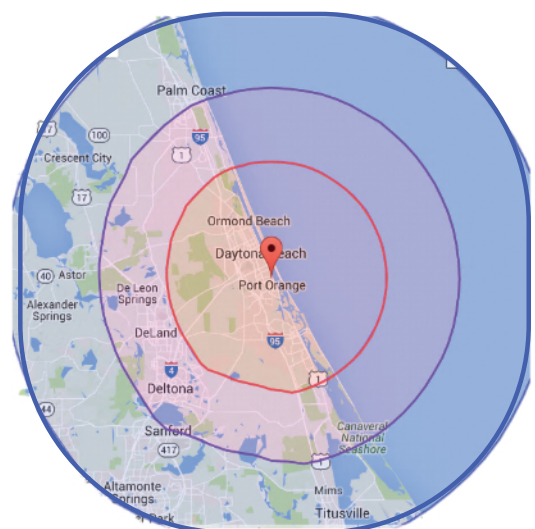
SAT | 6a-10a

Country Countdown USA

SAT | 9p-12a

DJ Sliver

Listening Area



daytona beach





VARIETY

60'S-2000'S | CELINE DION | BEATLES | FLEETWOOD MAC | BILLY JOEL



AUDIENCE PROFILE:

99.5 LOVE-FM is known as Daytona's at work station and can be heard in area business offices, banks, cafes, doctors offices and more!
Reaching Adults 45+, LOVE-FM is the type of station you turn on start to your day with continuous 99 minute music sets!

Gender



51.7% - Females



48.3% - Males

Household Income



38.8% \$25k-\$50k
26.2% \$50k - \$75k
25.4% \$75k+

Home Ownership



78.4% Own
21.6% Rent

Employed

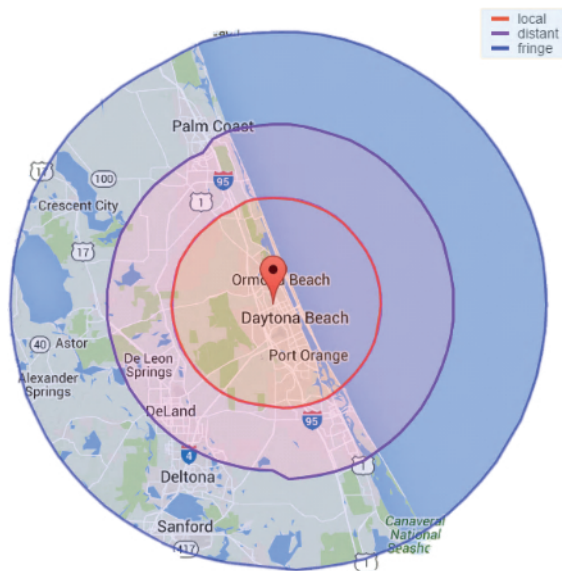


25.5% Full Time
14.4% Part Time
60.0% Other

On-Air Talent/Shows

M-F | 6a-10a
More Music Morning Show
M-F | 10a-3p
Ray Michaels
M-F | 3p-7p
Paul Johnson
M-F | 7p -12a
John Tesh's Intelligence For Your Life
SAT & SUN | 9a-12p
Casey Kasem's Countdown

Listening Area



NEWS | TALK

LOCAL NEWS | MARC BERNIER | RUSH LIMBAUGH | MICHAEL SAVAGE

NEWS FM 93.5 AM 1150

WNDB

DAYTONA'S MORNING NEWS

AUDIENCE PROFILE:

WNDB is the FIRST registered radio station in the Daytona Beach Area and is approaching 75 years old. As a relied upon source for local news and content, WNDB is also proud to be an MRN affiliate for all the Nascar Races throughout the season!

Gender



51.7% - Females



48.3% - Males

Household Income



38.9% \$25k-\$50k

26.2% \$50k - \$75k

25.4% \$75k+

Home Ownership



78.4% Own

21.6% Rent

Employed



25.5% Full Time

14.4% Part Time

60.0% Other

On-Air Talent/Shows

M-F | 6a-9a

Mornings with Marc and Chuck

M-F | 10a-12p

Brian Kilmead

M-F | 12p-3p

Rush Limbaugh

M-F | 3p-6p

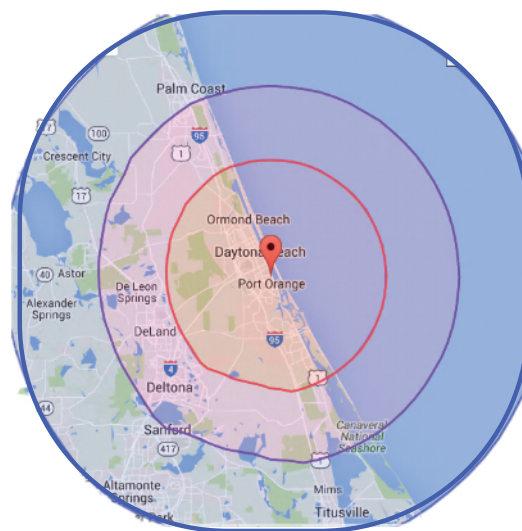
Marc Bernier

WEEKENDS

Nascar Racing Schedule

Community Programming

Listening Area



daytona beach





CHR | TOP 40

RHIANNA | SIA | DRAKE | MAROON 5 | ADELE | MEGHAN TRAINOR



AUDIENCE PROFILE:

103.3 THE VIBE keeps listeners in the "know" with their current local and celebrity content, along with the hottest tracks in Top 40 music all day! A highly visible radio station within the community, 103.3 THE VIBE focuses on local community organizations and exciting on-air promotions! The Morning VIBE with Tremble and Kaylee, has mass appeal to Women 18-34, for all types of product endorsements and more.

Gender



58.4% - Females



41.6% - Males

Household Income



34.7% \$25k-\$50k

25.4% \$50k - \$75k

32.8% \$75k+

Home Ownership



60.5% Own

39.5% Rent

Employed



48.0% Full Time

26.7% Part Time

25.3% Other

On-Air Talent/Shows

M-F | 6a-10a

MORNING VIBE

with Tremble & Kaylee

M-F | 10a-3p

Kaylee

M-F | 3p-7p

Carson

M-TH | 7p -12P

Zach Sang Show

SAT | 8p-12a

Planet VIBE

SUN | 8a-12a

Sunday Night Slow Jams

Listening Area

