



Idaho's # 1 Hit Music Channel



Z103 has 46,700* 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 Radio DJ Line Up:

6a-10a – Jakoby and Katie Lee

10a-2p – Dusty Bee

2p-7p – Matty Merrill in the afternoons!

Z103 Features: Sweet Sweet 6am, Daily Roast, Z103 Dirt, Morning Mindbender, IAMZ103, Hey Dude, Asking for a Friend, Stupid Fact of the Day, Dusty BEE Positive Story, Song you never hear anymore, The Afterschool Snack and The Top 5@5.

Z103 Artists: Post Malone, Ariana Grande, Justin Bieber, The Weeknd, Billy Eilish, Taylor Swift, Ed Sheeran, Eminem, Imagine Dragons

DEMOGRAPHICS

Primary Demographic

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.

East Idaho's Heritage Top 40 Station – The #1 Choice for East Idaho's Young Adults Seeking the Newest Music

*Source – Spring 2020 Eastlan Survey – Mo-Su 6a-6a.