



The John Fredericks Media Network

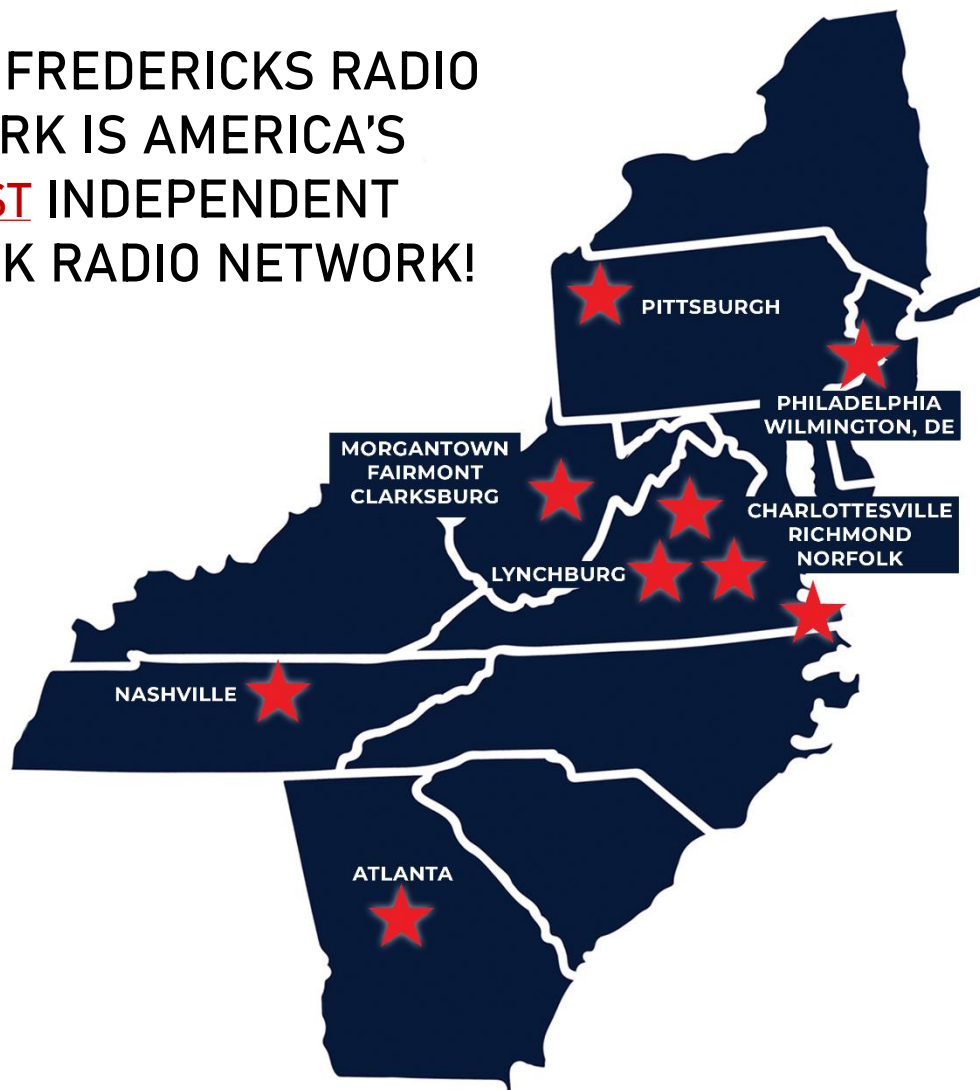
2025 SALES MEDIA KIT



JFRN Map of Stations



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



JFRN Target Markets

TARGET MARKETS

- Virginia Network: Richmond, Norfolk, Charlottesville, Fredericksburg, Petersburg, Williamsburg, Newport News, Chesapeake, Lynchburg, Danville, Franklin, Virginia Beach, Suffolk, and Virginia Eastern Shore.
- Georgia: Atlanta and Surrounding Areas of the Metro.
- Pennsylvania Network: Pittsburgh, Philadelphia, and Wilmington, DE.
- Tennessee: Nashville.
- West Virginia Network: Morgantown, Mannington, Fairmont, Grafton, Wheeling, North Central and Clarksburg.

