



Throwback Hip-Hop and R&B For The Illinois Valley!

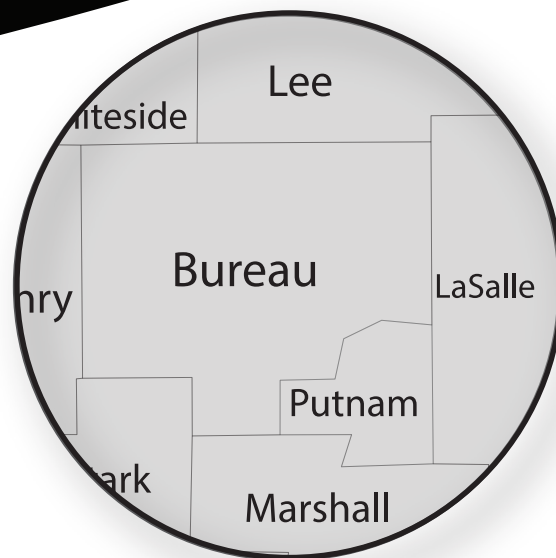
The station features a star-studded lineup including Eminem, Jay Z, Mary J. Blige, Snoop Dogg, 50 Cent, Dr. Dre, and Alicia Keys—artists whose tracks not only topped charts worldwide but also defined a cultural era. Icon 98.1 WZOE, Throwback Hip-Hop and R&B satisfies Illinois Valley's growing appetite 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: WZOE - 98.1

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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