

# Station Profile: **WXYK**

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## **FORMAT**

WXYK, 105.9 The Monkey is a unique blend of Top 40 radio that has been customized exclusively for the Gulf Coast. This is not a cookie-cutter radio station. Over the years, The Monkey has grown from a radio station to one of the most recognizable brands on the Coast.

## **ARTISTS**

105.9 The Monkey plays only the hits! No filler – just proven hit music. Artists include: Drake, Ariana Grande, Taylor Swift, Maroon 5, Ed Sheeran and tomorrow's stars - TODAY!

## **TARGET AUDIENCE**

The Monkey's target audience is Young Adults ages 18-49, with an emphasis on females. Young adults are: first time car buyers, first time home buyers and have money to spend on: Home improvement, entertainment, beauty and health, clothing, jewelry, cell phones, electronics, casinos, nightclubs and restaurants; who spend a considerable amount of time on their phones and on social media, where we can interact with them 24/7.

## **AIRSTAFF**

### Weekdays

- **Mornings 6a-10a:** The Kidd Kraddick Morning Show. The Kidd Kraddick Morning Show is the most listened-to contemporary morning show in America
- **Afternoons 10am-6pm:** Lucas is your office companion and helps get you home with a smile! On all day and putting you in the right frame of mind all day!

### Weekends

- **Saturday 6AM-10AM:** The American Top 40 Countdown with Ryan Seacrest... Join host Ryan Seacrest each Saturday morning 6AM-10AM! Ryan has interviews with celebrities and artists, hot Hollywood gossip, big time giveaways and even has time to squeeze in the 40 BIGGEST songs in the country!
- **Saturday 8PM-12M:** The Monkey's Saturday Night House Party... Four hours of requests and your favorite songs mixed beat-to-beat and back-to-back! A non-stop party where you're always invited and there's never a cover charge!

## **COVERAGE AREA**

WXYK – 105.9 The Monkey covers from Pascagoula to Bay St. Louis and all the way to Wiggins.