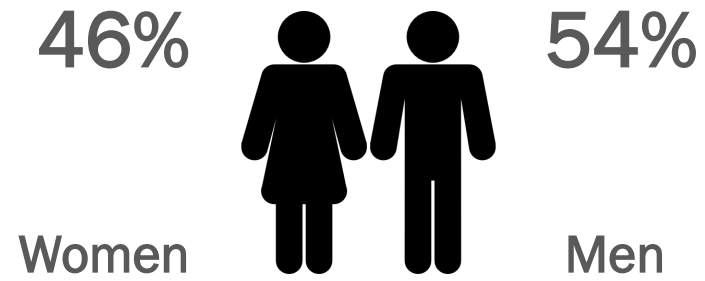
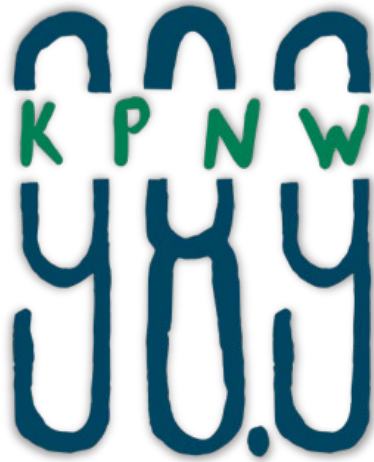




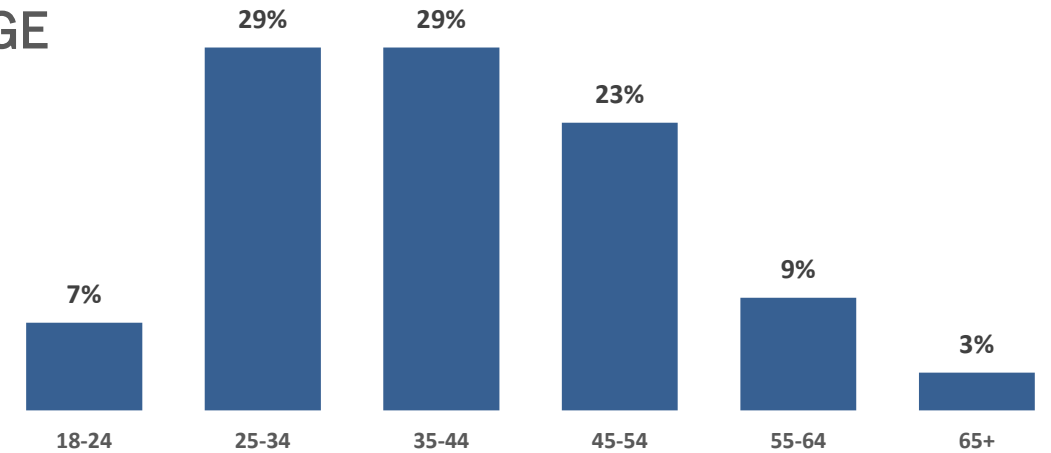
K P N W  
98.9



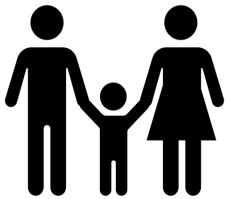
Median Age

47

## AGE



52%

One or more  
children in HH

56%



Home Owners

53%



Married

Employed  
Full-Time

66%

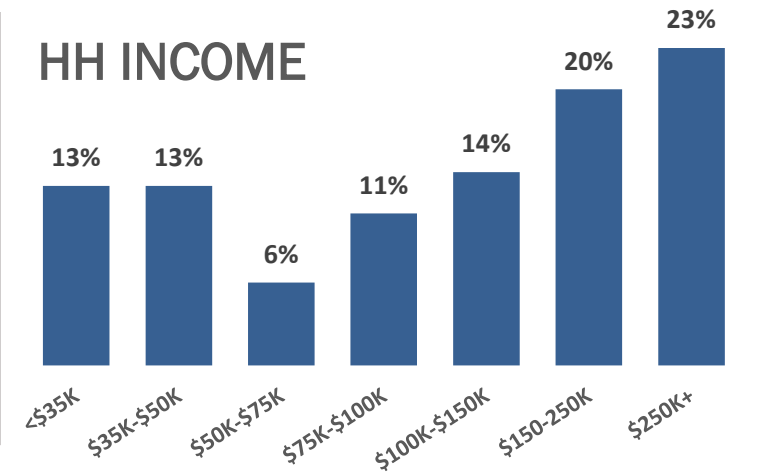
White  
Collar

56%

Blue  
Collar

19%

## HH INCOME





## STATION SNAPSHOT

Seattle's Home for  
Music Lovers

Current Music from  
Mainstays

New Music From  
Independent Artists

Embodies Seattle and  
the PNW



Weekly P18+ Listeners

**113,100**



Weekly P18+ In-Car Listeners

**102,000**



P18+ Social Media Users

**101,646**



P18+ Smart Speaker Listeners

**47,872**



## 98.9 KPNW PERSONALITIES



**JOHN FISHER**

Weekdays

10a – 3p

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**MARCO COLLINS**

Weekdays

3p – 7p



## 98.9 KPNW IS SEATTLE'S HOME FOR MUSIC LOVERS.

As the heart of the Pacific Northwest, Seattle is steeped in culture that is uniquely local *and* representative of the entire region. 98.9 KPNW is a local radio station that embodies Seattle and the PNW. Daring to take uncommon risks for radio, 98.9 KPNW avoids the one size fits all formula and plays a little bit of this and a little bit of that.

A wide variety of styles from indie rock, soul, blues, reggae, classic rock, and alternative. A healthy dose of PNW music, from independent local artists such as *Fleet Foxes*, *Band of Horses*, *Car Seat Headrest*, and *Perfume Genius*, to iconic local artists including *Pearl Jam*, *Death Cab for Cutie*, *Nirvana*, *Modest Mouse*, and *Foo Fighters*.

NEW MUSIC FROM  
INDEPENDENT ARTISTS:

**BEABADOOBEE /**  
**BOB MOSES / LIZZO /**  
**MT. JOY / WETLEG**

CLASSIC MUSIC  
FROM MAINSTAYS:

**BOB MARLEY / DAVE MATTHEWS /**  
**EAGLES / JOHN LENNON /**  
**MARVIN GAYE**

## BUT 98.9 KPNW IS MORE THAN JUST A MUSIC STATION.

98.9 KPNW is Seattle and is the PNW with an unyielding commitment to making our area a better place to live, work, and play. We plan to sponsor local events, create gatherings for diverse conversations, and ignite passion in our shared communities and neighborhoods.