



The Station

Call Letters: WBMW
Signal: 106.5 FM
Format: Soft Rock
Audience: Adults 25 - 54
Coverage: Eastern CT
Southern RI
Website: wbmw.com

Our Listeners

Soft Rock 106.5 WBMW attracts a diverse audience in the 25 to 54 age range with a mix of professionals, homemakers, and individuals who enjoy a relaxed atmosphere throughout their day. Our listeners tune in during their commute, while working, or when winding down in the evening, seeking music that provides comfort and a sense of familiarity. Soft Rock 106.5 WBMW listeners appreciate music that serves as a soundtrack to their daily lives, offering a blend of relaxation and sentimentality.

Eastern CT's At Work Station

The Music

Bon Jovi, Carrie Underwood, U2, Kelly Clarkson, Rob Thomas, John Mayer, Ed Sheeran, Billy Joel, Taylor Swift, Katy Perry, Pink, Adele, Maroon 5, Mariah Carey, and more.

Coverage Map

