

98.9

THE  
BULL





# Country for the PNW!

## Weekday Line-up:

- Tanner & Friends
- Chelsea for your workday
- T.J. in afternoon drive
- B-Dub evenings

Full Time in-market promotions team to attend and magnify events

Home of Fitz National  
Sunday Morning Top 40  
Country Countdown

Programmed in Seattle by  
Scott Mahalick



Weekly P18+ Listeners

**170,000**



Weekly P18+ In-Car Listeners

**151,300**



P18+ Social Media Users

**147,001**

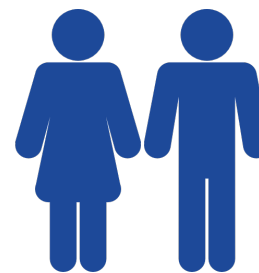


P18+ Smart Speaker Listeners

**70,141**



56%



44%

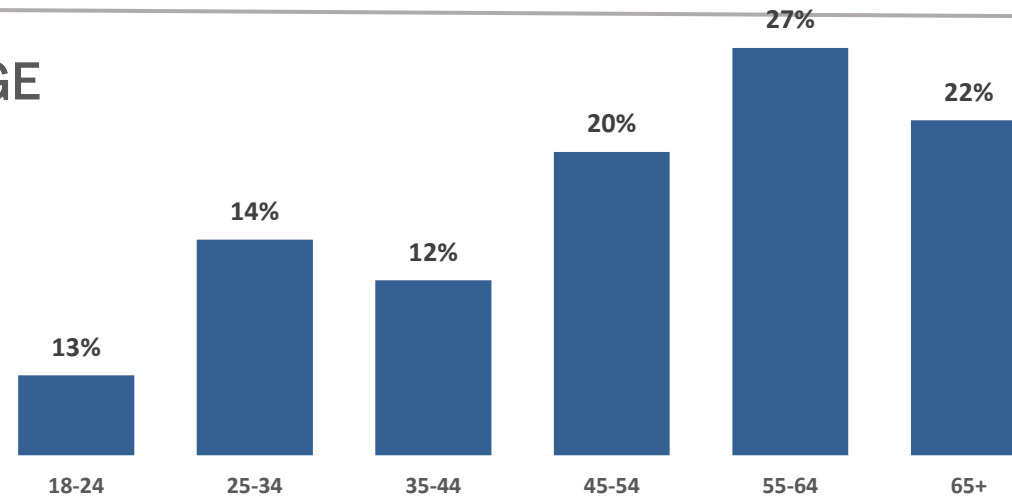
Women

Men

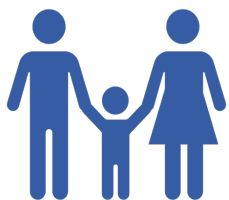
Median Age

54

AGE



24.1%



One or more children in HH

70%



Homeowners

59.4%



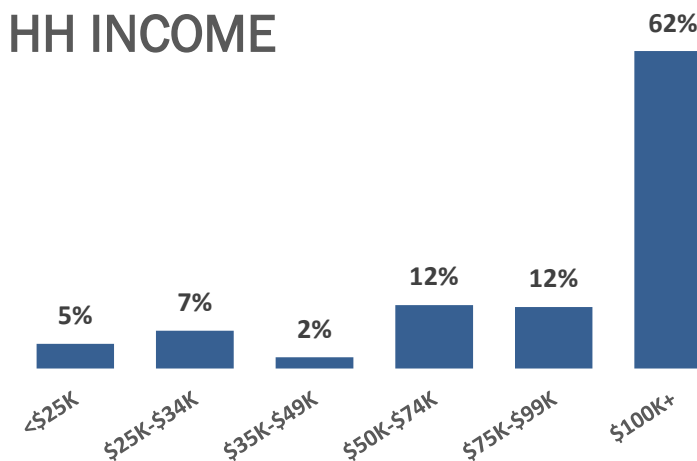
Married

Employed Full-Time 55%

White Collar 47%

Blue-Collar 19%

HH INCOME



## 98.9 Personalities



**Tanner & Friends 6A-10A**

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**Chelsea 10A-3P**

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**T.J. 3P-7P**

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**B-Dub 7P-12A**