

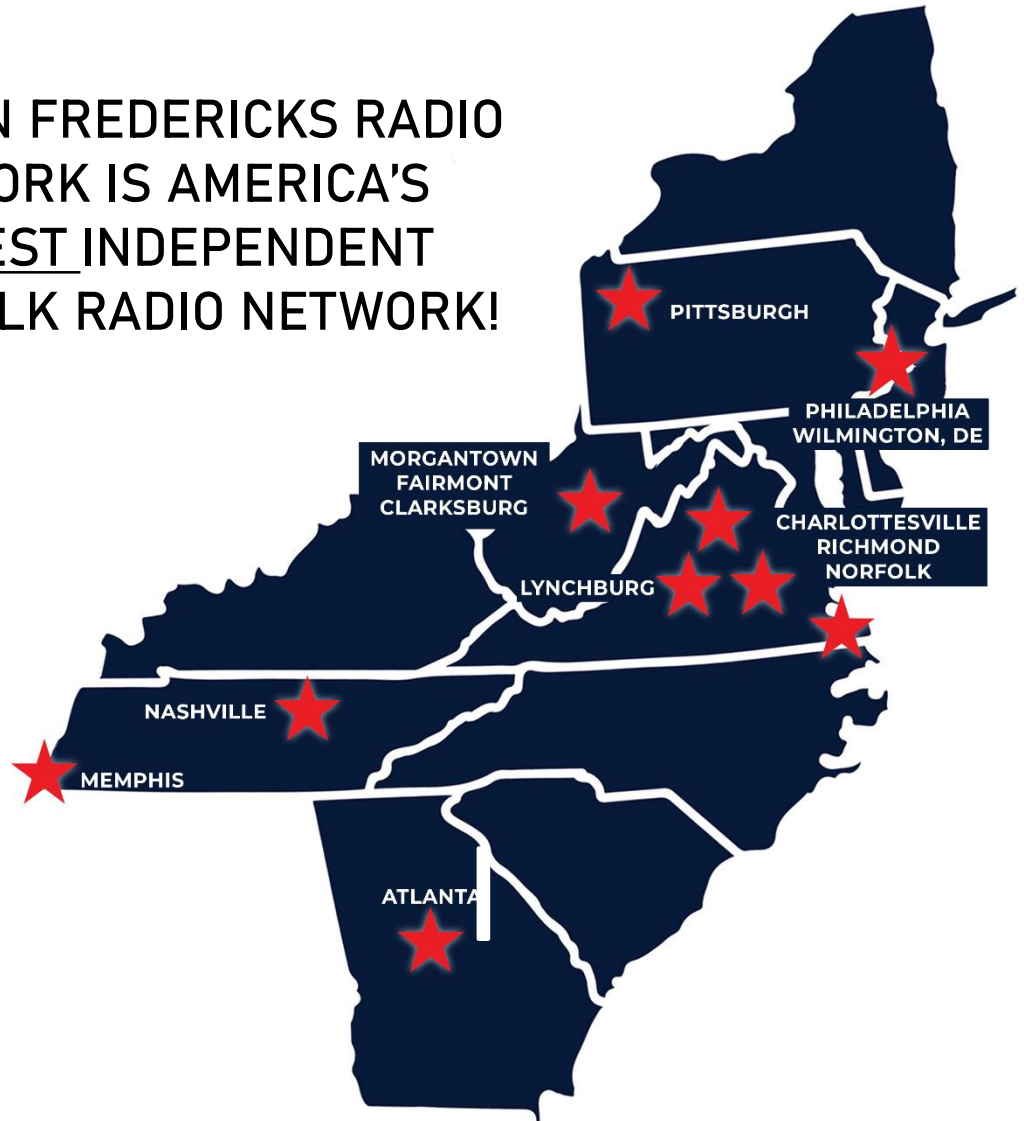


# The John Fredericks Media Network 2024 SALES MEDIA KIT



# JFRN Target Markets

THE JOHN FREDERICKS RADIO NETWORK IS AMERICA'S LARGEST INDEPENDENT NEWS TALK RADIO NETWORK!



