

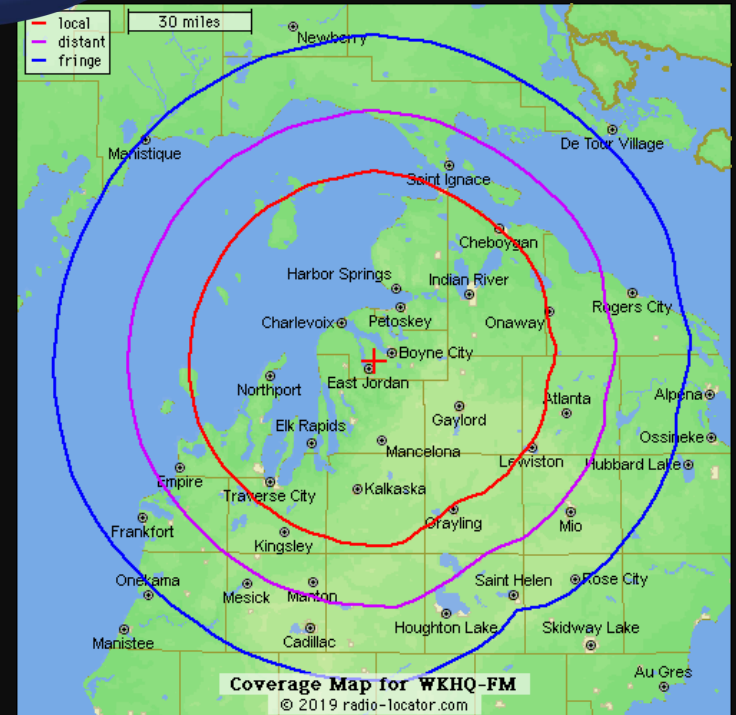


***Hits 106 KHQ***

***WKHQ Traverse City / Petoskey***

***Northern Michigan's #1 Hit Music Station***

- Legendary radio station playing  
**Today's Best Hits**  
for more than 40 years on  
**ONE**  
powerhouse signal!





*Middays with Rochelle*  
*10a-2p*



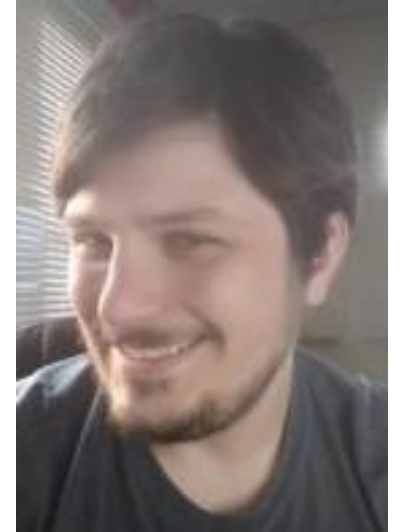
*6a-10a*

OUR TEAM

*Afternoons with Fish*  
*2p – 6p*



*Nights with Tyler Woods*  
*7p-mid*





## The 106 KHQ Audience

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### **Target Audience:**

Women 25-54, Persons 12+ - KHQ is a mass appeal radio station!

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### **Format:**

Contemporary Hit Radio (CHR)

