



SUMMIT
MEDIA

SummitMedia
Springfield



Format

Springfield's Talk 104.1 informs and empowers listeners in the Ozarks with the news and information they want. Listeners depend on it! The station puts a focus on what's important to listeners in the Ozarks: local news, weather, the economy, events that shape our world, and insight on how those events affect life here in the Ozarks.

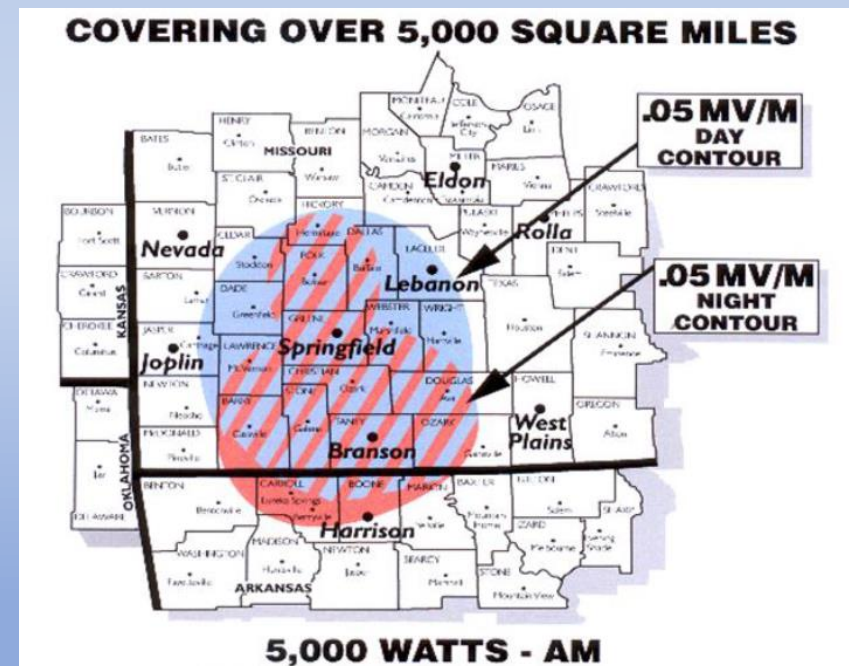
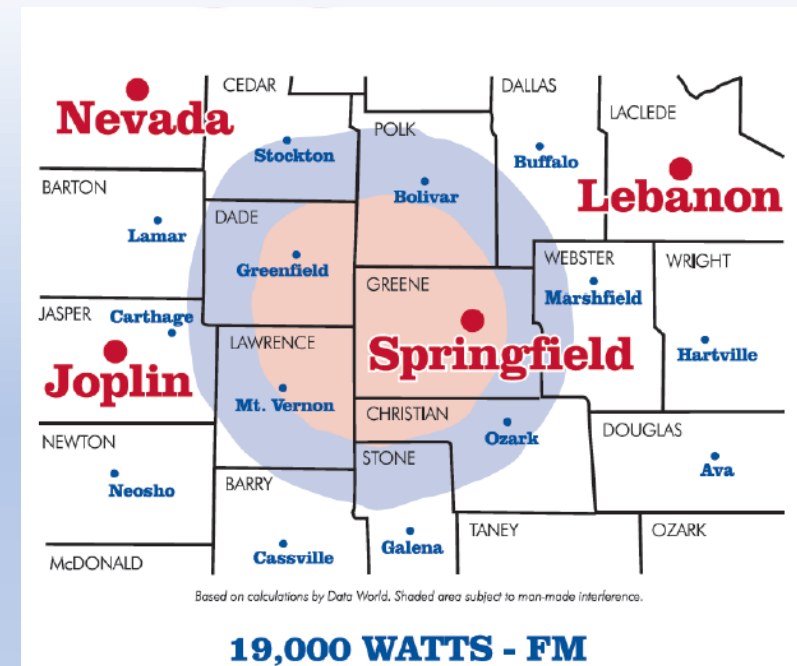
The station (104.1 FM & 1260 AM) is Springfield's premier news talk product and the Ozarks' national news source with updates from Fox News. Springfield's Talk 104.1 delivers expanded, in-depth coverage on local and state news during the KSGF Mornings with Nick Reed (6a-9a) & provides breaking local news and severe weather coverage using the established brand equity of the KTTS 24-Hour News Center



News Talk Shows

Glenn Beck
Dana Loesch
Sean Hannity

Mark Levin
Ben Shapiro
Armstrong & Getty





104.1 KSGF delivers affluent investors who are loyal and support our advertisers!



KSGF.com



(417) 865-6614



@1041KSGF



APP

- Home of Nick Reed in the Mornings
- Home of Mark Levin and Glenn Beck
- Home of Sean Hannity in the Afternoons
- Host of Hero's Breakfast for Veterans

35,700 Adults 18+ listen to 104.1 KSGF for an average of 8 ¼ hours each week.

