



#1 For New Country



105 The Hawk has 22,800* plus adult listeners each week.

SUMMARY

The Hawk features the biggest selection of the hottest new country music and all of the greatest hits of the past. Hawk stars are passionate about their station, God, Family, Country AND Country Music!

The Hawk's Promotions:

Artist Super Fan, Hawk Book Club for Kids, Not a Meet n Greet, Sweet, Sour & Spicy Bowling, Hawk DJ for a Day.

The Hawk's Unique Artist Line Up:

Features everything from Johnny Cash to Florida Georgia Line. In addition to the biggest names in modern and classic country, The Hawk also showcases the best in outlaw country you wont hear anywhere else.

DEMOGRAPHICS

Primary Demographic

FEMALE



AGE:

29

MARITAL STATUS:



Married 1-2 children

EDUCATION:



Some college education

WORRIES ABOUT:



Family and money

PRINCIPLES:



Cares about family and about news and information regarding her interests

IS AN EMOTER:



Seeks to emotionally connect with brands or products and will often make quick purchase decisions

General Demographics

The Hawk listeners care about family and are conservative in their decisions. They are tech savvy and are high consumers of general media. The Hawk listeners are energetic and will respond positively to events and promotions. They are very involved in social media and spend the bulk of their time online using Facebook. They are also very active with their mobile phones, utilizing both texting and mobile web.