



THE
SURF
92.5 / 101.7
PALM BEACHES FINEST ROCK

THE SURF TARGET AUDIENCE MEMBERS:



- Are overwhelmingly between the ages of 35-44, but the format attracts listeners as young as 25 and vibrant as 54.
- 55% Men, 45% Women
- Are College educated or better
- Have household incomes of 75k or higher
- 85-90% Caucasian
- Are Homeowners
- Attend multiple concerts each year
- Love big name artists that they know; but aren't ready to live in the past.
- Are very tolerant musically – love a diverse playlist, but not an unfamiliar one.

- Want their radio station to keep them in touch with what's going on in music today- specifically what 5-10 new acts or downloads they should support/buy each year, but not much more than that.
- Want intelligent, straightforward, relatable delivery of his or her information – they hate hype and cannot be hyped.
- Have either moved on or were never fans of the hard-edged Active and Alternative Rock stations (particularly women).
- Are still interested in some of today's new music but are too young to be drawn to a steady diet of Classic Rock that was popular when they were in kindergarten or elementary school. This is particularly true for the younger end of the demo who may not have been born yet when some of the mainstays of Classic Rock were popular.

THE SURF AUDIENCE ESTIMATES

84,700 Listeners in Palm Beach and Martin Counties

71,480

Streaming listeners in 2020

35+

Listener age

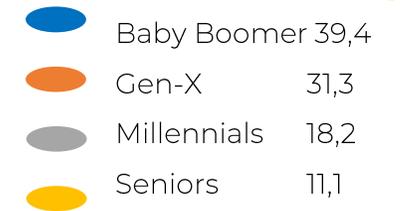
84,700

Weekly listeners

23,891

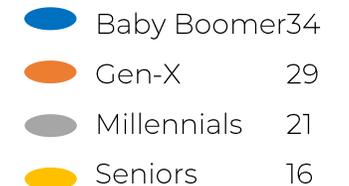
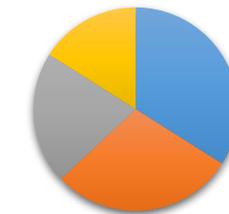
Website monthly unique views

SHARE TOTAL NET WORTH DOLLARS



■ Baby Boomer ■ Gen-X
■ Millenials ■ Seniors

SHARE TOTAL INCOME DOLLARS



■ Baby Boomer ■ Gen-X
■ Millenials ■ Seniors

BIG VIC

BIG VIC "LATINO" Returns To The Air on THE SURF!

THE SURF LINE UP

Music	M-F	6am - 10am
Music	M-F	10am – 2pm
Big Vic Show	M-F	2pm – 6pm
90's @ Night	M-F	6pm – 6am
News, Traffic, Weather & Local Information		24hrs a day



BIG VIC 'LATINO'

Top rated New York City radio personality for more than 10 years is back on the air The "BIG VIC Show" Launched June 2020 Available for Live Reads, Endorsements, and Live Appearances

About our listeners

NATIONAL TRENDS



Also known as...
"Latchkey" Kids
MTV Generation
Baby Bust

65.7 million Gen Xers
in the U.S.

Born beginning in the mid-60s
through the late 70s to early 80s

Generation
X

More health conscious
than the generation
before them



Philanthropic



REPUBLIC MEDIA 1

Has more spending power
than any other generation
with 29% of estimated net
worth dollars and 31% of
total income dollars



Major events: AIDS, Fall of Berlin Wall,
Cold War, Pop Culture, High Divorce
Rates, Invention of PC, Multiple
Recessions, Homelessness, Internet

Source: Pew Research Center 2014; US Census Bureau; American Express 2015

NATIONAL TRENDS



"Work to live" rather than "live to work". They appreciate fun in the
workplace and adopt a work hard/play hard mentality.

Family is important. Gen X have
more children per household. For
decades, the norm has been two
children per family. Between 1995 and
2000, however, the rate of women
having three or more children jumped
from 11.4% to 18.4%.