JFRN FULL NETWORK 15 STATIONS / 25 SIGNALS:

- 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 & 104.5 FM (VA)
- WMLB AM 1690 (GA)
- WENO AM 760 (TN)
- WJFP-AM 740 and 103.3 FM (PA)
- WJFG-AM 1480 + 107.5 FM (PA)
- WJFA-AM 910 + 98.7 FM (PA)
- WZST 100.9 FM (WV)
- WGYE 102.7 FM + 103.9 FM (WV)
- WMMN AM 920 + 95.7 FM (WV)
- WHTI 105.7 FM (WV)
- WBKE AM 1490 + 98.3 FM (WV)
- WRLF 94.3 FM (WV)

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

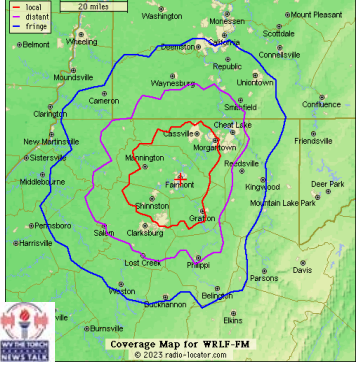
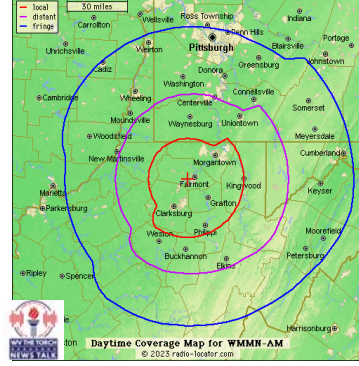
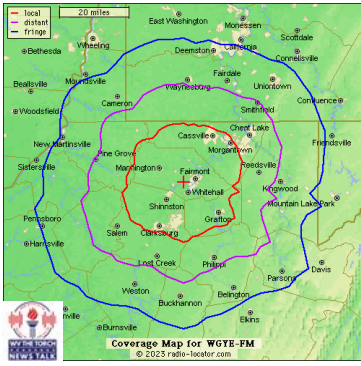
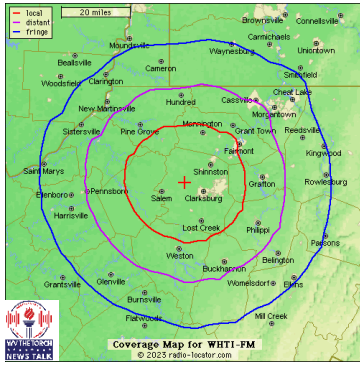
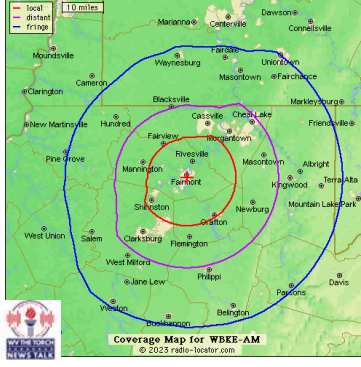
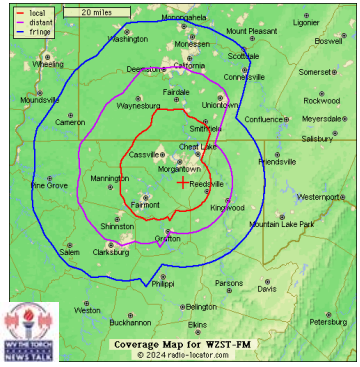
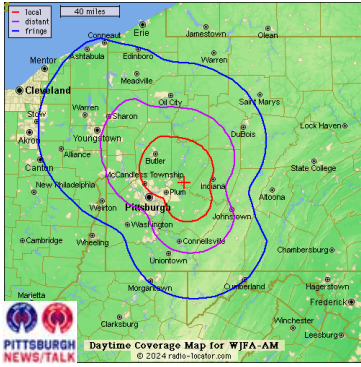
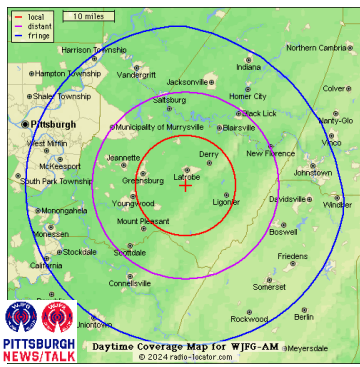
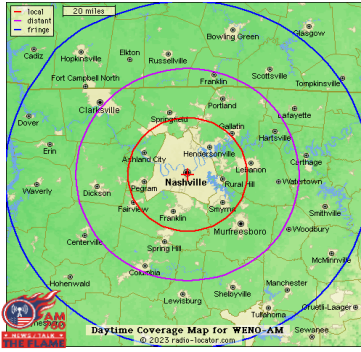
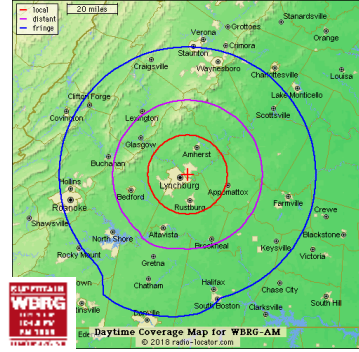
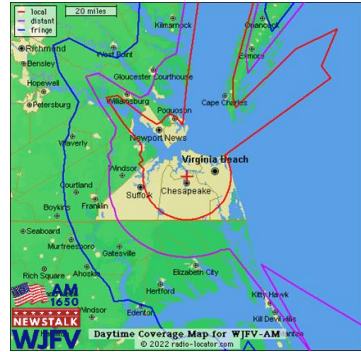
10:00 PM – 12:00 AM – The Rita Cosby Show

