



Today's Rock For Western IL

With core artists being: Foo Fighters, Three Days Grace, Metallica, AC/DC, Shinedown, STP, Woof Rock 104 is sure to help you rock out! All of today's rock hits mixed with the greatest of the 90s, its a recipe made in music heaven. Woof Rock 104 has hourly updates from: Fox News, Fox Sports, Accuweather, MacombNewsNow.com, and LocalSportsNow.com. During basketball season be sure to listen to Western Illinois University Women's Basketball on Woof Rock 104!

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: WMQZ - 104.1

Format: Rock

Target: Adults 18-44

Reach: 110,303 total Adults

**18-44 live in the
following counties:**

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



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