



# Equity Communications LP

# ARBITRON SOUTH JERSEY RADIO



**Including:  
9am-5pm  
Workplace  
Listening!**



Arbitron - rated #1 in Southern New Jersey!

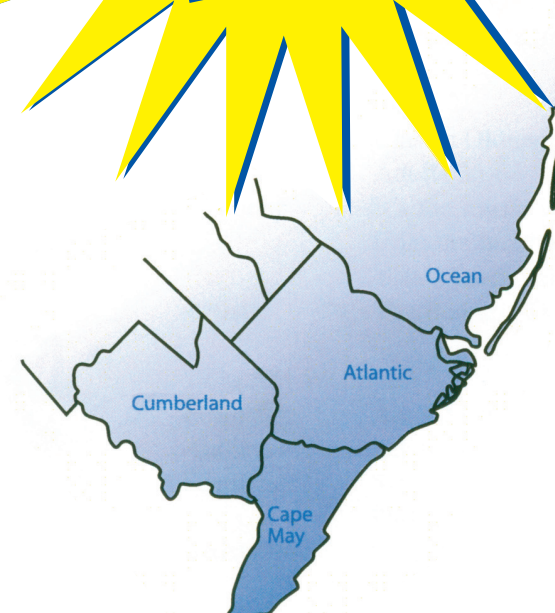


ph: 609.484.8444  
fx: 609.646.6331  
fx: 609.383.1187  
e: gfequity@aol.com  
e: equityproduction@aol.com  
w: equitycommunications.net

993thebuzz.com  
951wayv.com  
wzxl.com  
961wtth.com  
easy931.com  
classicoldieswmid.com

Atlantic City - Cape May NJ  
Spring 2015 / 13 Week Survey

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## Spring 2015 Radio Ratings

Audience Estimates in the Primary Metropolitan Statistical Area (MSA) for:

### Atlantic City - Cape May NJ

Spring 2015  
April 2 - June 24  
(13 Week Survey)



# The Equity Communications LP

Family of Stations!



## 99.3 FM WZBZ

Format: Contemporary Hit Radio "993 the Buzz"  
Audience: Adults 18-49

**South Jersey's #1 Hit Music Station!**

Features: Join 99.3 the Buzz for Today's Hottest Hits, Non-Stop Rock, Pop & Hip Hop! South Jersey's New Hit Music Channel keeps everyone moving to the beat 24/7! It's CHR Radio the way it should be - high impact & high energy! Don't miss our "Weekend Top 30 Countdowns" & "Into the Groove" mix shows for Entertainment News & Artist profiles! Great concert ticket giveaways too! 993 the Buzz reaches the beaches, rules the pools & is celebrating 14 years as South Jersey's Young Adult Leader!

[993thebuzz.com](http://993thebuzz.com)

Artists: Black Eyed Peas, Nelly, Beyonce, Sean Paul, Rihanna, Katy Perry, Lady Gaga, Drake



## 95.1 FM WAYV

Format: Hot Adult Contemporary  
Audience: Adults 25-54

**Today's Best Music!**

Features: South Jersey's beloved "Mike & Diane Interactive Show" every morning on your way to work! Jennifer Knight with 15-song super sets & the WAYV All-Request Lunch to keep the work day moving with fun upbeat music from today's Pop Superstars! Nicky G. in the afternoons on your way home! Jackson Bleu keeps the party going all evening! Catch Diane's "Celebrity Dirt", the "Top 30 Download with Carson Daly" & WAYV's world-famous "Theme Weekends!" - on the iconic legendary station that generations of South Jersey families have grown with & grown up to!