12:00 AM – 1:00 AM – Dominic Carter

1:00 AM – 6:00 AM – Red Eye Radio



JFRN Coverage Maps



- WJFN FM 100.5 FM (VA)
- WJFN AM 820, 92.7 FM + 107.7 FM (VA)
- WJFV 1650 AM (VA)
- WBFG AM 1050, 105.1 FM + 104.5 FM (VA)
- WMLB AM 1690 (GA)
- WENO AM 760 (TN)
- WJFP-AM 740 + 103.3 FM (PA)
- WJFG-AM 1480 + 107.5 FM (PA)
- WJFA-AM 910 + 98.7 FM (PA)
- WZST 100.9 FM (WV)
- WGYE 102.7 FM + 103.9 FM (WV)
- WMMN AM 920 + 95.7 FM (WV)
- WHTI 105.7 FM (WV)
- WBKE AM 1490 + 98.3 FM (WV)
- WRLF 94.3 FM (WV)

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 Tennessee!

[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 15 radio stations with 25 signals 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 AM 1650 - Hampton Roads, Norfolk, Virginia Beach, Suffolk and Eastern Shore, VA
- WBRG-AM 1050, 105.1 FM + 104.5 FM - Lynchburg, VA
- WMLB AM 1690 – Atlanta, GA
- WJFP AM 740 + 103.3 FM – Philadelphia, PA and Wilmington, DE
- 1480 + 107.5 FM – Pittsburgh, PA
- WJFA AM 910 + 98.7 FM – Pittsburgh, PA
- WENO AM 760 – Nashville, TN
- WZST 100.9 FM – Morgantown, WV
- WMMN AM 920 + 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
- WBKE AM 1490 + 98.3 FM – Fairmont + Grafton, WV
- WRLF 94.3 FM – North Central + Wheeling, WV
- Live Weekdays and 24/7 online listen live, on the JFRN mobile apps and GETTR, X/Twitter, YouTube and Rumble live stream.

➤ **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

JFRN News/Talk 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

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

Average Household Income: \$75,000 +

Homeowners: Residents in Virginia, West Virginia, Pennsylvania, Tennessee, and Georgia (1+ Home with Values \$300,000+)

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

Advocacy: Likely to contribute to nonprofit organizations, charities or private foundations for political support, government issues, military, state fundraising efforts and religious missions.

John Fredericks Guest Interviews

Donald J. Trump
Donald Trump Jr.
Ben Carson
Nikki Haley
Corey Lewandowski
JD Vance
Michael Faulkender
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

Liz Harrington
Sebastian Gorka
Doug Collins
Charles Marino
Lou Dobbs
Karoline Leavitt
Tom Homan
Jason Miyares
Matt Gaetz
Jason Miller
Steve Cortes
Col. John Mills
Vernon Jones
Ted Budd
Ted Nugent
VA Sen. Amanda Chase
Doug Mastriano
Phill Kline
John McLaughlin
Judge Andrew Napolitano
Rep. Andy Biggs AZ
Rasmussen Mark Mitchell
Matt Schlapp

Rep. Byron Donalds FL
Rep. Jody Hice
Rep. Marjorie Taylor Greene
Job Creators Alfredo Ortiz
Rick Anderson
Richard Baris
Rita Cosby
Rob Cunningham
Doug Collins
Newt Gingrich
John McGuire VA
Laura Loomer
Patti Lyman
Hogan Gidley
Bryce Reeves VA
Dave Brat
Doug Mastriano
Kelly LoefflerPatty Lyman
Rep. Nancy Mace
Rep. Bryan Cutler
Elise Stefanik
Rabbi Yankov Menken
Sen Marsha Blackburn

JFRN Rate Card

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

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

Per Spot Rates *(VA, WV or PA Network Only)*

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

Per Spot Rates *(WV with Pittsburgh Only)*

- :60 = \$120
- :30 = \$90

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

WV: WZST, WBKE, WMMN, WHTI, WGYE, WRLF

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.

