

Phoenix, AZ

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	13	4,012,200	
DMA	11	5,229,600	
Hispanic	10	1,207,400	30.09%
Black	32	285,500	7.12%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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					KAZG-ODS		KDUS-SPR KFNN-N/T KFNX-N/T KFYI-TLK KGME-SPR KKNT-N/T KQFN-SPR KTAR-SPR			KIDR-HIS KNAI-RMX KNUV-SNT KOY-RMX KPHX-HIS KSUN-RMX		KPXQ-REL KXXT-REL	KIHP-NCL
FM	KALV-CHR KKFR-RHY KZZP-CHR	KDKB-AMR KSLX-CLR KUPD-AOR	KESZ-A/C KMVA-HAC KMXP-HAC KZCE-RAC KZON-HAC	KAJM-CLH KOAI-CLH KOOL-CLH KYOT-ADH		KMLE-COU KNIX-COU KSWG-COU	KMVP-SPR KTAR-N/T			KFUE-LUR KHOT-RMX KHOV-RMX KLNZ-RMX KOMR-SAH KQMR-SCO KVVA-RMX			KAIZ-NCL KBAQ-NCL KFLR-NCL KJZZ-EDU KKMR-NCL KLPT-NCL KLVA-NCL KLVK-NCL KVCP-NCL
DIGITAL	KMXP-F2-RHY						KALV-F2-TLK KMLE-F3-SPR						

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

Phoenix, AZ

COMBOS (+ LMA's)

KALV-F2, KALV-FM, KMLE-F3, KMLE-FM, KOOL-FM
 KMVP-FM, KTAR-AM, KTAR-FM
 KAIZ-FM, KKMR-FM, KLPT-FM, KLVA-FM, KLVK-FM
 KFUE-FM, KLNZ-FM, KVVA-FM
 KAZG-AM, KDKB-FM, KDUS-AM, KSLX-FM, KUPD-FM
 KESZ-FM, KFYI-AM, KGME-AM, KMXP-FM, KNIX-FM, KOY-AM, KYOT-FM, KZZP-FM
 KBAQ-FM, KJZZ-FM
 KKNT-AM, KPXQ-AM, KXXT-AM
 KAJM-FM, KZCE-FM
 KHOT-FM, KHOV-FM, KOMR-FM, QQMR-FM
 KKFR-FM, KMVA-FM, KOAI-FM, KZON-FM

Audacy
 Bonneville International Corp.
 Educational Media Foundation
 Entravision Communications
 Hubbard Radio
 iHeartMedia, Inc.
 Maricopa County Community College District
 Salem Media Group
 Sierra H. Broadcasting
 TelevisaUnivision, Inc
 Zelus Media

SIMULCASTS (TOTAL WEEK)

KMVA-FM+KZON-FM
 KHOT-FM+KHOV-FM

LOCAL SPORTS COVERAGE

KQFN-AM Nascar Stock Races-Car Racing
 Indy 500-Car Racing
 KMVP-FM Arizona Diamond Backs-Baseball
 Arizona Coyotes-Hockey (F)
 Arizona State Sun Devils-Football (F)
 Arizona State Sun Devils-Basketball (F)
 Phoenix Suns-Basketball (F)
 KTAR-AM Arizona Cardinals-Football (F)
 Arizona Coyotes-Hockey (F)
 Arizona Diamond Backs-Baseball (F)
 Arizona State Sun Devils-Basketball
 Arizona State Sun Devils-Football
 KTAR-FM Arizona Coyotes-Hockey
 KHOV-FM Arizona Diamond Backs-Baseball
 KFNN-AM University of Arizona-Football
 University of Arizona-Basketball

F = Flagship

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KAZG-AM	Oldies	92.7
KBAQ-FM	Non-Commercial	89.7
KFLR-FM	Non-Commercial	97.3
KFNN-AM	News/Talk	105.3
KIHP-AM	Non-Commercial	102.9
KKFR-FM	Rhythmic CHR	96.1
KLVK-FM	Non-Commercial	96.5
KNAI-AM	Mexican Regional	101.9
KNUV-AM	Spanish New/Talk/Sport	107.5
KOY-AM	Mexican Regional	93.7
KPHX-AM	Hispanic	92.9
KQFN-AM	Sports	99.3
KSUN-AM	Mexican Regional	106.5

Phoenix, AZ

NATIONAL REPS

KAJM-FM, KAZG-AM, KDKB-FM, KDUS-AM, KSLX-FM, KUPD-FM, KZCE-FM
KALV-FM, KALV-F2, KMLE-FM, KMLE-F3, KOOL-FM
KESZ-FM, KFYI-AM, KGME-AM, KMXF-FM, KMXF-F2, KNIX-FM, KOY-AM,
KYOT-FM, KZZP-FM
KFNN-AM, KQFN-AM
KFUE-FM, KLNZ-FM, KMVP-FM, KTAR-FM, KTAR-AM, KVVA-FM
KHOT-FM, KHOV-FM, KKFR-FM, KMVA-FM, KOAI-FM, KOMR-FM, QQMR-FM,
KZON-FM
KNAI-AM

KRG-Katz
KRG-Audacy
iHeartMedia

Tach
KRG-Christal
KRG-Eastman

RegR