



Kenai Peninsula Market Profile – KSRM Inc.

KSRM Radio Group is located on the Kenai Peninsula 140 miles south of Anchorage. There are two cities that make up the majority of the listening market on the Peninsula. Those cities are Kenai and Soldotna Alaska located 9 miles apart. The radio stations studio sets in between these two cities. The listening market in this area is approximately 40,000 persons. There are two other major cities on the peninsula, one 90 miles east of here over the mountains that has a listening market of approximately 4,000 persons Seward, Alaska and the other city is 75 miles south of here called Homer Alaska with a listening market of approximately 6,000. We are heard out about 45 miles east of here and about 70 miles south.

KSRM Radio Group has 5 stations in the Central Kenai Peninsula Market:

KSRM 920am News / Talk and the flagship station. KSRM has been on the air for over 40 years and has a large local audience especially during the morning drive.

KWHQ 100.1fm is formatted New Country format and is programmed in house locally and has been established for over 20 years.

KKIS 96.5fm is our Hot AC station

KSLD 1140am is ESPN Radio, which also include many local sporting events

KFSE 106.9fm has an Active Rock format programmed in house locally.

As with most small markets, localism is our focus. We have an active News Department that reports several times daily on KSRM with news minutes throughout the day on the other stations. We have a solid Sports Department and cover all local sporting events from high school sports football, basketball and hockey to dog mushing, snow machine racing across the state and our local semi-pro baseball team in the summer months.

Our market is rated by Eastland Surveys and if you would like any information regarding demos, listenership etc. we will be happy to provide you with those.