Popular artists include Taylor Swift, Justin Bieber, Maroon 5, Bruno Mars

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### **WKHQ Service Area:**

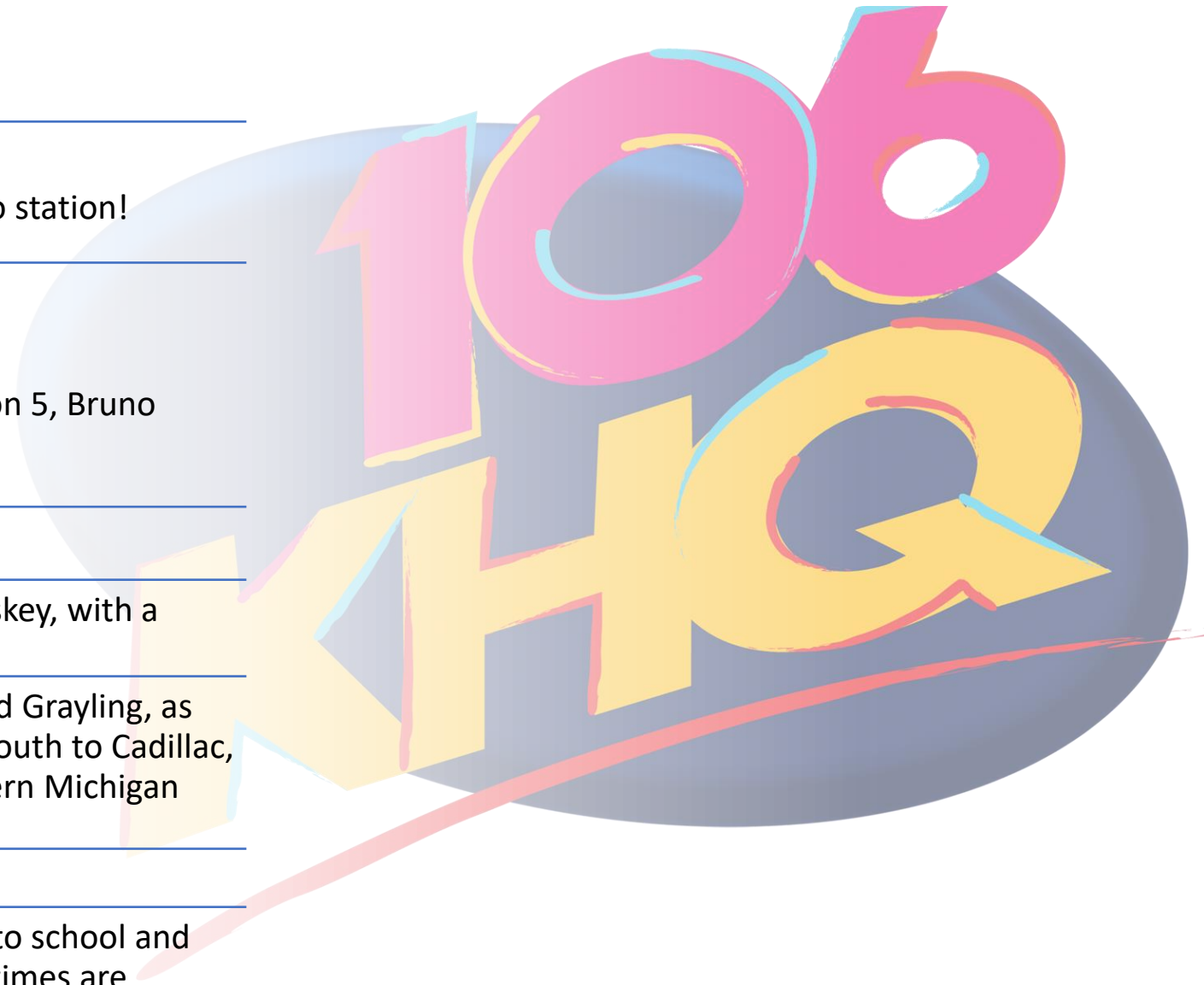
His 106 KHQ has live DJ's in both Traverse City and Petoskey, with a 100,000 watt signal.

KHQ listeners live and work as far east as Cheboygan and Grayling, as far west as Traverse City and the Sleeping Bear Dunes, south to Cadillac, and North to St. Ignace. In total, KHQ reaches 11 Northern Michigan counties.

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### **KHQ Peak Listening Times:**

KHQ listeners tune in when they wake up, on their way to school and work, and again on their way home. Our peak listening times are between 7 and 8 am and 3 and 4 pm, with high listening sustained throughout the day. KHQ also has large audiences tuning in evenings and weekends.





106 KHQ  
*ONLINE,  
MOBILE,  
and SOCIAL!*

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**106 KHQ is streaming!**

106KHQ is streamed 24 hours a day at 106KHQ.com and on the 106 KHQ app by more than 1,300 listeners per month!

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**106 KHQ App**

Over 2,100 downloads and hundreds of active users monthly!

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**106 KHQ is on Alexa!**

Hundreds of our online listeners prefer to stream 106 KHQ on Alexa!

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**106 KHQ has a text club!**

Over 3,500 of our most loyal KHQ listeners are members of the Friends with Benefits Text Club.

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**106 KHQ is on Facebook!**

- Followed by over 40,000 people and generating up to 300,000 impressions per month – also on Twitter and Instagram!

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## Community Impact

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### **Holiday Choir Competition!**

106 KHQ's Holiday Choir Competition gives local school choirs the chance to win \$1,000 for their school music program each holiday season. Voting takes place every December on 106 KHQ, and performances by local choirs are streamed as much as 15,000 times at 106KHQ.com!

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### **Bikes for Tikes!**

106 KHQ is a proud participant in the annual Bikes for Tikes program for Toys for Tots. We've helped raise as many as 150 bikes in a single holiday season for kids in need!

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### **MGB Virtual Food Drive, May 2020**

To help local families struggling with the COVID-19 virus, 106 KHQ and its sister stations participated in a weeklong food drive that raised more than \$15,000 for local pantries.

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### **Ski and Ride Report, School and Road Report**

106 KHQ is known for expert news, What to Wear Weather, and in the winter season, School Closings every 15 minutes and the Ski and Ride Report, updated snow conditions at area resorts, all winter long.

# Thank You!

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- Thank you for your interest in Northern Michigan's #1 Hit Music Station, Hits 106 KHQ
  - Learn more about Hits 106KHQ at [106KHQ.com](http://106KHQ.com), on Facebook, or on Instagram
  - For more on our company, visit [MacDonaldGarberBroadcasting.com](http://MacDonaldGarberBroadcasting.com)
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