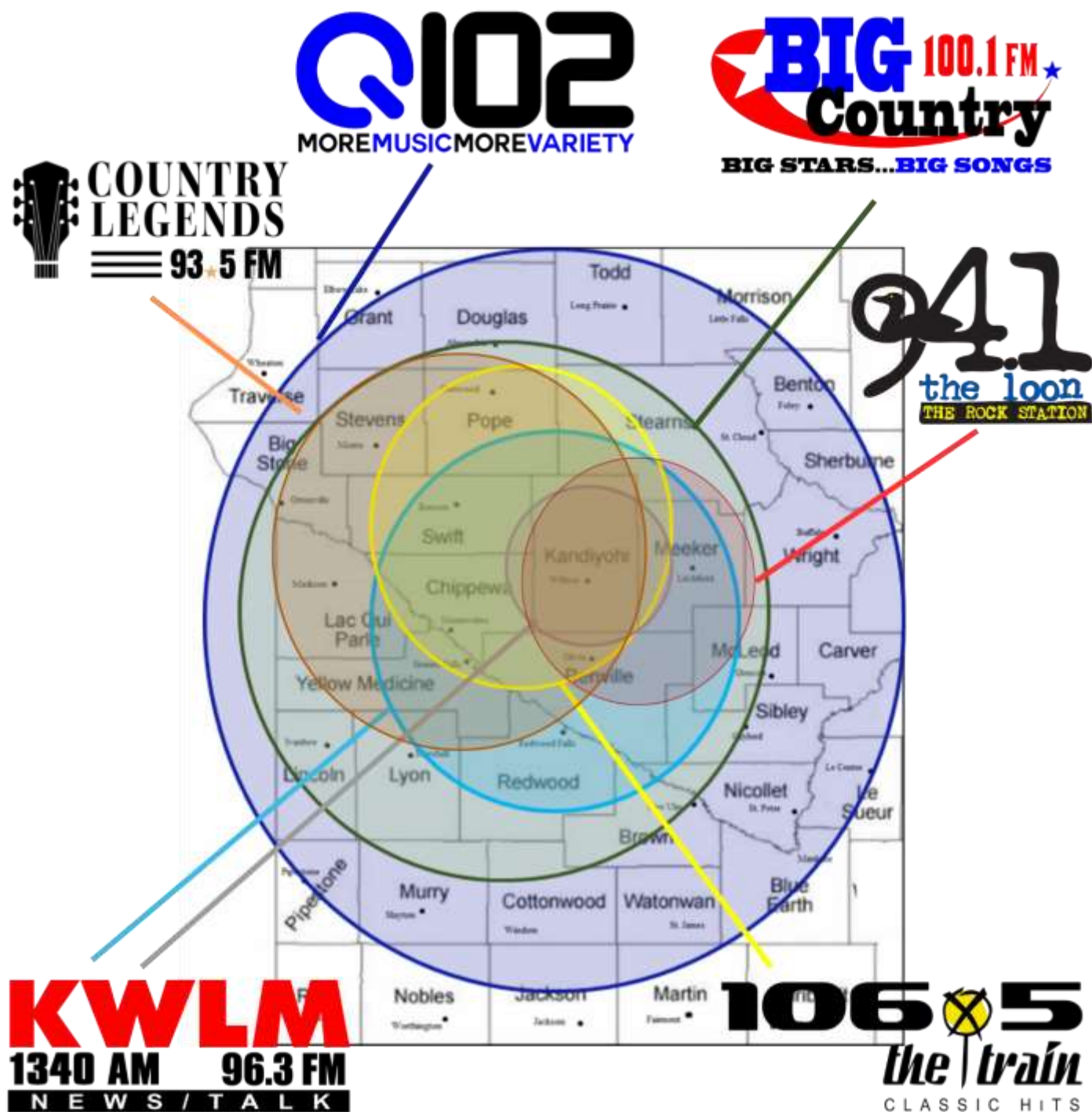


Lakeland Media



Lakeland Media

320-235-1340

1340 7th Street NW, Willmar, MN 56201



Every market seems to have one strong AM station; the dominant AM station for Willmar is KWLM, a Heritage Radio Station. Many of our listeners have grown up with the station. Our average listening audience is 25-54 years old. We currently have many advertisers who have been with us for over 76 years.



KQIC programs well-researched Hot Adult Contemporary music from 2000 through today. KQIC is format-exclusive in Hot Adult Contemporary music and has been the market leader in adults 18-49 and women 18-49 for over 25 years. The only 100,000 watt FM in West Central Minnesota



Big Country KOLV is a mainstream country station playing today's most popular songs along with a good mix of yesterday's stars. Strongly involved in the communities we serve. Big Country features local announcers and has a feel for the listeners we serve.



106.5 The Train KLFN covers pop and rock hits from the 60's, 70's and 80's. Musically, the format is regarded as softer and more hit-single oriented than Classic Rock, yet including some rock legends, giving the format an edgy, up feeling. The Train appeals to adult listeners 30-65 years old.



93.5 Country Legends plays the songs listeners want to hear from Legends like George Jones, Johnny Cash, Merle Haggard, Conway Twitty, Dolly Parton, Hank Williams, Jr. and more Legends from the 80's and 90's. Country legends appeals to adults from 40-64 years old.



94.1 The Loon KKLN delivers a powerful mix of classic rock from the 60s, 70s, 80s, and 90s. With a playlist packed full of legendary artists and timeless anthems, The format connects with adult listeners ages 35 to 54 who grew up on guitar riffs, power vocals, and unforgettable albums, making it the go-to station for rock fans.