

The Internet's First Coastal Country Music Mix Station

COASTAL COUNTRY · TROP ROCK · YACHT ROCK · REGGAE

Your customer is
already listening.
They're just not all in one place.

A coastal-escapism station with a scattered national audience — boaters, beach people, lake people, and anyone who wants a day off in their headphones. **Roughly four fifths of our U.S. listening happens outside our home market.**

240,523	470,890	31 min	94%	1.13M
HOURS LISTENED LAST 12 MONTHS	LISTENING SESSIONS LAST 12 MONTHS	AVERAGE SESSION	LISTENING ON MOBILE	HOURS LISTENED ALL TIME

TWELVE MONTHS ENDING 31 JULY 2026

Our ten largest markets, by hours listened

2026

● Houston/Galveston	TX	● Charlotte	NC
● Orlando – Daytona	FL	● Atlanta	GA
● Dallas – Ft. Worth	TX	● Indianapolis	IN
● Tampa – St. Pete	FL	● Dayton	OH
● Miami – Ft. Lauderdale incl. Key West	FL	● Chicago	IL

Eight of our ten largest markets sit outside Texas.

And more than half our U.S. listening happens outside these ten markets altogether. Strong where we started, genuinely spread everywhere else.

Fit is cultural, not geographic.

The genre is the escape. Coastal Country, Trop Rock, Yacht Rock, Reggae — the boat, the beach, the day off, all in the music itself. If your customer already thinks that way, we reach them wherever they happen to live.

**This isn't a substitute for performance marketing.
It sits in front of it.**

Presence before the search

Search and social are excellent at catching someone who has already decided to buy. By then you're bidding against every competitor at the most expensive moment there is.

Audio works earlier. A coastal-escapism station is what somebody puts on in February because they want to feel like they're somewhere else — months before they book the trip, price the boat, or pick the restaurant. That's where a brand becomes familiar rather than merely available.

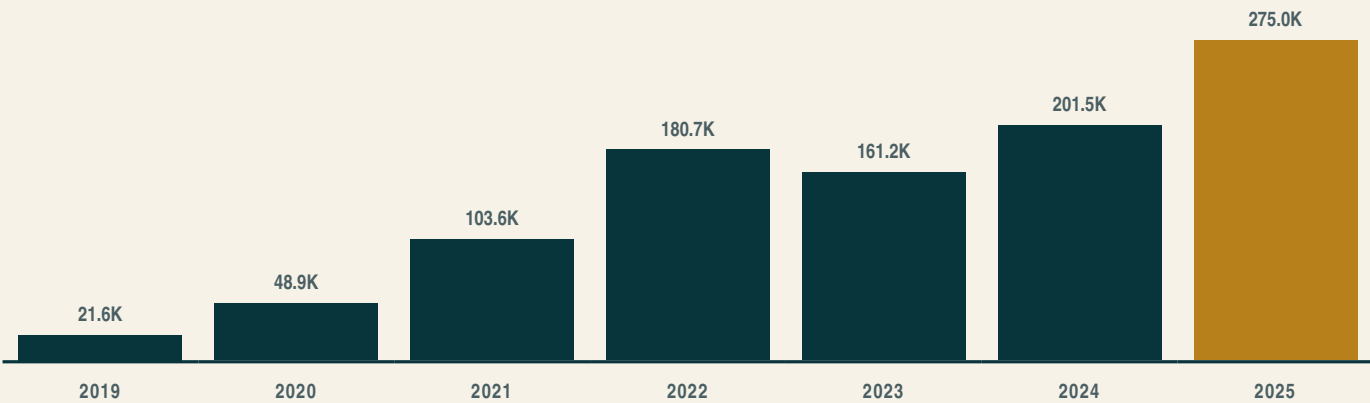
A named mention on a station people treat like a friend doesn't land as an ad. It lands as a recommendation.

Who is listening

CORE AUDIENCE	Adults 45–65, median age 55. Four in five land inside the 35–65 band.
MEN & WOMEN	Both, in close balance. This is a couples-and-crew audience, not a male-only one.
THE MINDSET	Boating, beach, lake, island living, travel. Discretionary spend follows how they see themselves.
HOW THEY TUNE IN	94% mobile-centric. Strongest block runs late morning through late afternoon.

Seven years of growth

ANNUAL LISTENING HOURS · COMPLETE YEARS



What it costs.

Published rates. Full detail on term and exclusivity is in each listing below.

The Hour

SIX-MONTH TERM

One business owns a daypart hour. A professional voice artist records your named read, which airs at the top of your hour every day — and no direct competitor in your category runs anywhere inside that hour for the length of the term.

Daily top-of-hour named read · six 30-second spots daily inside your hour · exclusive within your hour · launch feature on the station blog · sponsor spotlight on social.

\$600

PER MONTH

Spots

RUN OF SCHEDULE

Thirty-second spots across the broadcast day. Entry-level presence without the hour.

\$50 per spot, per month · three-spot daily minimum.

\$150

PER MONTH, FROM

Production

ONE-TIME, PER DEAL

Bring finished audio, or we write and produce it once in the station's voice and it runs the full term.

30-second from \$400 · 60-second from \$800.

\$400

FROM

Named Brand Partner

SIX-MONTH TERM

Our deepest partnership — a named daily read at your own assigned hour, plus daily presence across the schedule, the site, and social.

Eight 30-second spots daily in prime hours · named daily read, exclusive within your assigned hour · one professionally produced commercial, refreshed at the three-month mark (an \$800 production value) · Named Brand Partner listing on the website · dedicated blog feature · social media features · player banner included.

Scoped

ASK FOR A QUOTE

Remote Broadcast

PER EVENT

We broadcast live from your property or your event, and build co-branded coverage around it.

First three hours \$750, then \$125 per additional hour · plus travel cost for events outside our home market.

\$750

FIRST 3 HRS

Start with a call, not a contract.

Tell us who your customer is. If our audience doesn't overlap yours, that's a short and useful conversation — and neither of us wastes time finding out.

TEXT

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