

POWERED BY LOCALS

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

100.1 FM

ON AIR / IN EARS

OF THE POPULATION MO

NIELSON 2023 REPORT - HOW AMERICA LISTENS

VOX

2 HOURS PER DAY

LISTEN TO LIGHTNING 100 1 TO

LIGHTNING 100'S LISTENER SURVY (DEC. 2023)



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:



YOUNG & ACTIVE

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

ENGAGED

The majority of our listeners plan to attend mulitple 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



Plan to attend concerts in 2024



Plan on taking a vacation in 2024



Recycle



Purchase alcohol at bars/ restaurants



Own a pet



Plan to attend sporting events in 2024



Go out to eat at least twice a week



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 clickthrough rate than google display ads
- 1.5 million webviews per year
- Robust social media following:
 - Instagram: 57.2k
 - Facebook: 49k
 - Twitter: **75.5**k
 - Youtube: 20.6k
- 31.6K weekly newsletter subscribers





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

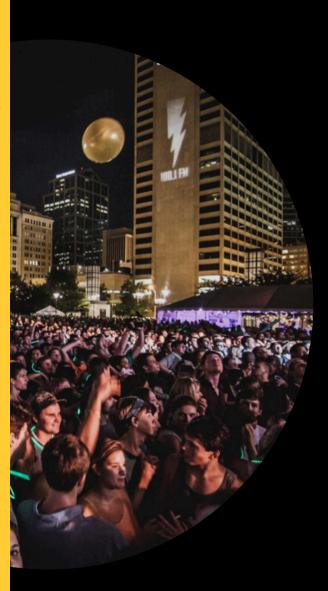
Daypart Sponsorship

Specialty Programing

Branding Campaigns

Digital & Interactive

Lead Generation & Contesting







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

LIGHTNING100.COM

