

Format & Coverage

What's on air?

1160 WVNJ - The Voice



Informative, entertaining, and engaging talk radio for Northern New Jersey, Rockland and Westchester Counties, as well as parts of New York City, Long Island and Connecticut. Plus we're heard around the globe via World Wide Web at www.wvnj.com.



NEWS & INVESTMENTS



TRAFFIC



WEATHER



HEALTH



SPORTS

WVNJ listeners tune in at home, work, and in the car, or listen on line for interactive programs focusing on current events, health and well being, money and investing. Plus important updates on traffic, weather, news, stocks, sports and school closings too!

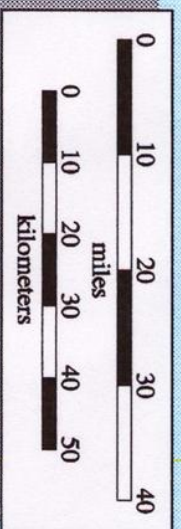


NEW YORK

CONNECTICUT

NEW JERSEY

WVNJ (AM)
Oakland, NJ
1160 20KW Daytime



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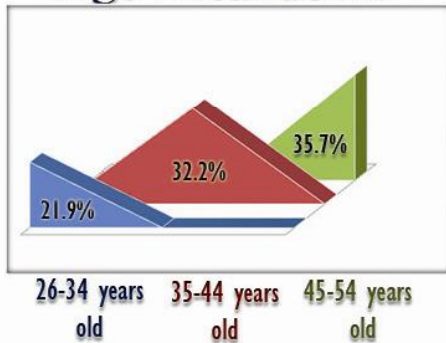
WVNJ 1160 AM
"THE VOICE"

Coverage Map

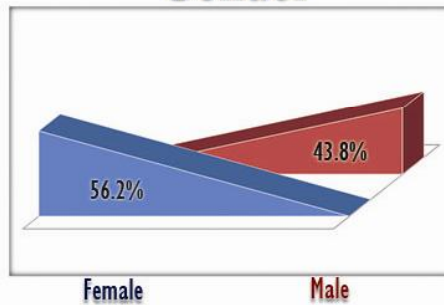
WVNJ covers Bergen & Passaic Counties in New Jersey in addition to Rockland and Westchester Counties in New York. The signal may be heard in other areas of New York, New Jersey, and Connecticut as well.

Audience Demographics

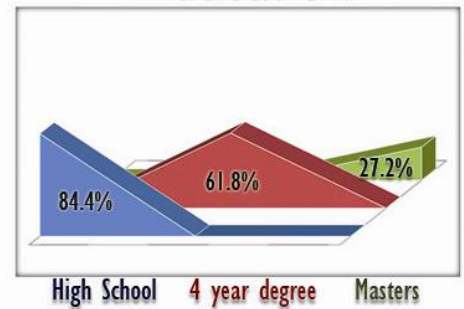
Age Breakdown



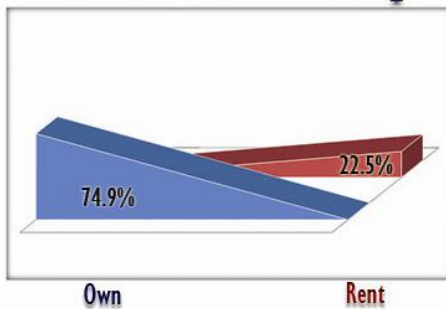
Gender



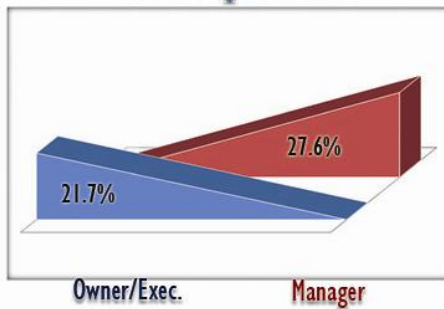
Education



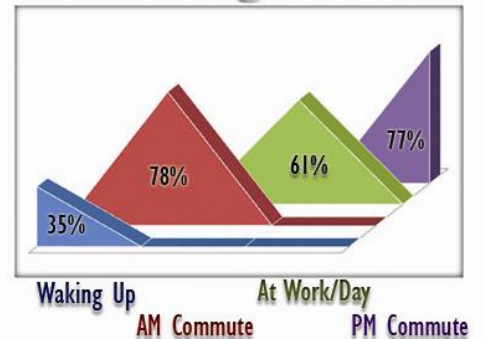
Home Ownership



Occupation



Listening Habits



Basic Facts:

- Account for 46% of all consumer demand
- Own stocks, money market accounts, or investment property (52%)
- Home Owners (75%)
- Purchase new domestic vehicles (43%)
- Purchase new luxury vehicles (48%)
- Make 80% of all luxury travel purchases
- More likely to have a household income above \$75,000 (58%)

Spend an average of 98 minutes per day listening to the radio!

Listening Habits:

- 51% said their radio listening hasn't changed in the past 5 years and 21% said they are now listening more.
- Nearly three out of four (74 percent) said they expect to listen about the same, and 13 percent said they expect to listen more in the next 5 years.

Listener Profile

WVNJ listeners are 26 - 54 years old - maybe doctors, business owners, or managers with a high household income. They might live in Ridgewood, Paramus, New City, Scarsdale, Queens or Greenwich and most likely own their residence mortgage-free. WVNJ listeners have time and money to travel, renovate the home and spoil the family.

FINANCIALLY STABLE HOMEOWNERS

WVNJ listeners are more likely to own their own homes

FREQUENT TRAVELERS

WVNJ listeners are more likely to take 5 or more domestic trips per year, as well as taking luxury cruises

SMART - VERY SMART

WVNJ listeners are more likely to have earned business a college or advanced degree

HOME REPAIRS

WVNJ listeners are more likely to make repairs or expensive renovations

AN ATTRACTIVE AGE

WVNJ listeners continue to be one of the most desirable demographics for advertisers

BUSINESS OWNERS

WVNJ listeners are more likely to be owners

ACTIVE LIFESTYLE

WVNJ listeners are more likely to spend money recreational activities such as golf, tennis, and fishing

COMPUTER OWNERS

WVNJ listeners are more likely to own a computer, surf the internet and use email

MONEY & MORE MONEY

WVNJ listeners own more mutual funds, money market accounts, stocks, bonds, and investment properties

LUXURY

WVNJ listeners are more likely to drive luxury cars, take luxury vacations, and purchase luxury items such as jewelry