

# BiG

COUNTRY 102.7 WZZT

Clinton - Morrison - Sterling - Rock Falls

## Sauk Valley's Biggest Country

Big Country 102.7 has the biggest stars including: Kenny Chesney, Thomas Rhett, Carrie Underwood, Keith Urban, Dierks Bentley, Little Big Town. Along with updates from Fox News, Fox Sports, Accuweather, SaukValleyNow.com, and LocalSportsNow.com; Big country has the best and biggest country hits to get you through the day! Big Country is the radio home of Newman High School Sports.

**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: WZZT - 102.7

Format: Country

Target: Adults 25-54

Reach: 203,290 total Adults

25-54 live in the  
following counties:

Whiteside, Carroll, Jo Daviess, Stephenson,  
Ogle, Lee, Bureau, \*Rock Island Counties in  
Illinois. And Jackson, Clinton, & \*Scott  
Counties in Iowa.

\*Partial county population is represented.



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