



Why Support KFFR:

KFFR is a carefully crafted eclectic mix of music and local information produced by volunteer DJs who have a passion for music. KFFR gives them the studio and training and lets them do their thing. Underwriting on KFFR reaches the ears of Grand County. Your support is tax-deductible, and it is guaranteed to reach a broad audience. More than 1,800 online listeners tune into KFFR every year, and KFFR is on Instagram, Facebook and Twitter extending your message even further. We are flexible, contact us to find out what we can do to meet your marketing needs. Visit kffr.org/underwriting or email underwriting@kffr.org for custom packages and to set up a meeting.

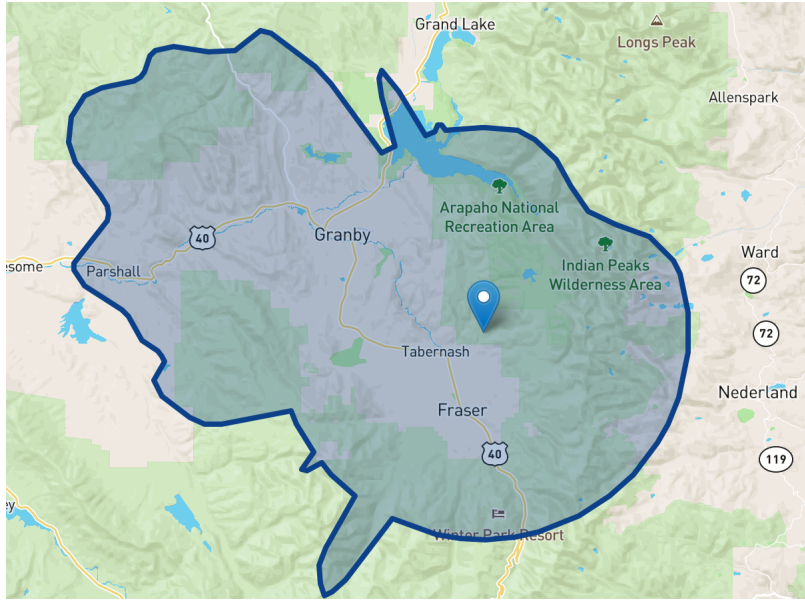
A Few Highlights

- KFFR had 14,595 unique listeners at kffr.org in 2022
- 44% of listeners claim residency outside of Grand County
- 56% of KFFR listeners are “very likely to support KFFR underwriters.”
- 80% of listeners are between 30 and 79.

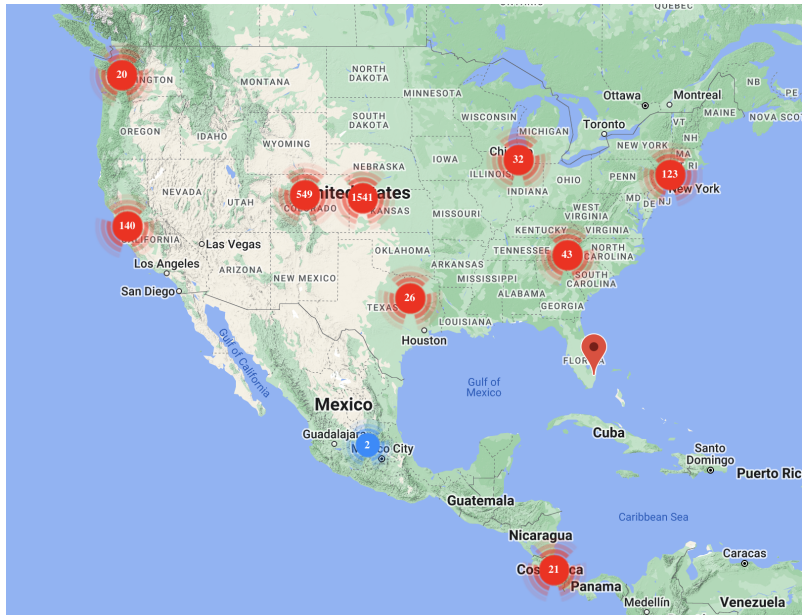
Online Highlights

- Total Listener Minutes in 2022 = 1,876,498
- Average Session Length = 31 Minutes
- Unique Listeners = 14,811
- Highest simultaneous listeners = 71

Coverage Map



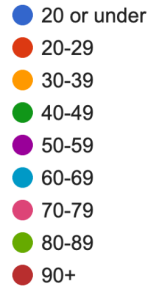
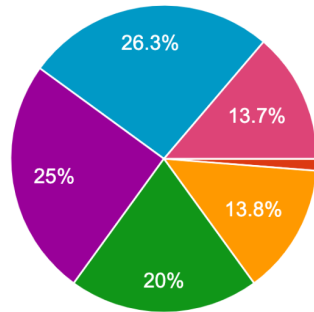
Online Coverage Map:



Demographic info from 2022 Annual Survey:

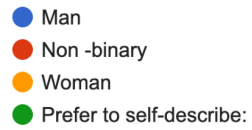
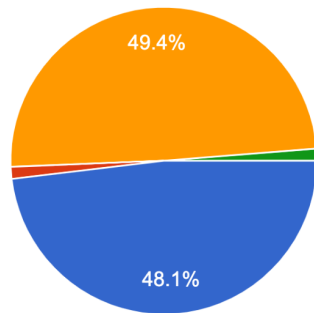
Which category includes your age? I am:

80 responses



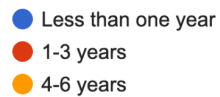
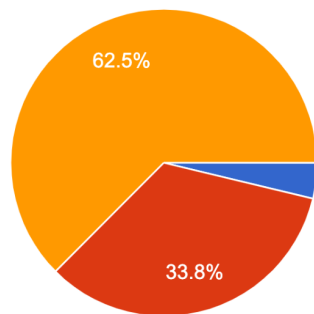
How do you identify?

79 responses



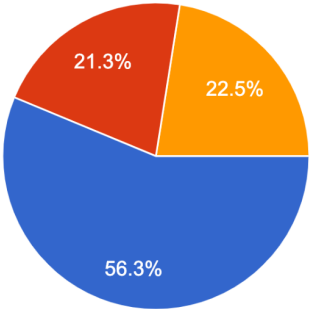
How long have you listened to KFFR

80 responses



Do you live in Grand County?

80 responses



- Yes - Full Time
- Yes - Part Time
- No, but I like to visit/stay connected to the area.