



@1029TheWhale



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OUR PERSONALITIES



MIKE PICOZZI
M-F 6am - 10am



KLONK
M-F 10am - 2pm



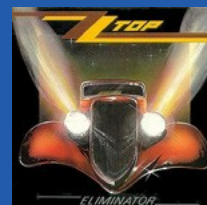
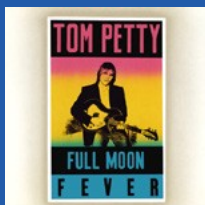
EDDIE SAB
M-F 2pm - 6pm



ROB RAY
M-F 6pm - 12pm

- Call Letters
 - Dial Position
 - Website
 - Format
 - Coverage
 - Signal
 - Audience
- WDRC-FM – Hartford's Classic Rock
102.9 FM
1029thewhale.com
Classic Rock
Hartford, New Haven, Springfield & Waterbury
50,000 watts
Adults 25 to 54 (Male Skew)

CORE ARTISTS



Def Leppard
 Bon Jovi
 U2
 Led Zeppelin
 Pink Floyd
 Van Halen
 Rolling Stones
 Police
 Eagles
 GNR
 Tom Petty
 ZZ Top
 Journey
 Fleetwood Mac
 Queen
 Aerosmith
 Steve Miller
 Boston
 Billy Joel
 Doors

- 6 of the top 10 Hartford Radio Stations have the word Contemporary in their Format description
- There is only ONE CLASSIC ROCK station out of Hartford and it is 102.9 The WHALE
- We are the only station that devotes itself to the rock music starting 1967 running through 1990
- Hyper focused on the guitar based sounds of that period with no dips into the 90s or any pop songs
- Deeper, more passionate and extremely connected to the bands that made rock great!

BY THE NUMBERS*...



- Over the course of Mon – Sun, 6a – 12m 102.9 The Whale reaches 243,300 Adults 25+
- 54.9% male audience/45.1% female audience
- Household income breakdown:
 - 64.0% make \$50,000 or more per year
 - 49.5% make \$75,000 or more per year
 - 31.0% make \$100,000 or more per year
 - 28.9% make \$100,000 - \$249,999 per year
- 63.0% of our audience owns their home
- 53.6% are employed full time

**Nieslon Tapscan DMA Rankers Fall 2017*

CONFIDENTIAL AND PROPRIETARY

ON AIR FEATURES



BEHIND THE
SHRINK WRAP

LISTEN WEEKDAYS AT 9PM
FOR A CLASSIC WHALE ALBUM

30 SECOND
SIX SONG CHALLENGE

WEEKDAYS AT 7:30AM WITH PICOZZI

PICOZZI'S ROCK
GOSSIP!

LISTEN EVERY WEEKDAY MORNING FOR THE LATEST ROCK NEWS

KLONK
SOCIAL HOUR



CLASSIC ROCK
HATTRICK

LISTEN WEEKDAYS AT 3PM
FOR BLOCKS OF CLASSIC ROCK
WHALE SONGS



WE HAVE YOU COVERED



COVERAGE: 50,000-Watt signal covering Hartford, Middlesex, Litchfield & New Haven Counties. The Whale's strong signal can be heard from Torrington to Manchester to West Springfield to New Haven.

TARGET: Adults 25-54 (Skewing Male)

