



ALTERNATIVE TALK

1150 AM KKNW

2016
MEDIA
KIT

KKNW: A Special Kind of Station

1150 KKNW is unlike any station in Seattle. Our mission is simple: to be a breath of fresh air that nourishes the mind, body, and spirit.

Our audience cares deeply about a wide variety of issues such as the environment, social justice, personal health, and spiritual growth.

SOMETHING

DIFFERENT

YES

IT'S AFFORDABLE

We keep our rates competitive and our staff works with you to create a plan that fits your budget.

IT'S SUCCESSFUL

KKNW is home to the most live, local programming in the Puget Sound region.

IT'S LIFE CHANGING

Our hosts are empowered to share their ideas and business opportunities with our audience.

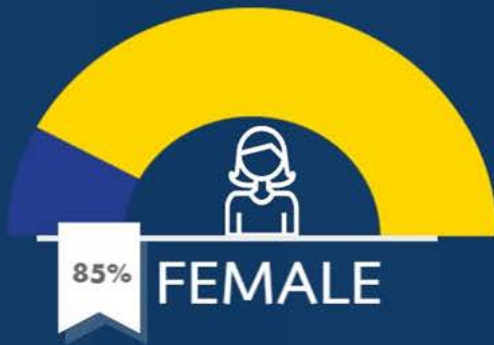
Passionate. Dedicated. Thoughtful.
Informative. Creative. Educational.

SOUND LIKE YOU?

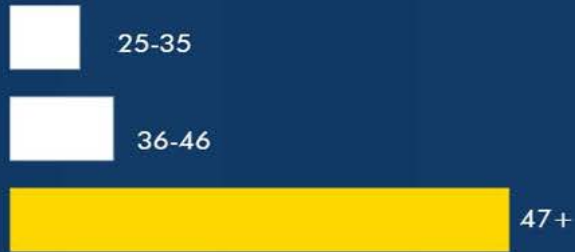
It's time to consider joining our growing broadcast family .

Be a
Star

MEET OUR AUDIENCE



LISTENER AGE RANGE



FINANCIAL INFORMATION



HOME AND FAMILY LIFE

43% MARRIED

58% are in a relationship

15% PARTNERED



21% OWN A HOME VALUED AT 501K+

15%

PLAN ON SELLING IN NEXT 12 MONTHS

24%

HAVE KIDS AT HOME





43%
HAVE A DOG



3%



2%



37%



41%
HAVE A CAT

TOP 5 HOBBIES



SHOW TOPICS OF INTEREST



ALTERNATIVE HEALTH



PSYCHIC PHENOMENON



SELF IMPROVEMENT



RELATIONSHIPS



WOMEN'S ISSUES



SPIRITUALITY

LISTENING HABITS

71%

LISTEN UP TO
5 HOURS PER
WEEK



77%

VISIT INDIVIDUAL
HOST PAGES ON
1150KKNW.COM

69%

LISTEN VIA
ONLINE
STREAMING



64%

LISTEN TO
ARCHIVED
SHOWS

KKNW COVERAGE MAP



Powered at 10,000 watts, 1150 KKNW reaches listeners throughout the entire Puget Sound region.