



Idaho's #1 HIT MUSIC Channel

Z103 has 45,800* plus adult listeners each week.

SUMMARY

Z103 is Idaho's number one hit music channel, featuring the hottest Top 40 songs and artists in the country and the most popular and familiar DJs in town! The Z103 listener works hard and plays hard, and the new and upbeat music is their perfect soundtrack. Z103 listeners count on the DJs to introduce the newest hits, provide fun on-air games and giveaways, and keep them in the loop about local sales and offers.

Z103 Artists: Justin Timberlake, Rihanna, Justin Bieber, Selena Gomez, Maroon 5, Taylor Swift, and Katy Perry.

Z103 Features: The Answer's Never Dirty, Z103 Dirt, Jakoby & Tara's Gender Wars, Jakoby & Tara's Poll Question, Z103 Lunch Hour, The After School Snack, 4 O'Clock U-Pick, and The 5 O'Clock Woo.

Z103 Promotions: Idaho's #1 Baby Bump, The Z103 Superfan Free Money Call, Way Back Weekend Countdown (Memorial Day), East Idaho Game Night Football Sponsorship, Way Back Weekend Countdown (Labor Day), The Z103 Haunted Bus Title Sponsor, Supermarket Saturday, Christmas A To Z, and The East Idaho Game Night Basketball Sponsorship.

DEMOGRAPHICS

Primary Demographic

The Z103 listener is actively engaged in social interactions with those around her. She is an involver who will urge others to become involved in brands or products she cares about. Jakoby & Tara wake her up with pop culture items and lifestyle tips while she's getting ready for the day, checking her Facebook, making breakfast, and texting with friends and family. She seeks to be a front-runner in pop culture and will gravitate toward popular entertainment. She is concerned about appearance, but will seek out value in products in addition to popularity.

FEMALE



AGE:

28

MARITAL STATUS:



Married
1 child

EDUCATION:



A little college, not currently attending

WORRIES ABOUT:



Family, friends, and money

PRINCIPLES:



Does not work full time, cares about her family

IS AN INVOLVER:



Has opinions and thoughts regarding content and promotions; she will get involved and take action, then involve others around her

General Demographics

Z103's target demographic is women 18-49. Their purchase decisions are still somewhat influenced by their parents, however, they will develop brand loyalties with products they feel are fresh, popular and new. Additionally, they tend to be less loyal to brands than other demographics. They're involvers and will urge others to engage with brands or products they care about. They're technologically savvy and will include social media interactions as part of their daily lives. Financially, they're more conservative with daily need purchases, and more liberal with lifestyle and entertainment purchases.