

100.1 FM
**POWERED
BY LOCALS**



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In a crowded media environment, Lightning 100 breaks through the noise as a trusted voice by Nashvillians for over 34 years.

Our focus has always been on elevating our city, from the local businesses that drive Nashville's vibrant economy to the many talented artists that call Music City home.



**Local musician, Vlad Holiday
The Basement East**

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ON AIR / IN EARS

RADIO REACHES

75%

91%

LISTEN TO LIGHTNING 100 1 TO

OF THE POPULATION MONTHLY

2 HOURS PER DAY

NIELSON 2023 REPORT - HOW AMERICA LISTENS

LIGHTNING 100'S LISTENER SURVY (DEC. 2023)



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OUR AUDIENCE IS YOURS

"I GREW UP IN NASHVILLE AND HAVE BEEN LISTENING TO LIGHTNING 100 NEARLY EVERY DAY FOR OVER A DECADE. ALL OF MY FAVORITE ARTISTS/SONGS/GENRES WERE DISCOVERED LISTENING TO THIS STATION AND I COULDN'T LOVE Y'ALL MORE." - EMILY P

MEET OUR LISTENERS:

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YOUNG & ACTIVE

60% of our listeners
are between 25 and 44
years old

ENGAGED

The majority of our listeners
plan to attend multiple
concerts & sporting events,
take vacations, go out to eat,
and work out in gyms
(figures on the next page)

AFFLUENT

over 50% of our audience
makes more than \$100,000
per year

EDUCATED

58% of our audience have
a bachelor's degree
or higher

GENEROUS

In 2023, 57% of our audience
supported nonprofits

Data from Lightning 100's listener survey (Dec. 2023)

97% Plan to attend concerts in 2024

89% Plan on taking a vacation in 2024

78% Recycle

84% Purchase alcohol at bars/ restaurants

98% Own a pet

78% Plan to attend sporting events in 2024

50% Go out to eat at least twice a week

54% Stay active by working out in gyms

AND THEY PREFER TO SHOP LOCAL!

Data from Lightning 100's listener survey (Dec. 2023)

ON- AIR @ ONLINE



- 3X the average click-through rate than google display ads
- 1.5 million webviews per year
- Robust social media following:
 - Instagram: 57.2k
 - Facebook: 49k
 - Twitter: 75.5k
 - Youtube: 20.6k
- 31.6K weekly newsletter subscribers

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**WHAT
MAKES
100.1FM
#1**

**REIGNING 8X AAA
STATION OF THE
YEAR & REIGNING 6X
AAA PROGRAM
DIRECTOR**

JBE TRIPLE A SUMMIT FEST, 2023

**NASHVILLE SCENE 2023
"BEST OF" WINNER"**

VOTED #1 STATION FOR 24 YEARS

**RAB 2019 CRYSTAL
AWARD WINNER**

RECOGNIZED FOR 7,000 HOURS OF
COMMUNITY SERVICE AND \$7
MILLION RAISED FOR NONPROFITS

TESTIMONIALS

**"Working with Lightning 100 was an absolute game changer. They certainly have the locals ears."
Ali Pope, Marketing Director at BODE Hotels.**

**"My whole list of music (to listen to) right now is from Lightning 100"
Sheryl Crow, Recording Artist**

**"Thanks for all you do for the community. There's literally no other station in the country that still has an impact on our city like Lightning 100 has on Nashville."
James A, listener**

**"We were looking for a way to reach a large local audience and offer our services, Lightning 100 hit that mark and then some. We view our relationship as an important aspect in our branding and couldn't be happier with their commitment to us and broadcasting our services to their loyal audience."
Jeremy, Owner of Nashville Painting Co.**

OPPORTUNITIES

Studio Partnership

Daypart Sponsorship

Specialty Programing

Branding Campaigns

Digital & Interactive

Lead Generation & Contesting



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LET'S BUILD SOMETHING TOGETHER

Contact your sales representative
today or get connected at
Lightning100.com/advertise

LIGHTNING100.COM

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