



- Only mainstream Adult A/C, market's dominant A/C station
- Magic 101.9~ WLMG owns working women, perennial market leader, currently market's #1 with Women 25-54 and Adults 25-54, M-F 9A-5P
- #1 with Adults 25-54 during the workday
- Christmas music, traditional WLMG holiday feature increases rating up to 36%
- Incredible heritage personality line up: Johnny Scott, Steve Suter, Pal Al