


VERMONT'S BEST MUSIC MIX

WVMT  fm 101.7



# **WVMX FM 101.7**

## **THE PREMISE**

**WVMX-FM has long held that radio should be entertaining, informative and fun to listen to. Our full line-up of live air personalities invite active listener involvement on the air and in the community. Along with music, news, sports, weather, and other programs WVMX features remotes, contests, promotions, and events for everyone!**

## **THE STATION**

**WVMX-FM is a 3,000 watt hot adult contemporary station, broadcasting in full stereo, 24 hours a day throughout Central and Northern Vermont. Broadcasting from the top of Mt. Mansfield, Vermont's highest peak, with new studios in the resort area of Stowe, we are able to deliver a diverse mix of music and information to year round residents, second home owners, and tourists.**

## **THE MUSIC**

**"The Mix" is Central and Northern Vermont's only hot adult contemporary station. From Barre to Burlington and beyond, WVMX is designed to get listeners involved in radio again! Our music is continually researched and updated to reflect the musical tastes of our audiences. We use a very select mix of Contemporary, Top 40 and Classic Gold. The biggest hits of today and yesterday are all presented on Compact Disc for the very best sound reproduction.**

## **THE AUDIENCE**

**FM 101.7 is designed to appeal to adults 25-54 years old, the largest consumer group in this area. They are educated, upscale adults and families with active lifestyles who are in the prime years of acquisition. Their desire and need for a vast array of goods and services make them prime prospects for a broad range of advertisers.**



# CONSUMER PROFILE

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The 1990 median household income was \$31,455 and the effective buying income per household was \$38,274.

## INCOME OF HOUSEHOLDS

HOUSEHOLDS IN THE BURLINGTON METROPOLITAN AREA		
INCOME	HOUSEHOLDS	METRO %
\$20,000 - 29,999	9,478	18.2%
\$30,000 - 39,999	7,847	15.1%
\$40,000 - 49,999	5,897	11.3%
\$50,000 - 74,999	9,297	17.8%
\$75,000 +	4,151	8.0%

70.4% of all households have income of \$20,000 +.

37.1% of all households have incomes of \$40,000 +.

49.0% are younger, mobile, upscale families with children and new homes.

38.5% are younger, mobile, single, have few children and live in urban areas.

36.3% have homes valued between \$30,000 and \$80,000.

76.2% own one or two automobiles.

57.6% are one or two person households

34.1% are high school graduates.

43.7% have one or more years of college.

61.5% work in managerial or technical fields.

## RADIO LISTENING

The average person 12+ in Central and Northern Vermont spends a total of 24 hours and 15 minutes listening to radio each week.



# LIFESTYLES

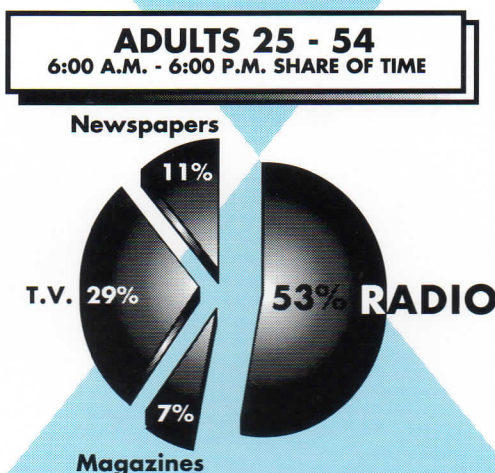
## ADULT CONTEMPORARY RADIO LIFESTYLE FACTS

The 25-54 year old generation looks to radio for news and local information far more than to newspapers, magazines and much costlier TV.

Radio really stacks up in this market. More than twice as many adults 25-54 are reached by radio within an hour of purchase time than by any other medium - that's spontaneity and impulse selling.

## RADIO REACHES THE 25-54 MARKET\*

- 80% of these adults everyday
- 92% each week
- 2.18 hours spent with radio from 6:00 a.m. to 12:00 midnight.



## THE BABY BOOMERS FACTS & FIGURES\*\*

44% of all households will be headed by 25-44 year olds by 1990.

55% of all consumer spending by 1990 will be by 25-44 year olds.

60% of 30-39 year olds own a home.

31% of 20-29 year olds own a home.

40% of the nation's households are headed by so-called Baby Boomers.

65% of 25-34 year old married couples' wives work today.

\*SOURCE: 1980 U.S. Census projected to 1/1/91 by market statistics based on data from Sales Managements' 1990 Survey of Buying Power.

\*\*SOURCE: American Demographics - Varies/U.S. News and World Report 3/10/86.