# JFRN Target Markets

## TARGET MARKETS

- Virginia Network: Charlottesville, Fredericksburg, Richmond, Petersburg, Williamsburg, Newport News, Chesapeake, Lynchburg, Danville, Franklin, Norfolk, Virginia Beach, Suffolk, and Eastern Shore.
- Georgia: Atlanta and Surrounding Areas.
- Pennsylvania Network: Philadelphia, Pittsburgh and Wilmington.
- Tennessee: Nashville and Memphis.
- West Virginia: Morgantown, Fairmont, and Clarksburg.

## JFRN FULL NETWORK / 19 SIGNALS:

- WJFN-FM 100.5 FM (VA)
- WJFN-AM 820, 92.7 FM + 107.7 FM (VA)
- WJFV 1650 AM (VA)
- WMLB AM 1690 (GA)
- WENO AM 760 (TN)
- KQPN AM 730 (TN)
- WJFG-AM 1480 + 107.5 FM (PA)
- WJFA-AM 910 + 98.7 FM (PA)
- WJFP-AM 740 + 103.3 FM (PA)
- WMMN AM 920 + 95.7 FM (WV)
- WHTI 105.7 FM (WV)
- WGYE 102.7 FM + 103.9 FM (WV)

*\* WBRG AM/FM 6A - 10 AM ONLY*

# JFRN Programming

MONDAY – FRIDAY  
JFRN NETWORK LINEUP  
EACH STATION MAY VARY;  
CENTRAL TIME IS -1 HOUR

6:00 AM – 10:00 AM – The John Fredericks Show and Outside the Beltway  
7:00 AM – 8:00 AM

10:00 AM – 12:00 PM – Michael Patrick Leahy

12:00 PM – 3:00 PM – The Rob Carson Show

3:00 PM – 5:00 PM – The Del Walmsley Show

5:00 PM – 6:00 PM – Cats & Cosby

6:00 PM – 9:00 PM – The Mark Levin Show

9:00 PM – 10:00 PM – Wendy Bell Radio

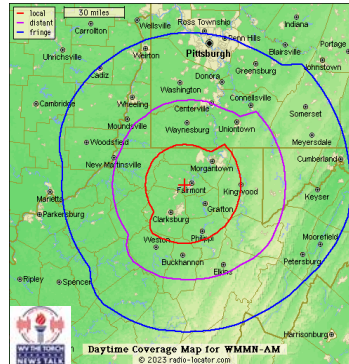
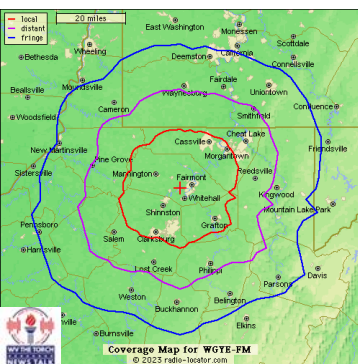
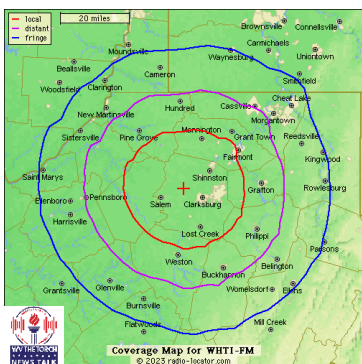
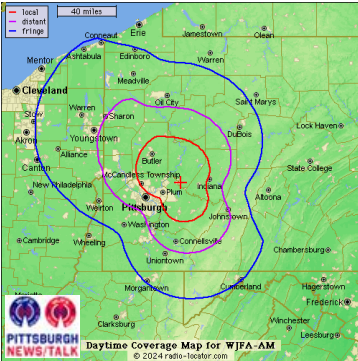
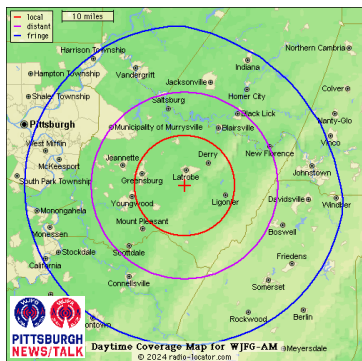
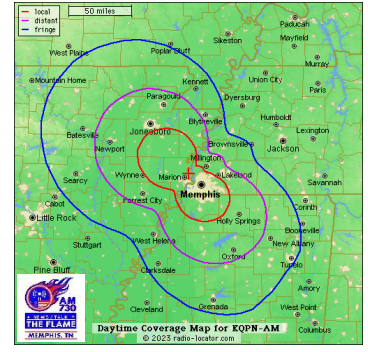
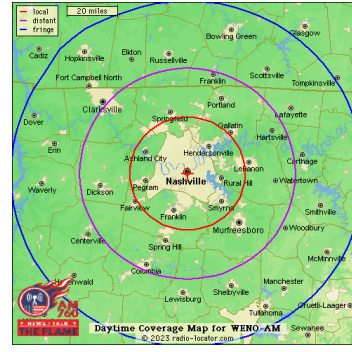
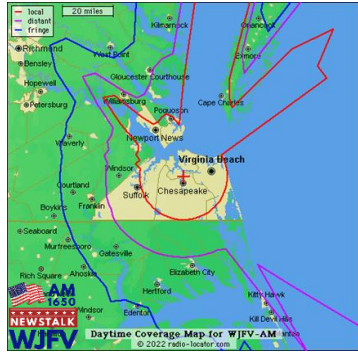
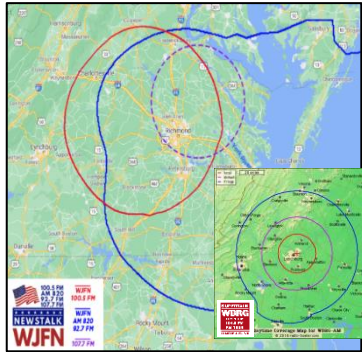
10:00 PM – 12:00 AM – The Rita Cosby Show

