

Portland

FAST FACTS MEDIA KIT

WE 102.9 is one of Portland's newest radio stations targeting Adults 18-34, touching the lives of 80,400 unique Adult 18+ consumers each week. This MUSIC is for the NOW Generation Who Are Cutting Edge and Socially Driven. Reflecting the Gen-Y lifestyle . . . they like to have fun, work hard and play harder, love emerging artists; they are trend setters, young professionals, health conscious, they are fit with fun! This is a mainstream, mass-appeal radio station designed specifically for the Portland millennial POP culture. Experience it for yourself at 102.9 or www.wehiphop.com.

CALL LETTERS: KINK-F2

URL: WWW.WEHIPHOP.COM

SLOGAN: WE 102.9

FORMAT: RHYTHMIC CHR

 FACEBOOK.COM/WEHIPHOPDX

FREQUENCY: 102.9 FM

 @WEHIPHOPDX

WE 102.9 KINK-F2
Alpha Media Portland
1211 SW 5th Ave, Suite 600
Portland, OR 97204

Weekly Programming



The Dana Cortez Show
M-F 7A-11A



Lo
M-F 11A-2P



Ebro & Laura
M-F 2P-4P



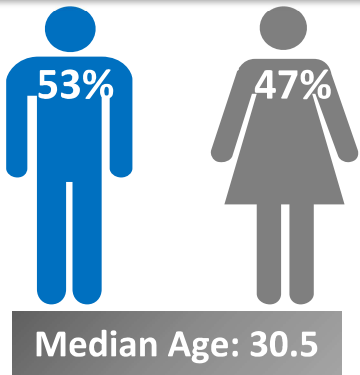
Nick Cannon
M-F 4P-8P



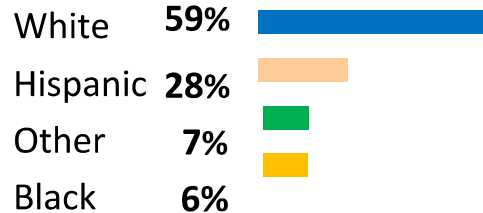
Tino Cochino Radio
M-F 8P-10P

Reach 80,400 Listeners in the PORTLAND Metro with Your Message on WE 102.9!

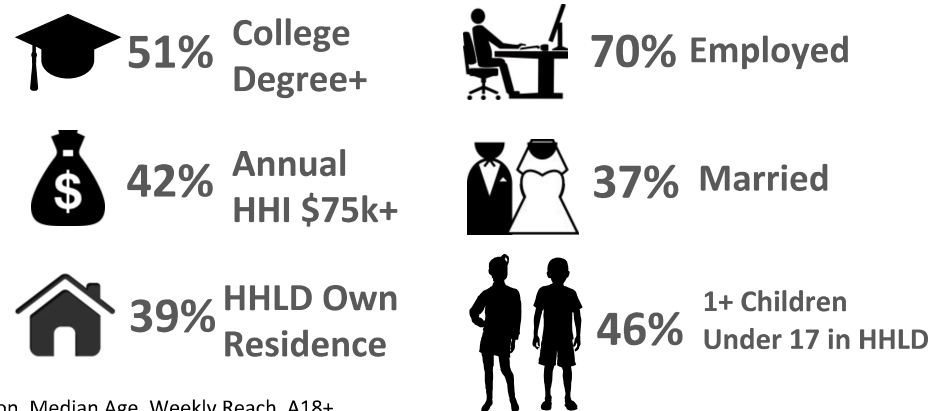
GENDER PROFILE



ETHNIC PROFILE*



INFLUENTIAL LISTENERS*



Nielsen Audio, Portland, OR MSA, PPM Mar/Feb/Jan20, Mon-Sun 6A-12Mid, Persons 6+, Cume Persons, Cume Composition, Median Age, Weekly Reach A18+

*Nielsen Scarborough, Portland, OR MSA, R2 2019 (Aug18-Aug19), Mon-Sun 6A-12Mid, Adults 18+, % of Target,

Estimates include programming on KWEE-FM from R2 2019 (Aug18-Aug19). Programming was moved to KINK-F2 on 10/2/19.

