



Litchfield County's Soft Rock

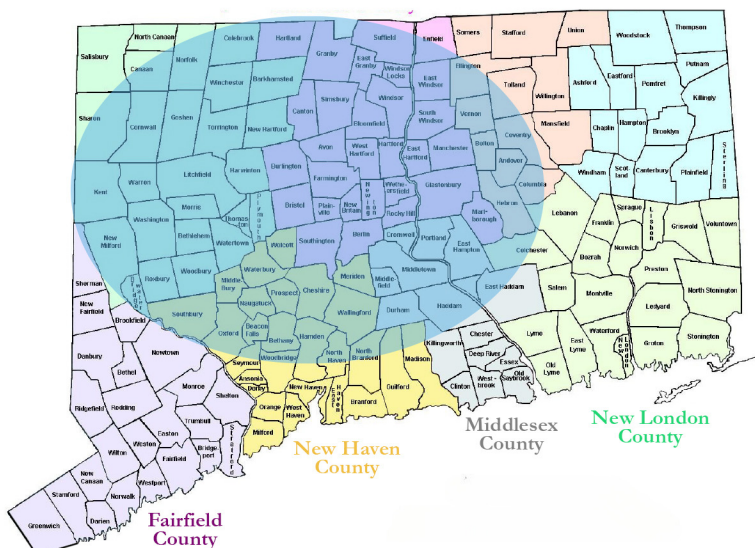
Live, Local & Community Driven

The Music

Adele, Billy Joel, Bruno Mars, The Eagles, Fleetwood Mac, Mariah Carey, Phil Collins, Carrie Underwood, Taylor Swift, Pink, Elton John, Whitney Houston and more.

Coverage Map

Litchfield County, Farmington Valley & Greater Waterbury



49 Commons Drive, Litchfield CT 06739 • 860-567-3697 • FAX 860-567-3292 • www.wzbg.com

The Station

Call Letters: WZBG

Signal: 97.3 FM

Format: Soft Rock

Audience: Adults 25 -64

Website: wzbg.com

Our Listeners

Soft Rock 97.3 WZBG listeners have the highest average household incomes compared to other commercial radio formats. The average 97.3 WZBG listener has a household income of nearly 25% higher than that of other formats. 97.3 WZBG listeners are 48% more likely than the general market to earn an income above \$100,000. 60% of 97.3 WZBG listeners are female, 40% male, and are 39% more likely to be college graduates.