12:00 AM – 1:00 AM – Dominic Carter

1:00 AM – 6:00 AM – Red Eye Radio



# JFRN Coverage Maps



## JOHN FREDERICKS RADIO NETWORK:

- WJFN FM 100.5 FM (VA)
- WJFN AM 820, 92.7 FM + 107.7 FM (VA)
- WJFV 1650 AM (VA)
- WBRG AM 1050 + 105.1 FM (VA)
- WMLB AM 1690 (GA)
- WENO AM 760 (TN)
- KQPN AM 730 (TN)
- WJFP-AM 740 and 103.3 FM (PA)
- WJFG-AM 1480 and 107.5 FM (PA)
- WJFA-AM 910 and 98.7 FM (PA)
- WMMN AM 920 and 95.7 FM (WV)
- WHTI 105.7 FM (WV)
- WGYE 102.7 FM + 103.9 FM (WV)

**JFRN MOBILE APP:** Apple iOS + Google Play  
[www.johnfredericksradio.com/install-app](http://www.johnfredericksradio.com/install-app)

**JFRN LIVE STREAM:**  
[www.johnfredericksradio.com/listen-live](http://www.johnfredericksradio.com/listen-live)

# About John Fredericks/JFRN



The **JOHN  
FREDERICKS**  
SHOW

The [John Fredericks Radio Network \(JFRN\)](#) is the *largest independent conservative news/talk radio network in America* covering the Mid-Atlantic region from north to south, from Philadelphia to Atlanta, and west to West Virginia.

[The John Fredericks Show \(JFRS\)](#) heard 6 AM to 10 AM daily, has become must-listen radio. President Trump has been a regular guest since 2015. John Fredericks served as Trump campaign chairman of Virginia in 2016 and 2020 and was elected Trump Delegation Chairman of Virginia in 2020. Fredericks has spent more than 40 years in the media, previously working as a journalist, newspaper editor, and television host.

