



KTHI 107.1 K-HITS

“Superhits of the 70’s & 80’s”

- In the sweet spot with an established adult audience 35-64.
- The greatest hits from the 70’s & 80’s featuring Fleetwood Mac, John Mellencamp, Billy Joel, Elton John, Journey and more!
- Live and local on air staff presenting topical content, engaging contesting in a business friendly environment
- “Murphy & Melissa in the Morning” bring a new energy to morning drive. Barry Lewis holds down the KHITS Café all request lunch hour. Scott Mathews takes everyone home playing great sing along tunes and interactive contesting
- K-HITS is committed to the Treasure Valley community, partnering with the American Cancer Society, Idaho Shakespeare Festival, Idaho Botanical Gardens, ALA Fight for Air Climb, Toys for Tots, Zoo Boise, and Chili’s Gameday.

www.khitsboise.com

107.1 K-HITS – Community Events



Bronco Game Day



Zoo Boise Egg-Stravaganza & Boo at the Zoo



American Cancer Society
Making Strides

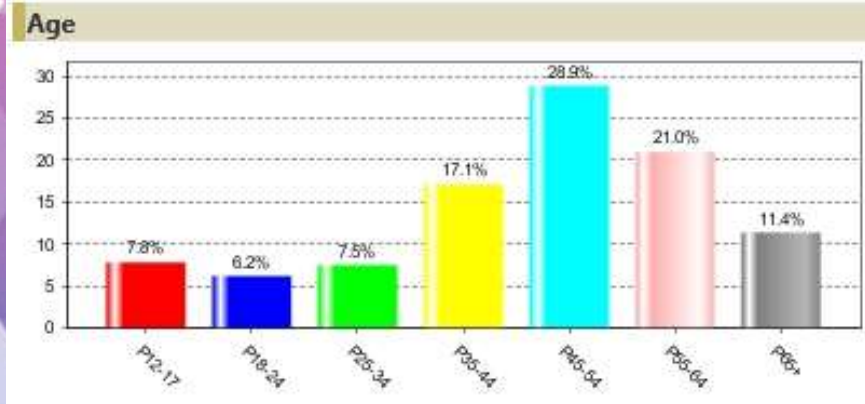
Idaho Botanical Garden
Great Garden Escapes





Audience Profile

- Homeowners: 72.7%
- High Income \$50K+: 63.8%
- Educated: 65.6% attended college
- \$69+ Million monthly retail spending power in the Treasure Valley



- #4 Adults 35-64
- #2 Women 35-64
- #5 Adults 25-64

*Source: Nielson Spring 2018/Fall 2017 & Scarborough Spring 2017/Spring 2016