



brewer media
everywhere. every day.

broadcasting



Our flagship station is WJTT FM, **Power 94**. The station's format is Urban Contemporary; with artists like Usher, Alicia Key, Beyonce and Jay Z. This format appeals about equally to men and women. While **Power 94** alone reaches sixty-one percent of all black consumers in the Chattanooga Metro, Urban music is very much a part of the mainstream culture as you will see.

Power 94 has been a consistent landmark on the Chattanooga media landscape since 1980. The station is not only consistently among the highest rated in the market, but also nationally recognized as a leader in Urban radio. **Power 94** has been nominated 5 times as Billboard Magazine's "Station of the Year" and has won or been nominated for numerous other industry honors including the prestigious Marconi Award from the National Association of Broadcasters. **Power 94** plays an important role in delivering information to the African-American community with sister station WMPZ, reaching 90% of the community.

Power 94's target audience is primarily 18-49.



WMPZ FM - **Groove 93** is the perfect compliment to sister station Power 94. The format is Urban Adult Contemporary, appealing more directly to the upper end of the demographic spectrum with artists like Luther Vandross, Anita Baker, Brian McNight and Aretha Franklin or, as we call them, Urban Legends. Again, the station has a fairly balanced gender appeal, with the audience averaging 53% Female and 47% Male.

Groove 93 features the nationally syndicated and award-winning Tom Joyner Morning Show featuring music & comedy, guests—ranging from Stevie Wonder to Tipper Gore—and occasional discussions of social or political issues. **Groove 93** midday host and Program Director Eric Foster comes to you live from Chattanooga every day from 1 - 3 p.m. Or tune in to Warren Ballentine every morning from 10 a.m. to 1 p.m. for legal advice, and Michael Baisden hosts afternoon drive from 4–7 p.m.

Groove 93's target audience is primarily 25-54.



Chattanooga's **ESPN Radio 105.1** is a home run in the Tennessee Valley!

The day begins with the popular Mike and Mike show from 6am to 10am; featuring scores, stories, and humor...all directed at sports fans. The increasingly popular "HERD" with Colin Cowherd is on after Mike & Mike from 10am to 1pm followed by Scott Van Pelt.

Nick Bonsanto of **Chattanooga's ESPN Radio 105.1** may be the hottest radio personality right now in Chattanooga. WDEF-TV has invested in Nick to entertain the local CBS affiliate's viewers by putting a camera in the Chattanooga ESPN studio so Nick can be part of the 6:20pm sportscast. The Nick Bonsanto Show is on from 3pm-6pm & encourages listeners to call and discuss local, regional, state, and national sports stories.

The fast paced, entertaining features of ESPN, plus a local talk show, have quickly made **Chattanooga's ESPN 105.1** The Destination for sports fans.

ESPN 105.1's target audience is primarily 25-54.



Cat Country 95.3 features the contemporary country artists and tunes that climb to the top of the Country Music Charts (and frequently cross over to AC and/or CHR charts).

Featured Artists will include Eric Church, Rascal Flatts, Lady Antebellum, Scott McCreary, Jason Aldean, Taylor Swift, Toby Keith, Luke Bryan, The Band Perry, Miranda Lambert, the Zac Brown Band and more.

Cat Country 95.3's format caters to adult listeners, ages 18–49, but, the core demographic is adults 25–34.

Cat Country 95.3 fills the vacated listener void left in the market, targeting both the country listeners and some contemporary hits listeners, making it a clear choice for many adults in the Tennessee Valley!



www.Power94.com
www.Groove93.com
www.ChattanoogaPulse.com
www.ESPNChattanooga.com
www.HippieRadio1069.com



Connecting with our listeners all day everyday, Brewer Media Radio stations' individual social media pages are kept up daily, allowing on-air personalities to reach out and promote both the station and its advertisers in a more personal way.



Hippie Radio 106.9 is Chattanooga's newest digital radio station.

Focusing its core music from 1964 to 1973, **Hippie Radio 106.9** reaches Chattanooga's greatest generation—Baby Boomers.

Hippie Radio 106.9 is a way of life with music from a fun era, including The Beatles, Doobie Brothers, Rolling Stones, Jefferson Airplane, Buffalo Springfield, Neil Young, Spencer Davis, Cream, Crosby, Stills, Nash and Young and more! Local announcers from the Tennessee Valley compliment the music and present the sound the formed the generation of change.

Hippie Radio 106.9 focuses primarily on the music, with news, traffic and weather sprinkled in, along with fun facts of the age, retro trivia, and local information on events happening in and around Chattanooga.

Hippie Radio 106.9 targets an audience that's well educated, responsible for more than half of all consumer spending, and with 40% of the U.S. population over the age of 50, controls 75% of financial assets.

publishing



The Pulse is Chattanooga's premier alt-weekly newspaper and gives us a newsprint presence on the streets in more than 240 distribution points all over Chattanooga reaching over 36,400 influential readers.

When it comes to making "cultural buying decisions," Influentials who read The Pulse are more dependent on editorial (both reviews and feature articles) and advertising than both the general public and Influentials as a whole.

Culture, in almost every sub-category defined in the survey, is more important to Influentials who read The Pulse than to the general public or Influentials as a whole.

The Pulse readers consume and recommend cultural activities at a much greater rate than the general public or Influentials as a whole.