Fredericks is the Publisher of three Star News Media digital daily newspapers: [Pennsylvania Daily Star](#), [The Georgia Star News](#), and [The Virginia Star](#). He and his wife Anne, the company's CEO, own 8 radio stations (with 19 frequencies) in Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania; along with several other media properties within the John Fredericks Media Network. ([JFMN](#))

# John Fredericks Radio Show

If you want to know what's going on from the White House to your state house and from the courthouse to your house, John Fredericks knows! From national politics to talking with the movers and shakers in Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania politics, this veteran broadcaster will keep you informed on national, state and local issues that directly effect you right where you are every day on The John Fredericks Radio Show!

➤ **The John Fredericks Radio Show broadcasts weekdays from 6 AM – 10 AM:**

- WJFN AM 820, 92.7 FM & 107.7 FM – Richmond, Petersburg, Williamsburg, Chesapeake, and Newport News, VA
- WJFN 100.5 FM – Charlottesville, Richmond and Fredericksburg, VA
- WJFV 1650 AM - Hampton Roads, Norfolk, Virginia Beach, Suffolk and Eastern Shore, VA
- WBRG Super Talk AM 1050 and 105.1 FM - Lynchburg, VA
- WMLB AM 1690 – Atlanta, GA
- WJFP-AM 740 and 103.3 FM – Philadelphia, PA and Wilmington, DE
- WJFG-AM 1480 and 107.5 FM – Pittsburgh, PA
- WJFA-AM 910 and 98.7 FM – Pittsburgh, PA
- WENO-AM 760 – Nashville, TN
- KQPN-AM 730 – Memphis, TN
- WMMN AM 920 and 95.7 FM - Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- WHTI 105.7 FM - Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- WGYE 102.7 FM + 103.9 FM - Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- Live Weekdays and 24/7 Stream and on the JFRS Radio App (Android + iOS)

➤ **John Fredericks brings together Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania movers, shakers and policy makers.**

➤ **John Fredericks interviews the power players and rainmakers in the political arena and on Capitol Hill.**

➤ **John Fredericks covers regional, state and national news with insightful analysis.**

➤ **John Fredericks invites listener interaction and audience participation.**

# Why News Talk Radio?

## **NEWS TALK RADIO LISTENERS ARE HIGHLY INVOLVED**

News talk radio listeners are some of the most active and involved listeners of any format. Most news talk listeners tune in daily, and average 7.5 hours a week of consuming news talk. In some formats, like political and sports news talk, listeners engage by calling, texting, tweeting, or emailing their opinions to be a part of the conversation.

## **NEWS TALK RADIO LISTENERS ARE LOYAL**

Listeners tune into news talk radio is often because they're loyal to a specific show or personality.

## **NEWS TALK RADIO LISTENERS ARE EXPECTANT**

News talk radio listeners are loyal and make a habit of listening as a part of their daily routine. They come to know and expect certain types of advertising.

## **NEWS TALK RADIO LISTENERS ARE QUALITY**

By advertising on news talk formats, you'll have access to a quality demographic that can likely afford your product or service. News listeners tend to have higher income and are more likely to have a household net worth of over \$1 million than other formats.

## **NEWS TALK RADIO LISTENERS TRUST THEIR STATIONS**

News radio listeners rely on their favorite stations and personalities, often as their primary source of information. They trust the station and are highly engaged with the content. If their favorite personality recommends, they read an article online or visit a social media profile, news listeners are open to doing so. It's because the stations have earned listeners trust through years of reliable local, political, or sports coverage.

## **NEWS TALK RADIO LISTENERS ARE LOCALLY AND POLITICALLY ENGAGED**

Because news talk radio format listeners are of a high-quality demographic, they're more likely to be engaged in politics and their local community. They'll do things like contribute to a political campaign or write/call their local or national politician to voice their opinion.

