



WHY YOU SHOULD ADVERTISE WITH True Oldies 1580 WXGT-AM

Station Format:

Classic Hits — music from the '60s, '70s, and '80s

Audience Appeal:

Nostalgic, comfort-listening, emotionally connected to familiar music that defined their youth

Audience Demographics

Core Age Range:

- **Primary:** 45–74 years old
- **Secondary:** 35–44 and 75+

Gender Breakdown:

- Fairly balanced: ~52% male / ~48% female (varies by market)

Economic Profile:

- Peak earning and spending power age group
- High disposable income: Baby Boomers and Gen X account for **over 50% of U.S. consumer spending** and control **70% of disposable income** insideradio.com media.co.uk
- Often homeowners with established lifestyles, purchasing for themselves *and* grown families

Lifestyle Traits:

- Value *familiarity, authenticity, and emotional resonance*
- Brand-loyal and responsive to storytelling-style advertising
- Increasingly active, tech-savvy, and engaged across multiple media platforms
- Appreciate quality and long-trusted brands over trends



Why Advertisers Love This Audience

1. Strong Spending Power

- Adults 50+ generate **over \$8 trillion annually** in U.S. economic activity insideradio.com.
- Control major purchasing categories: **automotive, travel, healthcare, financial services, home improvement, and retail.**

2. Exceptional Loyalty

- Weekly listeners often tune in for long stretches — higher Time Spent Listening (TSL) than any other format media.co.uk.
- Known for emotional connection to music and familiar voices, creating *trust* and *ad recall*.

3. Underserved Yet Growing Market

- Many advertisers over-focus on 18–49, overlooking the 55+ audience — one of the **fastest-growing and most affluent demographics** bprworld.com.
- Stations focusing on this group (like “The Big WECK” or “Gold Radio”) report multi-year advertiser retention and standout ratings in adults 55–74.

4. Cross-Platform Reach

- Classic Hits listeners use radio daily (morning commutes, daytime at home), with strong crossover to streaming and smart speaker apps — ideal for **integrated campaigns**.



Advertising Positioning

“TRUE OLDIES 1580 Reaches the most loyal, affluent, and emotionally connected audience in radio — the generation that still listens, still spends, and still remembers.”

“Music that brings back memories — and keeps loyal listeners tuned in.”

Key Sales Points:

- Long average listening sessions = deep message reinforcement
- Reaches decision-makers with disposable income
- Perfect alignment for premium, trusted brands
- Proven results for categories like **retail, automotive, insurance, healthcare, financial, and leisure travel**
- Nostalgia content often sparks *positive emotional engagement* and brand association

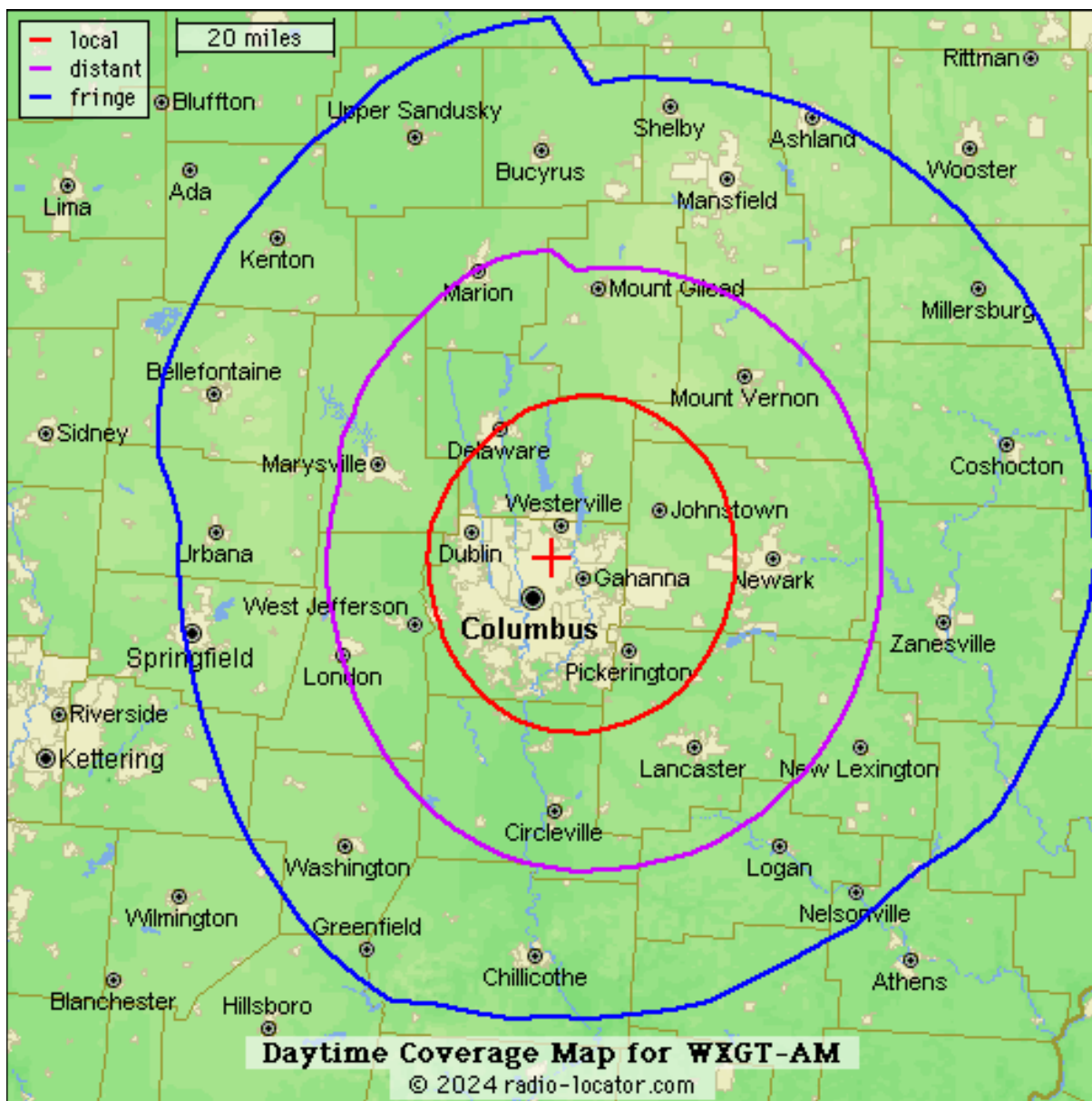
COLUMBUS'S

OLDIES
1580 AM

600 700 800 900 1000 1300 1600
TRUE OLDIES CHANNEL

Our Coverage

DAYTIME



NIGHTTIME