Readers know they can trust The Pulse to provide the highest quality entertainment, art and culture news, while also providing fantastic columnists such as Life in the 'Noog, On the Beat, and Shrink Rap.

traffic



The Volkswagen Traffic Center is Chattanooga's most powerful advertising platform, reaching 34.1% of the market every week thanks to morning and afternoon traffic reports.

Over 1,480 reports each week, featuring sponsorship messages at the end of each report, are aired on 13 radio stations and 3 television stations, hitting almost half a million people each week.

In other words, the Volkswagen Traffic Center provides enormous reach and frequency!

The Volkswagen Traffic Center airs, naturally, during prime drive-time periods of the day: when people are in their cars and actively listening! You literally have a captive audience.

Thanks to these factors, listeners tend to pay more attention to Traffic Reports, and coincidentally—their sponsors due to a scientific concept known as "Active Listening."

Traffic Report Listeners are more likely than the average listeners to have an individual employment income of \$200,000.

More than 31% of traffic listeners trust radio as their information medium.

The Volkswagen Traffic Center's target audience is 18+.

interactive



brewer interactive
custom websites

Brewer Interactive is giving local area businesses the chance to make their own interactive mark. Custom websites are created after consultation and analysis of needs are compiled and are priced to give small businesses the chance to live on the web and market to the world.

When it comes to web design, we want you to stay ahead of the game. Together, we can create intriguing and compelling websites that will differentiate you from the competition and keep visitors coming back for more. Whether you're looking for a simple and informative landing page or a full multi-page site, our designs are created to fit your unique needs.

Video creates the ultimate buzz online. Our in-house video production team can take your company to the next level with creative video production. We can give your business the edge it needs to compete in today's technologically advanced world.

Whether you have an existing interactive campaign that needs a refreshing makeover or, you're simply needing to jump into the world of web, Brewer Interactive is here to help you through the process...every step of the way.

The Volkswagen Traffic Center Stations:

Call Letters	Station Name	Frequency	Location	Format
WALV FM	ESPN Radio	105.1	Chattanooga	Sports Radio
WBDX FM	J103	102.7	Chattanooga	Religious
WDEF FM	Sunny 92.3	92.3	Chattanooga	Adult Contemporary
WDEF AM	Fox Sports Radio	1370	Chattanooga	Sports
WDOD FM	The Mountain	96.5	Chattanooga	Rock
WDYN FM	WDYN Radio	89.7	Chattanooga	Religious
WPLZ FM	Cat Country 95.3	95.3	Chattanooga	Contemporary Country
WJTT FM	Power 94	94.3	Chattanooga	Urban Contemporary
WLLJ FM	J103	103.1	Cleveland	Religious
WMBW FM	Moody	88.9	Chattanooga	Religious
WMPZ FM	Groove 93	93.7 / 93.3	Chattanooga	Urban AC
WNOO AM	Glory 1260	1260	Chattanooga	Religious
WPLZ-HD2	Hippie Radio	106.9	Chattanooga	Oldies
WUQU FM	Classic Country	97.3 & 99.3	Chattanooga	Classic Country



corporate cause marketing

After a jarring local incident within our community, Brewer Media decided to begin a **Domestic Violence Awareness Cause Marketing Initiative** for 2011. In continuing the year long campaign, Brewer Media dedicated a \$303,850 marketing campaign in an effort to raise awareness about Domestic Violence in the Tennessee Valley.



web properties



ChattanoogaHasCars.com is the Tennessee Valley's premier online automotive shopping website. The site was launched in June of 2007 with an aggressive and sustained marketing campaign on the Chattanooga Traffic Network. This is a highly-targeted marketing platform that puts sellers directly in touch with buyers on a 24/7 basis. **ChattanoogaHasCars.com** averages more than 10,000 visits each month and nearly 1.6 million page views annually. Marketing opportunities include Inventory Listings, Display Ads, Product Reviews and Multimedia - or Video on Demand.

ChattanoogaHasFun.com

Chattanooga's final destination on all things FUN! **ChattanoogaHasFun.com** has the most extensive entertainment calendar in Chattanooga, as well as an annual events calendar. **ChattanoogaHasFun.com** helps you plan your evening or weekend with Chattanooga's definitive calendar, dining guide, videos and more!



ChattanoogaChow.com, is the Chattanooga area's most comprehensive restaurant site. Created by local people who know the local flavor and dining fare of Chattanooga, **ChattanoogaChow.com** is uniquely different than other restaurant sites that are nationally-based.

ChattanoogaHasTravel.com

Planning a getaway from the daily grind here in Chattanooga? **ChattanoogaHasTravel.com** is your destination for planning that perfect vacation! Thanks to our partners at Travelocity, you are assured to get the best deals!



Chattanooga's Deal Destination is **BOGOnooga.com**, featuring weekly buy-one get-one specials to area businesses and restaurants! **BOGOnooga.com** seeks to provide Chattanooga consumers with exciting opportunities to get great offers on local dining, beauty & health services, entertainment and more all at a discounted prices. As a local business, you receive not only the customer loyalty that is generated by offering great deals, but the added marketing benefits of being part of **BOGOnooga.com**!



ChattanoogaLivesGreen.com has attributes that showcase how to live green, as well as businesses that promote green products and services. **ChattanoogaLivesGreen.com** is the perfect place for consumers to learn more about how to live green in Chattanooga.