

# THE 103.5 BEAT



Media Kit

[www.1035thebeat.com](http://www.1035thebeat.com)



- Market: Miami/Ft. Lauderdale
- Moniker: 103.5 The Beat
- Format: The most R&B, Hip-Hop and 90's Old School
- Call Letters: WMIB-FM
- Power: 100,000 Watts
- Reach: 417,000+ (Arbitron Spring '07)
- Coverage: Dade County/Broward County/Palm Beach
- Website: [www.1035thebeat.com](http://www.1035thebeat.com)



## Listener Profile

- Nikki (Female age 33)
- Miami Gardens
- Employed full time
- Single
- Huge Obama fan, reads Essence Magazine, most likely to read Steve Harvey's book, watches Lifetime Network, goes to movies, concerts and clubs. Enjoys shopping for fun and shopping for her home, surfing black web-sites, communicating via e-mail/text
- High usage and ownership of tech products and services: flat screen TV; smart phone; PDA's; laptop; I-pod; wireless connection and/or the internet at home
- Positive about the future but feels some stress about job and money
- Confident enough to "do her own thing"
- Describes herself as "black"
- Top sources for information: Radio, Online, Friends and Family, and TV personalities
- Favorite music genres: R&B, Hip-Hop and 90's Old School



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A b o u t U s

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## Weekdays

6am – 10am

Steve Harvey Morning Show



10am – 3pm

Middays with Vanessa James



3pm – 7pm

Afternoon with MC Serch



7pm – 12pm

Original Fat Boy.. Prince Markie Dee

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Line Up

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