



## 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, RegionalMediaNews.com, and LocalSportsNow.com.

**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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