

K100

Today's BEST Music

K100 plays today's hottest hits with core artists Selena Gomez, Justin Bieber, Ariana Grande, The Chainsmokers, Sia, Bruno Mars, and more. K100 is music-intensive, Top 40 radio. It features a contemporary, upbeat tempo with a relatable and entertaining DJ presentation, along with large-scale promotions. Daily features include hourly updates from: Fox News, Fox Sports, LocalSportsNow.com, MacombNewsNow.com, and Accuweather. K100 is also the radio home of the Macomb High Bomber sports!

Tune in each weekday morning, 5-10 AM for the Murphy, Sam, & Jodi morning show on K100.



92% REACHED EACH WEEK (P18+)
RADIO IS AMERICA'S #1 REACH MEDIUM

*Nielsen Total Audience Report February 2020

More adults use Broadcast Radio each week than:
CABLE, TELEVISION, BROADCAST TELEVISION, STREAMING TELEVISION, FACEBOOK, TWITTER, NEWSPAPER, SMARTPHONES, and THE INTERNET

Radio is #1 plain and simple.



Demo

Station: WKAI - K100

Format: Today's Best Music

Target: Adults 18-34

Reach: 82,069 total Adults

18-34 live in the following counties:

McDonough, Fulton, Schuyler, Brown, Cass, Mason, Adams, Hancock, Henderson, Warren, Knox, and Mercer Counties in Illinois. And Des Moines, Lee, Henry, and Louisa Counties in Iowa.