

Reading, PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	134	374,500	
DMA	5	7,307,500	
Hispanic	87	88,000	23.50%
Black	157	21,000	5.61%

Available Research

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

	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	WRLD-RHY						WEEU-N/T WHGB-SPR WRAW-N/T			WTKZ-TRP			
FM	WWKL-RHY	WQXA-AMR WTPA-CLR	WBYN-CAC WLEV-A/C WNNK-HAC WRFY-HAC	WWZW-CLH		WCTO-COU WIOV-COU							WXAC-EDU
DIGITAL										WLEV-F2-TRP WRFY-F2-SCO			

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

COMBOS (+ LMA's)

WRAW-AM, WRFY-FM

iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WHGB-AM
WCTO-FM
WEEU-AM
Penn State-Football
Harrisburg Senators-Baseball (F)
Philadelphia Eagles-Football
Philadelphia Eagles-Football
Philadelphia Phillies-Baseball
Penn State-Football

F = Flagship

Reading, PA

SIMULCASTS (TOTAL WEEK)

WCTO-FM+WWYY-FM
WHGB-AM+WTPA-F2
WLEV-F2+WTKZ-AM

NATIONAL REPS

WCTO-FM, WLEV-FM	KRG-Christal
WEEU-AM	McGavren
WHGB-AM, WIOV-FM, WNNK-FM, WQXA-FM, WTPA-FM, WWKL-FM	KRG-Katz
WLEV-F2, WTKZ-AM	KRG-Eastman
WRAW-AM, WRFY-FM, WRFY-F2	iHeartMedia

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBYN-FM	Christian AC	103.7
WCTO-FM	Country	107.1
WHGB-AM	Sports	95.3
WLEV-FM	Adult Contemporary	92.9
WLEV-F2	Tropical	101.7
WRFY-F2	Spanish Contemporary	92.3
WRLD-AM	Rhythmic CHR	98.5