Child-centric – Gen X also pay
a lot of attention to their children,
due largely to dramatically
increased divorce rates of their
parents, which often left Gen
Xers to fend for themselves as
children.



Out of 14.6 million cosmetic
procedures done in the U.S.
in 2012, 48% were
performed on 40-54 year
olds.



Adapt well to change and are
accepting of alternative lifestyles.

REPUBLIC MEDIA 4

Source: American Society of Plastic Surgeons 2012 Plastic Surgery Statistics Report; Gen-X is the
Lost Generation That Runs Business Today (Jan 2012); Psychology Today (Sept 2012)

30-49: PRIZM LIFESTAGE 49% OF 30-49 YEAR OLDS ARE COMPRISED OF THE LIFESTAGES BELOW

F3 - Mainstream Families-20%

Middle- and working-class child-filled households with an above average
number of Hispanics. High rates of Gen X parents, living in modestly priced
homes and ranking high for owning three or more cars. As consumers,
Mainstream Families maintain lifestyles filled with lots of sports, electronic
toys, groceries in bulk and televised media.



F2 – Young Accumulators – 14%

Slightly younger and less affluent than their upscale peers, this group consists of
a mix of white-collar managerial and professional jobs. The large families in
Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-
sized homes. They favor outdoor sports, kid-friendly technology and outdoor toys
like campers, powerboats and motorcycles. Their media tastes lean towards
cable networks targeted to children and teenagers

F4 - Sustaining Families – 15%

Sustaining Families is the least affluent of the Family Life groups. Ethnically
mixed, these segments also display geographic diversity—from inner cities to
some of the most isolated communities in the nation. Most adults hold blue-
collar and service jobs, and live in small, older apartments and mobile homes.
The lifestyles are similarly modest: households here are into playing games
and sports, shopping at discount chains and convenience stores, and tuning
into nearly everything that airs on TV and radio.



REPUBLIC MEDIA 6

Source: 2016 Phoenix CBSA Scarborough Release 1 (Feb. 2015 – Jan. 2016)

92.5fm/101.7fm
The SURF

“Palm Beaches FINEST ROCK”

● “The Surf Rocks”

The SURF “South Florida’s Finest Rock” creates a listening experience combining 4 decades of music, centered around the 90’s and early 2000’s from the superstars of rock, both new and old, carving off the harder edge, the over-exposed classic rock and adding a careful selection of current music. Core artists include familiar names and faces, platinum superstars such as U2, The Killers, Coldplay, Sheryl Crow, Twenty One Pilots, Pearl Jam, Kings Of Leon, Eric Clapton, Third Eye Blind, Goo Goo Dolls, Train, No Doubt, Dave Mathews Band, Weezer, Green Day, Black Keys, Foo Fighters, Tom Petty, Red Hot Chili Peppers, Imagine Dragons, Mumford & Sons and dozens of others who regularly fill stadiums across the country and produce multi-format hits. 92.5FM/101.7FM The Surf offers both nostalgia and a connection with today’s music and superstar artists; a powerful combination.

Employing the same “mile-wide-inch-deep” music strategy that has made stations like West Palm Beach WRMF a juggernaut in Adult Contemporary, and applying it to Rock, the library feels wide to the core listener that is 35-54 years old. The audience leans male, but THE SURF will draw as much as 45% females making it more mass appeal, more “PPM/cume friendly” and thus more stable than existing, male driven Rock formats. A person in their early 30’s through mid-40’s will hear songs they loved when they were younger, when they were in school. He or she won’t feel dated, though, but instead will feel current and connected to popular culture, because a careful selection of today’s music is an integral part of the brand promise. It also addresses the issue of tight play lists that comes up, in some form, in absolutely every discussion, review, newspaper article, TV news report or magazine story about terrestrial vs. satellite radio or streaming platforms like Pandora or Spotify.

92.5FM/101.7FM The Surf is a wide, familiar playlist of one genre of music.

