



## Kenai Peninsula Market Profile – KSRM Radio Group Inc.

KSRM Radio Group is located on the Kenai Peninsula 140 miles south of Anchorage. There are two cities that make up most of the listening market on the Peninsula. Those cities are Kenai and Soldotna Alaska located 9 miles apart. The radio station's studio is set in between these two cities. The listening market in this area is approximately 50,000 people. There are two other major cities on the peninsula, one 90 miles east of here over the mountains that has a listening market of approximately 4,000 persons Seward, Alaska and the other city is 75 miles south of here called Homer, Alaska with a listening market of approximately 6,000. We are heard about 45 miles east of here and about 70 miles south. Our 6 stations also stream online 24 hours a day, 7 days a week at [www.radiokenai.com](http://www.radiokenai.com).

KSRM Radio Group has 6 stations in the Central Kenai Peninsula Market:

**KSRM 920 AM & 92.5 FM** News / Talk / Sports and the flagship station. KSRM has been on the air for over 50 years and has a large local audience, especially during the morning drive. Featuring LIVE local radio from 6a-1p & 3p-5p weekdays.

**KWHQ 100.1 FM** is Country and is programmed in house locally and has been established for over 20 years. The station has live and local talent during all drive times.

**KKIS 96.5 FM** is our Hot AC station, featuring today's best hits! And is programmed in house locally we provide the Artist and Title of every song played.

**KSLD 1140 AM & 96.9 FM** is ESPN Sports Radio, which also includes many high school and local sporting events.

**KFSE 106.9 FM** plays the Mainstream Rock format, which is programmed in house locally. Features many shifts hosted by local talent.

**KKNI 105.3 FM & 95.7 FM** is a contemporary version of the oldies format, Variety Hits and is programmed in house locally. We play the best of pop, soul and rock 'n' roll from the late '70s, the '80s, the '90s and 2000's. Features many on-air shifts hosted by local talent.

As with most small markets, localism is our focus. We have an active News Department that reports hourly on KSRM during the day and with hourly news minutes throughout the day on the other stations. We have a solid Sports Department and cover all local sporting events from high school sports football, basketball and hockey to dog mushing, snow machine racing across the state and our local semi-pro baseball team in the summer months.

Our market is rated by Eastlan Surveys and if you would like any information regarding demos, listenership etc. we will be happy to provide you with numbers on request.

Thank you for the opportunity to help your business succeed!



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