## **NEWS RADIO LISTENERS ARE BUSINESS SAVVY**

More than other formats, these listeners are more likely to be involved with investing in corporate or employee funds of some kind. They're financially astute individuals who are focused on building wealth and financial assets

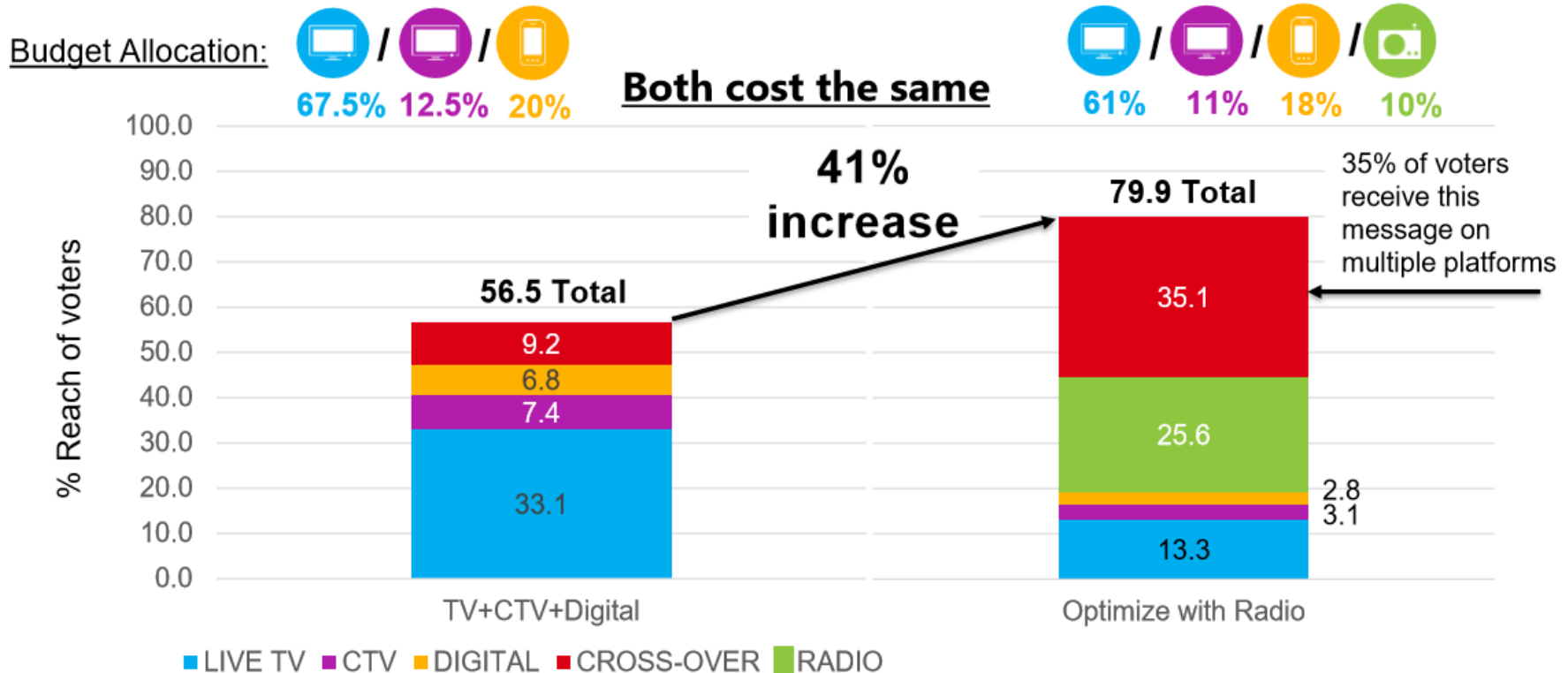


# Radio for Political & Advocacy

**INSIDE RADIO STUDY:** Radio Can Make A Difference Reaching Swing Voters This Election Year

*Read here:* [http://www.insideradio.com/free/study-radio-can-make-a-difference-reaching-swing-voters-this-election-year/article\\_6c55744a-858e-11ec-970a-53dae01b9136.html](http://www.insideradio.com/free/study-radio-can-make-a-difference-reaching-swing-voters-this-election-year/article_6c55744a-858e-11ec-970a-53dae01b9136.html)

## WITH RADIO, REACH MORE VOTERS, MORE OFTEN



Source: National Nielsen Media Impact August 2019 campaign. \$10,000,000 national campaign in both instances. Television campaign represents all broadcast television, CTV is ad-supported OTT devices and inventory, Digital is all Social and News inventory. Radio is all broadcast Radio. Standard National Campaign Persons 18+ who are registered in district of residence.

