

St. Louis, MO

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	24	2,354,300	
DMA	26	2,737,400	
Hispanic	88	82,200	3.49%
Black	16	443,600	18.84%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly

	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							KFNS-SPR KMOX-N/T KTRS-N/T KWUL-SPR		KATZ-GOS		WEW-ETH	KHOJ-REL KSIV-REL KSTL-REL KXFN-REL KYFI-REL WSDZ-REL	
FM	KSLZ-CHR WHHL-RHY	KFNS-AOR KPNT-AMR KSHE-CLR WDLJ-CLR	KEZK-A/C KXBS-CAC KYKY-HAC	KLOU-CLH WARH-ADH		KFAV-COU KSD-COU WIBV-COU WIL-COU	KFTK-TLK KTLK-N/T WXOS-SPR		KATZ-URB WFUN-UAC			KSIV-REL	KDIX-NCL KLJY-NCL KWMU-EDU
DIGITAL	KSLZ-F2-RHY						KATZ-F2-NEW KYKY-F3-TLK		KTLK-F2-UAC				

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

COMBOS (+ LMA's)

KEZK-FM, KFTK-FM, KMOX-AM, KYKY-FM, WFUN-FM, WHHL-FM
 KSIV-AM, KSIV-FM
 KLJY-FM, KXBS-FM
 KPNT-FM, KSHE-FM, WARH-FM, WIL-FM, WXOS-FM
 KATZ-AM, KATZ-F2, KATZ-FM, KLOU-FM, KSD-FM, KSLZ-F2, KSLZ-FM, KTLK-F2, KTLK-FM

Audacy
 Bott Radio Network
 Gateway Creative Broadcasting
 Hubbard Radio
 iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WXOS-FM
 KMOX-AM
 KYKY-FM
 KFNS-AM
 KTRS-AM
 F = Flagship

St. Louis Blues-Hockey (F)
 St. Louis University-Basketball (F)
 St. Louis Cardinals-Baseball (F)
 St. Louis SC-Soccer (F)
 University of Illinois-Football
 University of Illinois-Basketball
 University of Missouri-Basketball
 University of Missouri-Football

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SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KATZ-F2	News	103.7
KATZ-AM	Gospel	93.3
KHOJ-AM	Religion	96.7
KMOX-AM	News/Talk	98.7
KSIV-AM	Religion	95.9
KTRS-AM	News/Talk	106.1
KWUL-AM	Sports	104.5
KXBS-FM	Christian AC	106.9
KXFN-AM	Religion	105.3
WHHL-FM	Rhythmic CHR	101.5
WSDZ-AM	Religion	95.1

NATIONAL REPS

KATZ-FM, KATZ-F2, KATZ-AM, KLOU-FM, KSD-FM, KSLZ-FM, KSLZ-F2, KTLK-FM, KTLK-F2

iHeartMedia

KEZK-FM, KFTK-FM, KMOX-AM, KYKY-F3, KYKY-FM, WFUN-FM, WHHL-FM
KFNS-AM, KXFN-AM

KRG-Audacy

Tach

KPNT-FM, KSHE-FM, KTRS-AM, WARH-FM, WIL-FM, WXOS-FM

KRG-Christal

WSDZ-AM

McGavren