JFMN Marketing 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.
- 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



RADIO

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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
www.wmlb1690.com/install-app/
www.wjfpradio.com/install-app/
www.pittsburghnewstalk.com/install-app/
www.newstalk760.com/install-app
www.wvthetorch.com/install-app

SOCIAL & RESTREAM

[Rumble & Rumble Live](#)
[GETTR & GETTR Live](#)
[Truth Social](#)
[Twitter & Twitter Live](#)
[Facebook](#)
[Instagram](#)
[Tik Tok](#)

SPORTS PROGRAMMING

Pittsburgh Steelers
Pittsburgh Penguins
Alabama Football
WVU Football, Basketball
and Baseball
UVA Football & Basketball

Contact Information

The John Fredericks Media Network



Thank you! We look forward to working with you!

John Fredericks
GM/Host
Mobile/Text: 757-692-170
John@JFRadioShow.com

Tina Harlan
Sales & Marketing
Mobile/Text: 540-316-1209
Tina@JFRadioShow.com

Supplemental Information

THE MEDIA UNIVERSE

P18+ WEEKLY REACH

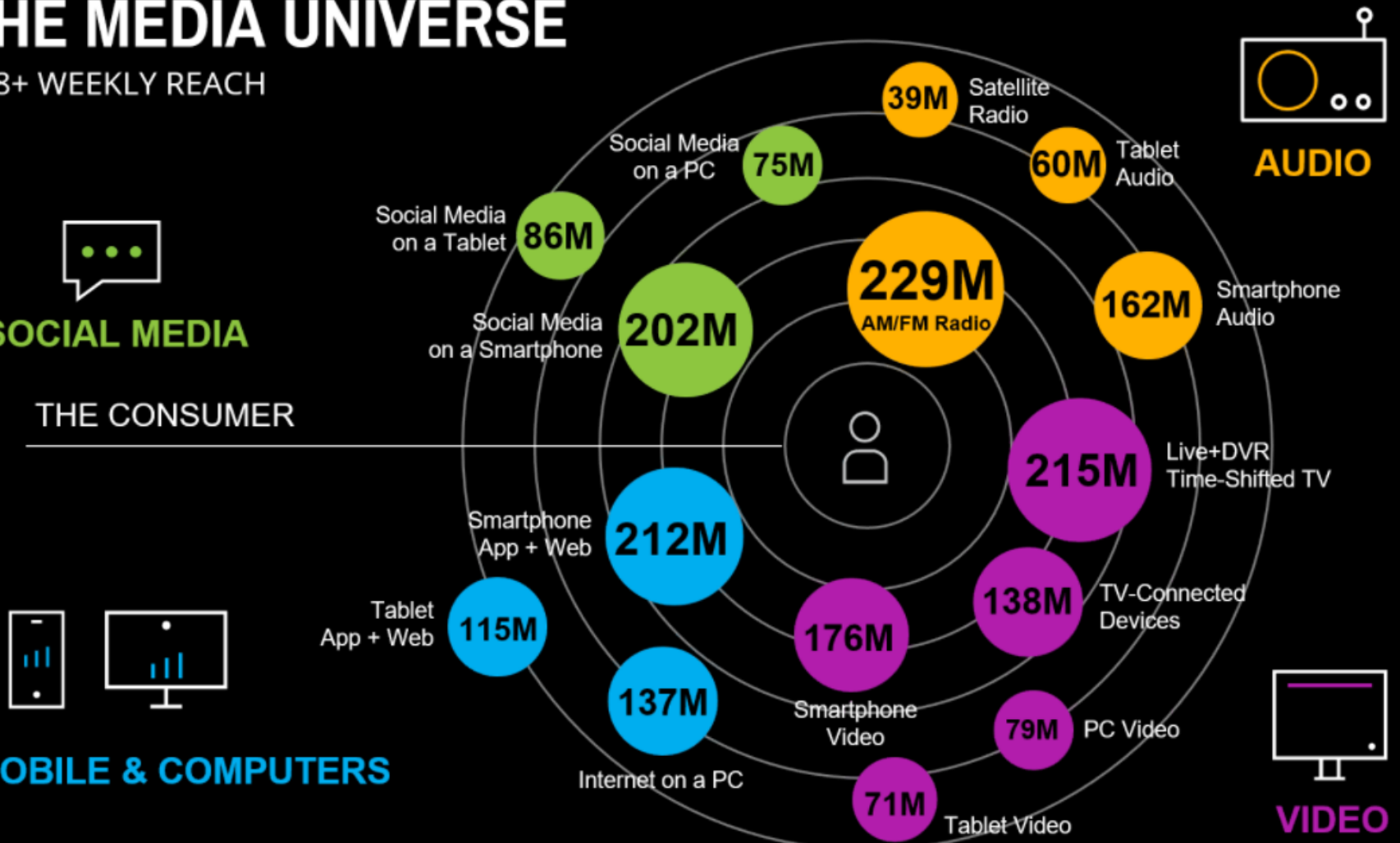
SOCIAL MEDIA

THE CONSUMER

MOBILE & COMPUTERS

AUDIO

VIDEO

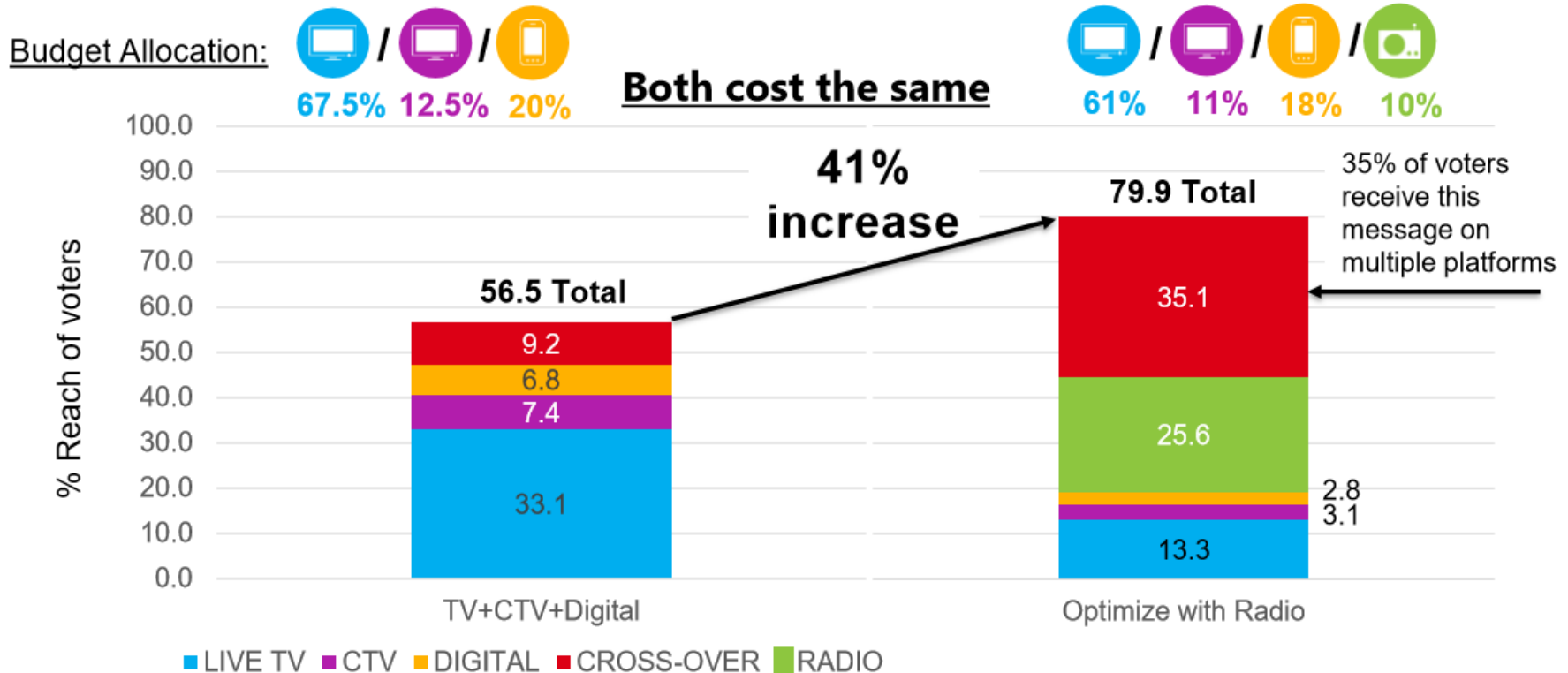


Radio for Political & Advocacy

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

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.