# JFRN Audience

The John Fredericks Radio Network delivers a high quality and demographically dynamic news talk listener and audience. News Talk listeners are well-informed, highly educated, affluent and engaged consumers. In Virginia, West Virginia, Georgia, Tennessee and Pennsylvania, News Talk listeners tune into the John Fredericks Media Network for entertainment, news information and to stay connected and involved. Some other quality assets of the News/Talk listeners are:

**Primary Demo:** Adults 35-64, Adults 45+

**Education:** 4-Yr College Education, Graduate Degree and Post Graduate Degree

**Average Household Income:** \$100,000 +

**Homeowners:** Residents in Virginia, West Virginia, Pennsylvania, Tennessee, and Georgia (1+ Home with Values \$400,000+)

**Political:** Registered and Active Voters (High Index for Republican/Conservative/ Independent)

**Charitable Donations:** Likely to contribute to nonprofit organizations, charities or private foundations for political support, military charity, state fundraising efforts and religious missions.

# Past Guest Interviews\*

Donald J. Trump  
Steve Bannon  
Ben Carson  
Nikki Haley  
Corey Lewandowski  
Former Gov. Ralph Northam  
Former Gov. Terry McAuliffe  
Liz Peek  
Sen. Rand Paul (R-KY)  
Former Gov. Bobby Jindal  
Former Gov. Scott Walker  
Sen. Tim Kaine (D-VA)  
Sen. Mark Warner (D-VA)  
Sen. Ted Cruz  
Rep. Steve King (R-Iowa)  
Rep. C. "Bobby" Scott  
Rep. Rob Wittman  
Rep. Morgan Griffith  
Dr. Peter McCullough  
Dr. Robert Malone  
Sheriff David Clark  
Rep. Andrew Clyde GA 9

Rep. Austin Scott GA-8  
Rep. Billy Long MS  
Rep. Davidson OH8  
Rep. Fred Keller PA 12  
Rep. Louie Gohmert  
Rep. Matt Rosendale MT  
Steve Cortes  
Col. John Mills  
Vernon Jones  
Ted Budd  
Ted Nugent  
VA Sen. Amanda Chase  
Doug Mastriano  
Phill Kline  
John McLaughlin  
Judge Andrew Napolitano  
Martha Boneta  
Rep. Andy Biggs AZ  
Rep. Byron Donalds FL  
Rep. Jody Hice  
Rep. Marjorie Taylor Greene  
Job Creators Alfredo Ortiz

Rep. Scott Perry PA  
Rep. Andy Biggs  
Rep. Buddy Carter GA 01  
Rep. Warren Davidson  
Rick Anderson  
Richard Baris  
Rita Cosby  
Rob Cunningham  
Doug Collins  
Newt Gingrich  
John McGuire VA  
Matt Whitaker  
Patti Lyman  
Bryce Reeves VA  
Liz Harrington  
Dave Brat  
Doug Mastriano  
Ohio Sen. J.D. Vance  
Republican National Committeewoman  
For Virginia Patty Lyman  
Rep. Nancy Mace  
Rep. Bryan Cutler

\* PARTIAL GUEST INTERVIEWS

# JFRN Rate Card

## Per Spot Rates *(Full JFRS network - VA, WV, PA, TN and GA - all stations)*

- :60 = \$200
- :30 = \$150

## Per Spot Rates *(One network - VA, PA or TN)*

- :60 = \$80
- :30 = \$60

## Per Spot Rates *(WV only)*

- :60 = \$60
- :30 = \$40

## Per Spot Rates *(One station only)*

- :60 = \$60
- :30 = \$40

*\*Rates and inventory are only guaranteed when booked.*

## IMPORTANT NOTICE:

### *NETWORK STATIONS:*

VA: WJFN-FM & AM, WJFV + WBRG/6-10A only

GA: WMLB

PA: WJFP, WJFG, WJFA

TN: WENO, KQPN

WV: WMMN, WHTI, WGYE

Subject to availability. All advertising inquiries and ad buys are processed through The John Fredericks Media Network and not radio affiliates. Net rates to broadcaster only. Special events, live remotes, special features, sponsorships and live reads will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are given to 13 week+ advertising programs only.

