



KONO – The Baby Boomer Station

- Ø KONO AM/FM reaches Adults 25-64 years of age with an affluent core audience of 35-54.
- Ø KONO AM/FM delivers the upscale Baby Boomer. It's the efficient way to make things happen with people who have the cash to do it. KONO AM/FM reaches 1 out of 4 Baby Boomers in San Antonio. 1 out of 2 persons that listen to KONO AM/FM are Boomers.
- Ø KONO AM/FM has wide appeal with an audience composition of 56% women, 44% men, 58% Hispanic, and 38% Anglo.
- Ø KONO AM/FM is one of the top stations for Adults 25-54, 35-54, and 35-64 in at work listening.
- Ø KONO AM/FM has loyal responsive listeners that listen to the heritage station that made the hits and plays the hits.
- Ø KONO AM/FM's highly researched music is delivered in a contemporary presentation with limited commercials playing the best variety of hits from artists like The Eagles, Elton John, Paul McCartney, and Santana.
- Ø KONO AM/FM continues to be one of the top-rated San Antonio Greatest Hits format stations in the entire nation.
- Ø 174,585 KONO AM/FM listeners are home owners
- Ø 90,931 KONO AM/FM listeners have \$50,000+ household income
- Ø 121,854 KONO AM/FM listeners are employed full-time
- Ø 128,754 KONO AM/FM listeners are married
- Ø 80,917 KONO AM/FM listeners are single
- Ø 201,857 KONO AM/FM listeners have shopped in a mall in the past three months

Source: Arbitron W108-FA08, Scarborough Aug 2007-Jul 2008

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