



# Backroad Country 95.9

**Backroad Country** has a great variety of On-Air Personalities to entertain. Playing the greatest hits from the 1990s & 2000s and today's best songs. With core artists being Kenny Chesney, Thomas Rhett, Carrie Underwood, Keith Urban, Dierks Bentley, and Little Big Town, Backroad Country is sure to have something for every country music listener! Backroad Country has many daily features including hourly updates from Fox News, Fox Sports, Accuweather, and Ag updates from Brownfield and RFD Radio.

**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: WNLF - 95.9

Format: Country

Target: Adults 25-54

Reach: 94,986 total Adults

25-54 live in the  
following counties:

McDonough, Fulton, Schuyler, Brown,  
Cass, Mason, Adams, Hancock, Henderson,  
Warren, and Knox Counties in Illinois.



**Regional Media**

1034 W. Jackson St. Macomb, IL 61455 | (309) 833-2121  
RegionalMedia.info | info@regionalmedia.info