Production costs are not included in the ad rate. Spot production rates begin at \$100 for a 30-second commercial and \$150 for a 60-second commercial. Copywriting, premium music, premium voice talent and character reads are all add-on costs.

# Promotional Opportunities

- Digital advertisement displays on the John Fredericks Media Network, affiliated websites, and mobile apps. Cross advertising opportunities are also available with The Virginia Star, The Georgia Star, The Pennsylvania Daily Star, Trump Nation News and the Outside The Beltway with John Fredericks TV Show.
- Customized on-air sponsorships, endorsements and media promotions by John Fredericks and professional VO & studio produced commercials.
- NEW: Broadcast a short message on John's mobile marketing platform to approx. 135,000+ opt-in mobile subscribers.
- Social Media Posts: Advertise your message to 200,000+ fans and followers via John Fredericks' socials including: GETTR, Rumble, Truth Social, Twitter, Tik Tok Facebook, and Instagram.
- HTML Email Newsletter: Inclusion in John Fredericks' email newsletters. Delivered on demand to 12,000+ opt-in email subscribers.
- MAGA BUS TOUR promotional appearances or broadcasts from your business.

# John Fredericks Media Network

[www.JohnFredericksMedia.com/JFMN](http://www.JohnFredericksMedia.com/JFMN)



## RADIO

WJFN-FM 100.5 FM (VA)  
WJFN-AM 820, 92.7 FM and 107.7 FM (VA)  
WJFV-AM 1650 (VA)  
WBRG Super Talk AM 1050 and 105.1 FM (VA)  
WMLB AM 1690 (GA)  
WJFP-AM 740 and 103.3 FM (PA)  
WJFG-AM 1480 AND 107.5 FM (PA)  
WJFA AM 910 AND 98.7 FM (PA)  
WENO-AM 760 (TN)  
KQPN-AM 730 (TN)  
WMMN AM 920 and 95.7 FM (WV)  
WHTI 105.7 FM (WV)  
WGYE 102.7 FM + 103.9 FM (WV)

## TELEVISION

Outside the Beltway with John Fredericks

## DIGITAL PAPERS

The Virginia Star  
The Georgia Star  
The Pennsylvania Daily Star  
Trump Nation News  
The John Fredericks Report

## PODCASTS (major platforms)

The John Fredericks Radio Show  
Godzilla Wins! (Sports)

## MOBILE APPS *Apple iOS + Google Play*

[www.johnfredericksradio.com/install-app](http://www.johnfredericksradio.com/install-app)  
[www.wmlb1690.com/install-app/](http://www.wmlb1690.com/install-app/)  
[www.wjfpradio.com/install-app/](http://www.wjfpradio.com/install-app/)  
[www.pittsburghnewstalk.com/install-app/](http://www.pittsburghnewstalk.com/install-app/)  
[www.newstalk760.com/install-app](http://www.newstalk760.com/install-app)  
[www.wvthetorch.com/install-app](http://www.wvthetorch.com/install-app)

## SOCIAL & RESTREAM

Rumble & Rumble Live  
GETTR & GETTR Live  
Truth Social  
Twitter & Twitter Live  
Facebook  
Instagram  
Tik Tok

## SPORTS

Pittsburgh Steelers  
Pittsburgh Penguins  
Alabama Football  
WVU Football  
WVU Baseball  
UVA Football

# Contact Information

## The John Fredericks Media Network



*Thank you! We look forward to working with you!*

John Fredericks  
Mobile/Text: (757) 692-1710  
[John@JFRadioShow.com](mailto:John@JFRadioShow.com)

Tina Harlan  
Mobile/Text: 540-316-1209  
[Admin@JFRadioShow.com](mailto:Admin@JFRadioShow.com)

# Supplemental Information

## THE MEDIA UNIVERSE

P18+ WEEKLY REACH

**SOCIAL MEDIA**

THE CONSUMER

**MOBILE & COMPUTERS**

**AUDIO**

**VIDEO**

