



## Throwback Hip-Hop and R&B For Western IL

The station features a star-studded lineup including Eminem, Jay Z, Mary J. Blige, Snoop Dogg, 50 Cent, Dr. Dre, and Alicia Keys—artists whose tracks not only topped charts worldwide but also defined a cultural era. Icon 104.1 WMQZ, Throwback Hip-Hop and R&B satisfies Western Illinois's growing appetite for nostalgic music that continues to resonate across generations.

**92% REACHED EACH WEEK (P18+)**  
RADIO IS AMERICA'S #1 REACH MEDIUM

\*Nielsen Total Audience Report February 2020

**More adults use Broadcast Radio each week than:**  
CABLE, TELEVISION, BROADCAST TELEVISION,  
STREAMING TELEVISION, FACEBOOK, TWITTER,  
NEWSPAPER, SMARTPHONES, and THE  
INTERNET

**Radio is #1 plain and simple.**



## Demo

**Station: WMQZ - 104.1**

**Format: Throwback Hip-Hop & R&B**

**Target: Adults 25-54**

**Reach: 130,110 total Adults**

**25-54 live in the  
following counties:**

McDonough, Fulton, Schuyler, Brown,  
Adams, Hancock, Henderson, Warren, and  
Knox Counties in Illinois. And Des Moines,  
Lee, and Henry Counties in Iowa.



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