



# STATION PROFILE

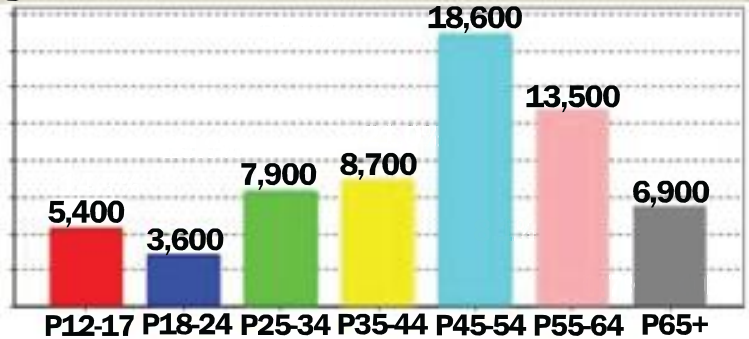
**107.1 K-HITS delivers a targeted audience that is both well educated and in their prime earning years. K-HITS reaches the largest population segment in the Treasure Valley.**

**Spinning hits from the 70's and 80's, K-HITS is the most heavily promoted station in the area. This aggressive branding has made the station one of the top performers in Idaho.**

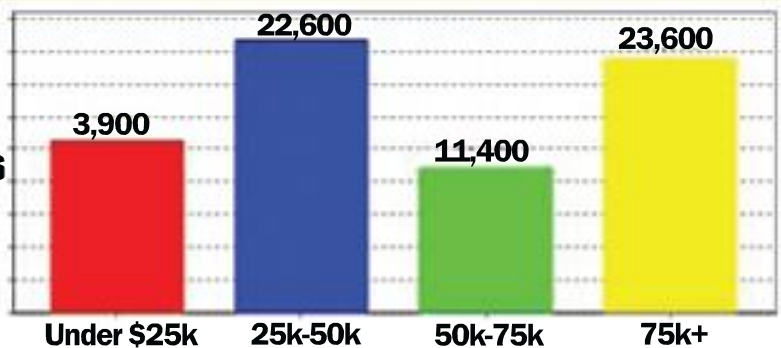
**Featuring an attitude of fun, entertainment, information, and relatability, K-HITS delivers unmatched results to their advertisers, partners, and sponsors.**

**Whether at work, at home, or on the go, K-HITS provides their listeners with the enjoyment of a station that's built with them in mind.**

## Age



## Household Income



## Education



## Home Ownership

Own	49,100
Rent	14,700
Other	800

