



*Eastern CT's At Work Station*

25,000

WATTS

Full Power Radio/ Soft Rock 106.5 WBMW / P: 860.464.1065 / F: 860.464.8143 [www.wbmw.com](http://www.wbmw.com)



**Call Letters:** WBMW

**Dial Position:** 106.5 FM

**Power:** 25,000 Watts

**Web Site:** [www.wbmw.com](http://www.wbmw.com) (listen online!)

**Format:** Soft Rock

**Coverage:** Eastern CT, Southern RI  
Eastern Long Island

**Audience:** Adults 25-64, Adults  
35-54

### **The Station – Soft Rock 106.5 WBMW**

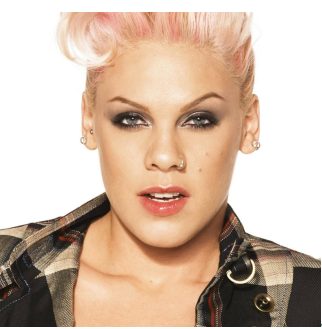
Soft Rock 106.5 WBMW is Eastern CT's and Southern RI's "at work station". WBMW plays an upbeat mix of today's favorite Soft Rock. WBMW is designed to be safe for office environments and for families.

### **The Music – Soft Rock**

Bon Jovi, Carrie Underwood, U2, Kelly Clarkson, Rob Thomas, John Mayer, Ed Sheeran, Billy Joel, Taylor Swift, Katy Perry, Pink, Adele, Maroon 5, Mariah Carey, and more.

### **Listeners**

Soft Rock 106.5 is a Soft Rock "Adult Contemporary" radio station. Across the country A.C. radio listeners have the highest average household incomes compared to other commercial radio formats. The average A.C. listener has a household income of nearly 25% higher than that of other formats. A.C. listeners are 48% more likely than the general market to earn an income above \$100,000. 60% of A.C. listeners are female, 40% male, and are 39% more likely to be college graduates.





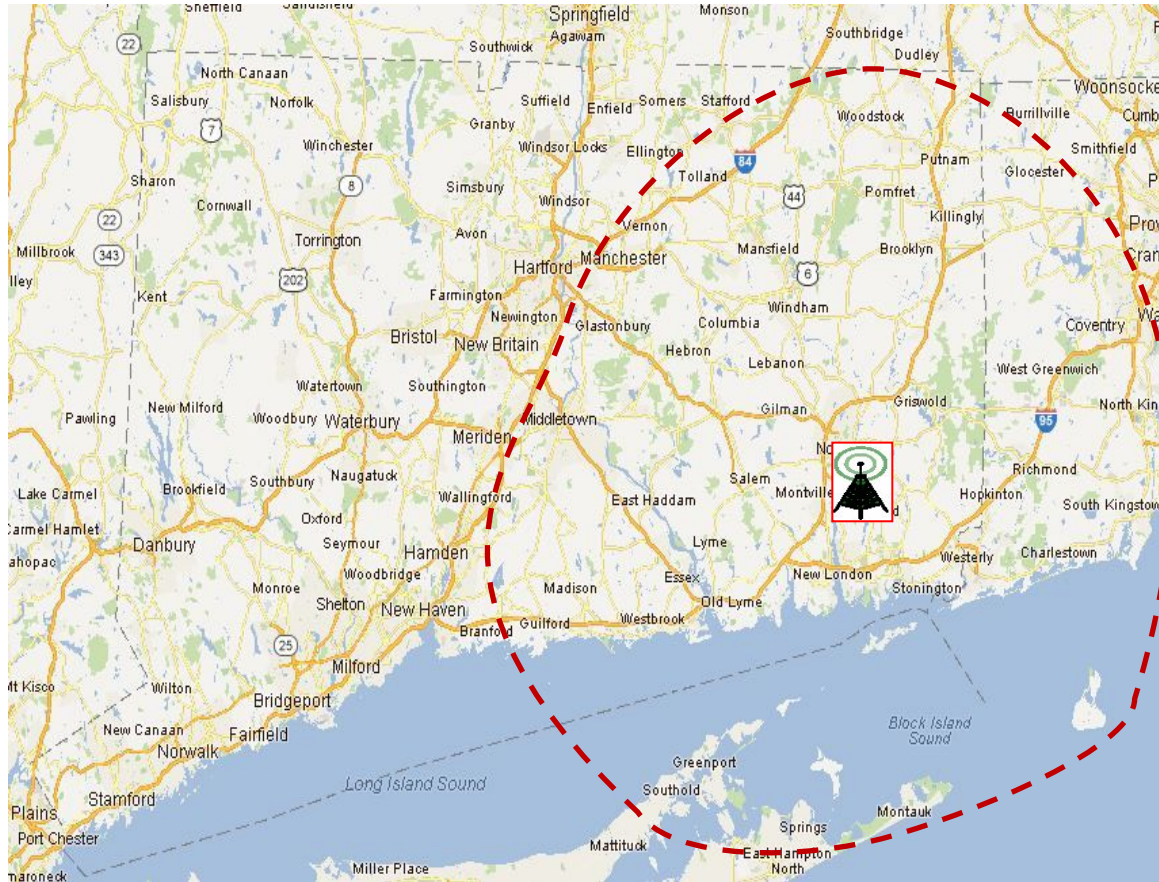
## **THE WAKEUP SHOW WITH TERESA AND SHAWN** **WEEKDAYS FROM 5 -10 AM**

***Morning Drive 5am-10am***

The Wakeup Show with Teresa and Shawn is the #1 morning show in Eastern CT. Teresa and Shawn perform an upbeat show providing news, weather, traffic and entertainment news with fun morning show features like Google Or Genius and The At Work Perk.



# Coverage MAP 25,000 Watts



# Full Power Radio's Family Of Radio Stations

## New London



## Hartford/Waterbury



## Springfield



## New Haven/ Bridgeport



## Providence



## Burlington, VT