Our listeners bring great value to our partners.

48%

College graduate+

52%

Employed full-time

78%

Homeowner

66%

Republican

63%

Married

85%

Have any investments

23%

More likely than the market average to earn \$100K+

20%

Have a military service member in their household

2x

More likely than the market average to be small business owners

13%

Caregiver of an aging parent or relative

37%

Planning any home improvements in next year

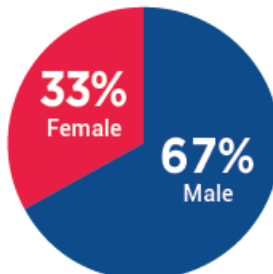
15%

Plan to buy any vehicle in next year

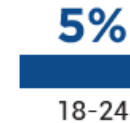
Over

\$607M

Potential Annual Spending Power



86% are aged 35 and older.



18-24

25-34

35-44

45-54

55-64

65+

104.1 KSGF Lineup

Mon-Fri 6a-9a

Mornings with Nick Reed



Mon-Fri 9a-12n

Glenn Beck



Mon-Fri 12n-2p

Dana Loesch



Mon-Fri 2p-5p

Sean Hannity



Mon-Fri 5p-8p

Mark Levin



Mon-Fri 8p-10p

Ben Shapiro



#1 in the market with A35+ AQH Rating.

#3 with A18+ AQH Rating.



INSIGHTS BY FuturiTopLine.com

SPRINGFIELD, MO; Nielsen Radio; FA20; Metro; A18+; KSGF-FM vs. Home to Metro ranker; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; Retail Spending Power; AQH Rating; P12+; Median Age; | SCB; MID-TIER; SP20/FA20; Metro; A18+; KSGF-FM; M-Su 6a-12m cume; % of Target; Target Index vs. Market Average of 100. Copyright © 2021 Futuri Media. All Rights Reserved



Nick Reed

Weekday Mornings 6a-9a

Since high school, I have been behind a microphone, first in music, before moving to talk radio, a natural move being a lover of the format.

I am not your typical “political talk show host”... I don’t view one side as always ‘good’ while the other side always ‘bad’, party affiliation doesn’t determine the truth, neither does ‘good intention’.





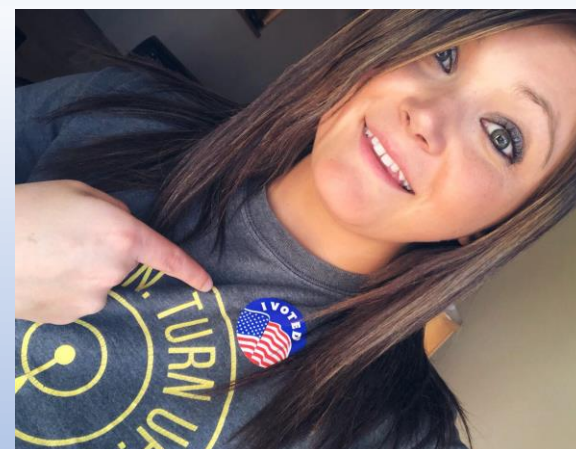
Sarah Garoutte

| Producer, Mornings on KSGF 6a-9a |
| "Avery" on Power 96.5 Weekends |



I have been working with KSGF since 2017 and behind a microphone since the age of 17 where I landed a job in radio.

Growing up in Fair Grove, I consider myself a country girl at heart....I love going to the lake, hiking and fishing. When I am not outside or producing the Morning Show, I love cheering on my team, the Kansas City Royals.





SummitMedia Springfield stations are heritage brands in the market with well-known local talent!



springfieldadvertisingworks.com



(417) 865-6614



217,300 Adults 18+ listen to SummitMedia Springfield stations for an average of 6 ½ hours each week.

Invite our quality listeners into your business!

