

Middlesex/Somerset/Union, NJ

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	42	1,555,400	
DMA	1	18,896,400	
Hispanic	29	400,800	25.77%
Black	41	215,500	13.85%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	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							WCTC-SPR						
FM			WAWZ-A/C WMGQ-A/C				WKXW-FUL						

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

COMBOS (+ LMA's)

WCTC-AM, WMGQ-FM

Beasley Media Group

LOCAL SPORTS COVERAGE

WCTC-AM
F = Flagship

Rutgers University-Football
Rutgers University-Basketball

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WCTC-AM	Sports	93.5

NATIONAL REPS

WAWZ-FM
WCTC-AM, WMGQ-FM
WKXW-FM

KRG-Eastman
KRG-Katz
KRG-Christal