

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, RegionalMediaNews.com, and LocalSportsNow.com; Big country has the best and biggest country hits to get you through the day!

Tune in each weekday morning, 5-10 AM for the Murphy, Sam, & Jodi morning show on K100.



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.



3101 Freeport Rd. Sterling, IL 61081 | (815) 625-3400
RegionalMedia.live | info@regionalmedia.info
RegionalMediaNews.com