54%

Some college+

49%

Earn \$50K+

66%

Homeowner

36%

White collar

56%

Married

36%

One+ children (<18)

48%

Employed full-time

30%

Planning any home improvements in next year

18%

Planning to buy furniture or a mattress in next year

18%

Plan to buy any vehicle in next year

Over

\$2.2B

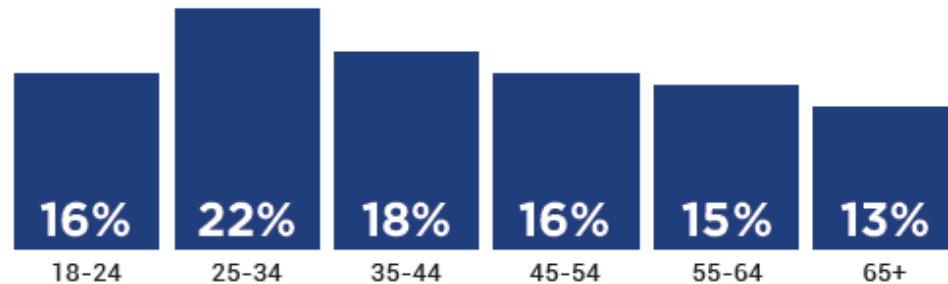
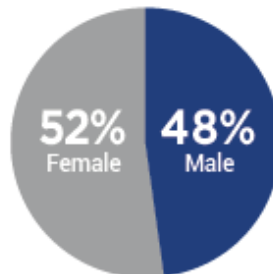
Potential Annual Spending Power



Age breakout:

38

MEDIAN AGE



#1 cluster in the market with Weekly Cume Persons AND AQH Rating.

We reach

39%

of A18+ in the market.

34,100

A18+ can only be reached by our stations.

55%

of Midwest Family Broadcasting Springfield listeners and

54%

of iHeartMEDIA Springfield listeners are reached by SummitMedia Springfield.



INSIGHTS BY FuturiTopLine.com

SPRINGFIELD, MO, Nielsen Radio: FA20, TSA, A18+, SummitMedia Springfield (KSRV-FM or KSGF-FM or KSPN-FM or KTTS-FM) vs. iHeartMEDIA Springfield (KQED-FM or KQWV-FM or KQWY-AM or KQUS-FM or KTOS-FM) vs. MW Springfield, Inc. (KXLU-FM or KQMG-FM or KQSP-FM or KQRM-FM), Mdu 06-12m, Weekly Cume Persons, Weekly Cume Comp., Weekly Cume Rating, Weekly TSS, Duplication Weekly Cume Comp., AQH Rating, P12+, Median Age, Metro, Retail Spending Power, SCL, MID-TIER, SP20/FA20, TSA, A18+, SummitMedia Springfield (KSRV-FM or KSGF-FM or KSPN-FM or KTTS-FM), Mdu 06-12m cume, % of Target. Copyright © 2021 Futuri Media. All Rights Reserved.

SummitMedia Radio Stations



Call Letters	KTTS	KSPW	KSGF	KRVI
Format	Country	Top 40	News Talk	Adult Hits/Variety
Frequency	94.7 FM	96.5 FM	104.1 FM/1260 AM	106.7 FM
Station	Country Best 94.7 KTTS	Power 96.5	Springfield's Talk 104.1	106.7 The River
DJs	6a-10a Nancy & Rick 10a-2p Chelsea 3p-7p Commander Tom Weekends Steve Smith	6a-10a J. Fotsch + Chelsea 10a-3p Julian Old School Lunch Hour 3p-6p The Ginge 7p-11p Tino Cochino Weekends Katie Avery Chelsea	6a-9a Nick Reed Sarah Myers Syndicated Line Up: Glenn Beck Dana Loesch Sean Hannity Mark Levin Ben Shapiro	An ever changing playlist reaching variety of adults; The River boasts large music library covering over three decades of music 6a-9a (Mon-Fri) Ace & TJ
Website	ktts.com	power965.com	ksgf.com	1067theriver.com
Core Listeners	A 25-49	W 18-34	M 35-64	A 25-44
Core Artists	Tim McGraw, Luke Combs, Miranda Lambert, Garth Brooks, Carrie Underwood, Blake Shelton, Jason Aldean, Luke Bryan	Post Malone, Taylor Swift, Justin Bieber, Shawn Mendes, Camilla Cabello, Maroon 5	News Talk	ABBA, P!nk, Madonna, Aerosmith, Michael Jackson, Bon Jovi, Rolling Stones, Def Leppard, Phil Collins, Cyndi Lauper