[951wayv.com](http://951wayv.com)

Artists: Kelly Clarkson, Fergie, Ke\$ha, Gwen Stefani, Britney Spears



## 100.7 FM WZXL

Format: Classic Rock  
Audience: Adults 25-54

**South Jersey's Rock Station!**

Features: The new WZXL Morning Show with JoJo & Scotty has taken the market by storm! Start your day with hilarious conversation & phone calls as only JoJo & Scotty can bring it! Steve Raymond hosts the "All Request Workforce Lunch" with 100-minute Non-Stop Rock Blocks & salutes to the South Jersey Workforce all day long! Enjoy the best rock songs from the 70s through the 90s - Aerosmith to Zeppelin with 15-year ZXL veteran Tommy T-Bone! Don't forget Get the Lead Out every night @ 9 pm! In 2016 WZXL will celebrate 30 years of rocking South Jersey with "Everything that Rocks"

[wzxl.com](http://wzxl.com)

Artists: Pink Floyd, Rolling Stones, Creed, Tom Petty, Aerosmith, Nickelback, U2, Pearl Jam, Bon Jovi



## 96.1 FM WTTH

Format: Urban AC - "The Touch"  
Audience: Adults 35-54

**Today's R&B and Classic Hip Hop!**

Features: The "Tom Joyner Morning Show" starts off your weekdays! Enjoy Today's R&B and Old School Hits every midday & afternoon! Soft enough for office listening but lively enough to turn up & enjoy! Evenings it's time to kick back & chill with your favorite old school jams that really bring you back! Don't miss "The Bob Pantano Saturday Night Dance Party" & WTTH'S "Back in the Day Weekend" Party Mix including the biggest Classic Hip-Hop songs of all time! Tom Joyner & The Touch are celebrating 20 years of continuous service to the diverse South Jersey community!

[961wtth.com](http://961wtth.com)

Artists: Marvin Gaye, Isley Brothers, Earth Wind & Fire, Al Green, John Legend, Michael Jackson



## 93.1 FM WEZW

Format: Easy Listening - "EZ 93"  
Audience: Adults 35-64

**Soft Favorites from Yesterday & Today!**

Features: At last! South Jersey has a true light Adult Contemporary station featuring Soft & Easy favorites from the 70s 80s & 90s! wEZw is Easy-listening for the Jersey Shore - the perfect blend for at home, at work, in the office, or in the car! Soft rock, love songs, ballads, classic hits - & even some fun Oldies - all part of the relaxing easy-listening blend on 93.1 wEZw! Easily your best buy to reach affluent adults in Cape May County: Easy 93!

[easy931.com](http://easy931.com)

Artists: Michael Bolton, Celine Dion, Carole King, Barry Manilow, Tony Bennett, Chicago, Johnny Mathis



## 1230 AM & 1340 AM WMiD

Format: Classic Oldies  
Audience: Adults 45-64

**Classic Oldies from the 50s & 60s!**

Features: It's the music you grew up with on the stations you grew up with! 20-song music sweeps from the heart & soul of Rock & Roll! Timeless 50s & 60s hits from the era that drove a generation & changed music radio! Every song triggers a memory with South Jersey baby boomers! Catch Phillies baseball, "It's Your Money" & "Sounds of Sinatra" on the weekends! Aimed at the heart of the 50+ "Money Demo!" Booming total market coverage via our 1230/1340 simulcast! Serving South Jersey since 1946!

[classicoldieswmid.com](http://classicoldieswmid.com)

Artists: The Beatles, The Four Seasons, The Supremes, The Everly Brothers, Paul Anka, Elvis Presley, Perry Como



## Phillies Radio

Catch every exciting inning of every exciting game on the South Jersey flagship stations of the Phillies radio network! No matter where Phillies fans travel up & down the Jersey Shore they take their favorite team along with them on WMiD, WCMC, WEZW & WZXL! Year after year, summer after summer, win or lose, Phillies baseball broadcasts hosted by Scott Franzke & Lary Anderson are the official sounds of summer at the Jersey Shore! There's just something timeless & special about Baseball on Radio & we're celebrating 20 Years of Continuous Phillies broadcasting on AMs 1230 & 1340 - & in Stereo on 93.1 FM & 100.7 FM!

[Phillies.com](http://Phillies.com)