

Topeka, KS

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	198	198,300	
DMA	142	393,600	
Hispanic	166	21,300	10.74%
Black	179	15,700	7.92%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
AM				KESJ-CLH			KFEQ-FUL KLWN-N/T KMAJ-N/T KTOP-SPR WIBW-N/T						
FM	KKSW-CHR	KDVV-AOR	KMAJ-A/C	KKJO-ADH KSAJ-ADH KWIC-CLH		KMXN-COU KNZA-COU KSJQ-COU KTOP-COU KTPK-COU WIBW-COU						KCVT-REL	KBUZ-NCL KJTY-NCL

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

COMBOS (+ LMA's)

KSAJ-FM, KTPK-FM, WIBW-AM, WIBW-FM	Alpha Media
KDVV-FM, KMAJ-AM, KMAJ-FM, KTOP-AM, KTOP-FM, KWIC-FM	Cumulus
KKSW-FM, KLWN-AM, KMXN-FM	Great Plains Media Inc

LOCAL SPORTS COVERAGE

WIBW-AM	Kansas City Royals-Baseball Kansas City Chiefs-Football Kansas State Wildcats-Basketball Kansas State Wildcats-Football
KFEQ-AM	Kansas City Royals-Baseball Kansas City Chiefs-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KESJ-AM	Classic Hits	107.5
KFEQ-AM	Full Service	95.3
KLWN-AM	News/Talk	101.7
KMAJ-AM	News/Talk	93.5
WIBW-AM	News/Talk	104.9

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NATIONAL REPS

KDVV-FM, KMAJ-FM, KMAJ-AM, KTOP-FM, KTOP-AM, KWIC-FM
KESJ-AM, KFEQ-AM, KKJO-FM, KSJQ-FM
KKSW-FM, KLWN-AM, KMXN-FM
KSAJ-FM, KTPK-FM, WIBW-FM, WIBW-AM

KRG-Christal
RegR
KRG-Eastman
KRG-Katz