



MEDIA KIT

MAGIC 99.1 / MY MAGIC 106.1 – 80'S, 90'S AND NOW!

Simply the best mix of songs from the 80's, 90's and now...we're upbeat, adult contemporary radio especially for Adults 25-54 (Focus on Women 25-54.) Our Audience represents the most loyal and sought-after radio listeners in America.

Today's biggest artists like Sting, John Mellencamp, Hall and Oates, Sheryl Crow, Christina Aguilera, Duran Duran, Lenny Kravitz, Madonna, Daughtry, Nickelback and Maroon 5.

Our personalities understand how to connect with and keep the adult audience. They also keep the tempo and the fun moving all day long. Think of us as Top 40 radio for adults, without the rap and kids stuff.

Our audience is comprised of engaged, upwardly mobile, educated professionals with a higher-than-average income. That's a powerful brand association.