

N O R T H W O O D S



WOBT 1240 AM

Call Letters: WOBT
 Frequency: AM 1240
 Format: Sports Talk/Sports
 Target Demo: Men 18+
 Website: northwoodsespnsportszone.com



HIGHLIGHTS:

- **72% of Sports Radio listeners are 25-54 years of age**
- **84% of Sports Radio listeners are male**
- **47% of all listeners have a college degree-almost twice the national average**
- **Sports Radio listeners are twice as likely than the national average to be employed in Management Occupations**
- **Sports Radio listeners are 61% more likely to have a Household Income of \$75,000-\$149,999**
- **Sports Radio listeners are 60% more likely to have homes valued between \$200,000-\$499,999**
- **Sports Radio listeners are twice as likely than the national average to have spent \$5,000 or more on Domestic Vacations in the past year**

Monday-Friday

- **All Night with Jason Smith**
- **SportsCenter AM**
- **Mike & Mike in the Morning**
- **The Herd w/Colin Cowherd**
- **Tirico & Van Pelt**
- **The Scott Van Pelt Show**
- **Doug Gottlieb**
- **Football/Baseball Tonight**
- **Brian Kenny**
- **ESPN News Block**

Saturday

- **The V Show**
- **The Best of Mike and Mike**
- **Saturday RaceDay**
- **Erik Kuselias Show**
- **The Andy Gresh Show**
- **GameDay**
- **The Huddle**
- **GameNight**

Sunday

- **The V Show**
- **Best of ESPN**
- **RaceDay on ESPN Radio**
- **ESPN Today**
- **NBA Sunday**
- **Game Day**
- **Seasonal Sports Coverage**
- **Pod Center on ESPN Radio**
- **Fantasy Focus**
- **GameNight**

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