# WVMX RATES



WEEKLY		10x	20x	40x	80x
MONTHLY	OPEN	20x	40x	80x	160x
YEARLY	RATE	130x	260x	520x*	1040x*
PRIMETIME	6-10 a	3-7 p			
:30	\$13	12	11	10	9
:60	16	15	14	13	12
TOTAL AUDIENCE PLAN (TAP)					
:30	\$11	10	9	8	7
:60	14	13	12	11	10

\*inclusion in all station promotions

## LOCAL NEWS, SPORTS, WEATHER, FEATURES

### 13 WEEKS

PRIME				TOTAL AUDIENCE PLAN (TAP)			
X PER WEEK	2x	3x	5x	X PER WEEK	2x	3x	5x
:30	\$18	17	15	:30	15	14	12
:60	21	20	18	:60	18	17	15

Less 15% for annual contract • Add 15% less than 13 weeks

## REMOTE BROADCAST

3 hour remote \$560.00 - \$85 each additional hour.

Includes normal line charges and talent fees.

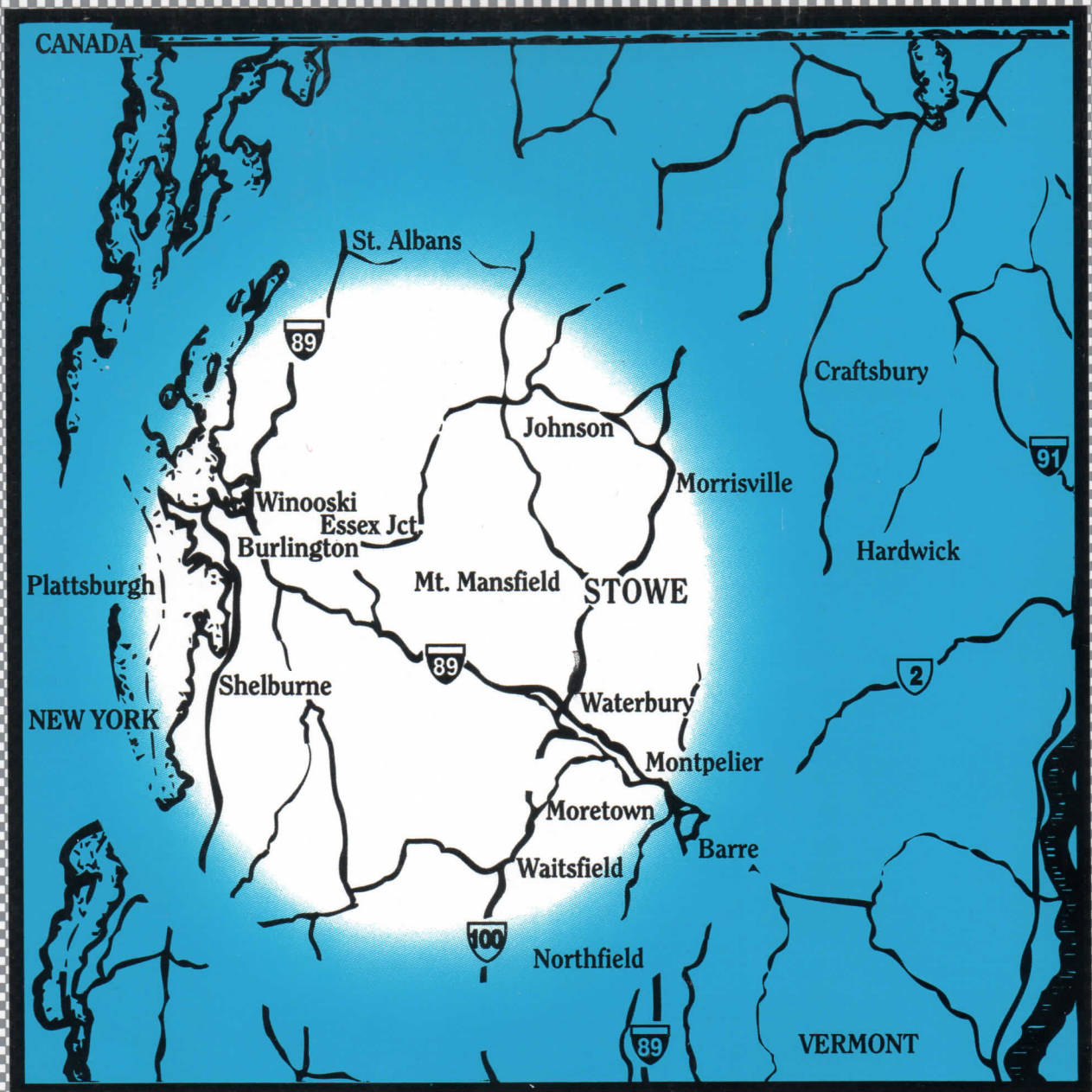
Complete package and rate features on request.

Contracts not fulfilled subject to short rate. • Two weeks written notice required on all cancellations.  
This card published for reference and is not an offer of facilities. • All rates are **NET** to station.



WVMX P.O. BOX 1467 • MOUNTAIN ROAD • STOWE, VERMONT 05672 • 802-253-4877  
WVMX 1233 SHELBURNE ROAD • SUITE 130 • SO. BURLINGTON, VT 05403 • 802-860-6464





P.O. Box 1467  
Mountain Road  
Stowe, Vermont  
05672  
802-253-4877  
1233 Shelbourne Rd  
Suite 130  
So. Burlington, VT  
05403  
802-860-6464