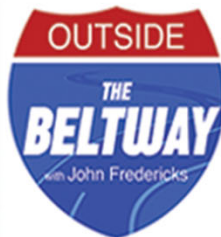




The John Fredericks Media Network 2023 SALES MEDIA KIT



John Fredericks Bio



The [John Fredericks Media Network](#) is the fourth largest independent conservative news/talk radio network in America covering the Mid-Atlantic region from Philadelphia to Atlanta.

The John Fredericks Morning Show, 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 also 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 12 radio stations in Virginia, Georgia, and Pennsylvania.

Uncompromising Coverage

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, Georgia 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!

➤ John Fredericks Radio 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 1650 AM - Hampton Roads, Norfolk, Virginia Beach, Suffolk and Eastern Shore, VA
- WBRG Super Talk AM 1050 and 105.1 FM - Lynchburg, VA
- WMLB AM 1690 – Atlanta, GA
- WJFP-AM 740 and 103.3 FM – Philadelphia, PA
- WCNS-AM 1480 and 107.5 FM – Pittsburgh, PA **pending FCC approval*
- WXJX-AM 910 and 98.7 FM – Pittsburgh, PA **pending FCC approval*
- Live Weekdays and 24/7 Stream and on #JFRS Radio App (Android + iOS)

➤ John Fredericks brings together Virginia, Georgia 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.

Programming Lineup



MONDAY - FRIDAY (NETWORK LINEUP; STATIONS MAY VARY)

12:00 AM – 1:00 AM – The Dave Ramsey Show

1:00 AM – 6:00 AM – Red Eye Radio

6:00 AM – 10:00 AM – The John Fredericks Show
and Outside the Beltway 7-8 AM

10:00 AM – 12:00 PM – Stephen K. Bannon: WAR ROOM

12:00 PM – 3:00 PM – The Rob Carson Show

3:00 PM – 5:00 PM – The Del Walmsley Show *Pittsburgh Pending

5:00 PM – 6:00 PM – Stephen K. Bannon: WAR ROOM

6:00 PM – 7:00 PM – WAR ROOM: Battleground

7:00 PM – 9:00 PM – THE PEOPLE'S CHOICE
with Chris "VAXX" Makuch

9:00 PM – 10:00 PM – Station Programming

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

Listening Audience

The John Fredericks Media 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, Georgia 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, Adults 45+

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

Household Income: \$100,000 +

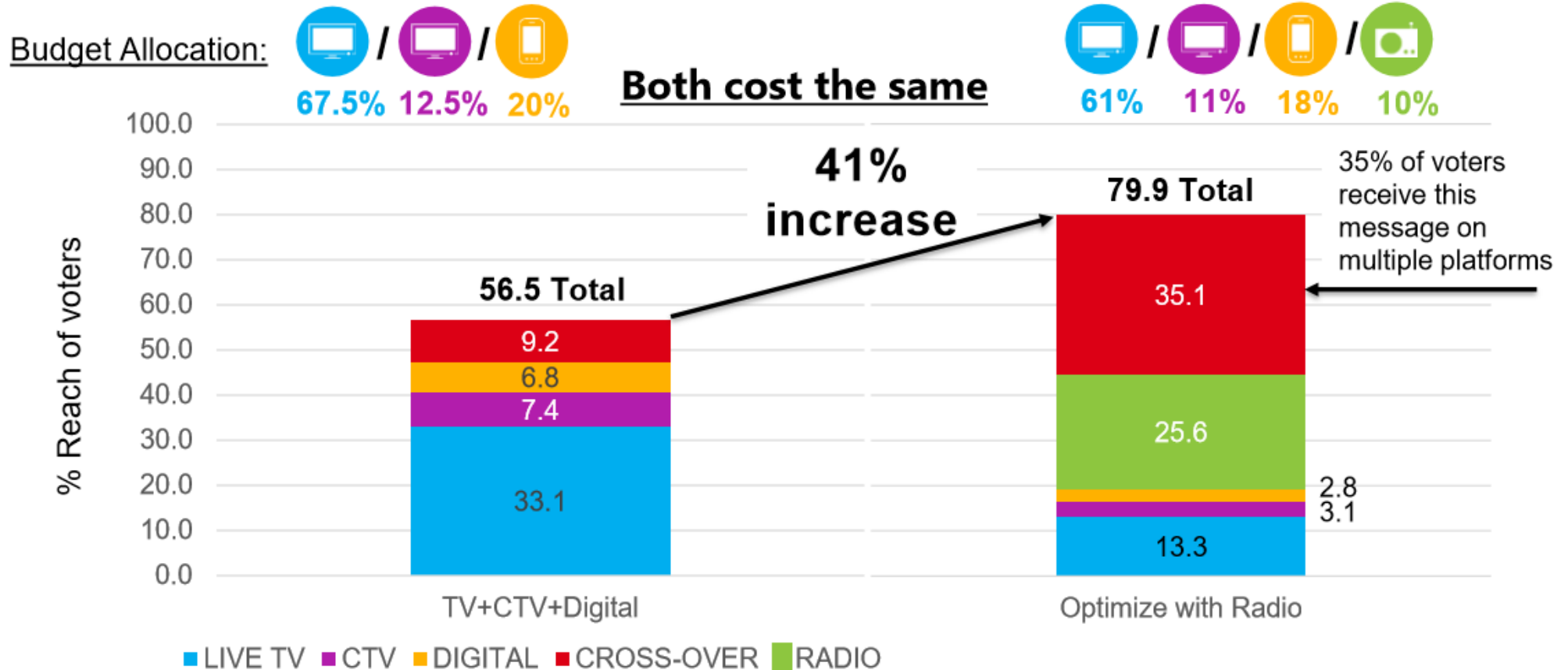
Homeowners: Residents in Virginia, Pennsylvania and Georgia (1+ Home Values \$400,000+)

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

Charitable Donations: Likely to contribute to nonprofit organizations, charities or private foundations for political support, military charity, state fundraising efforts and religious missions.

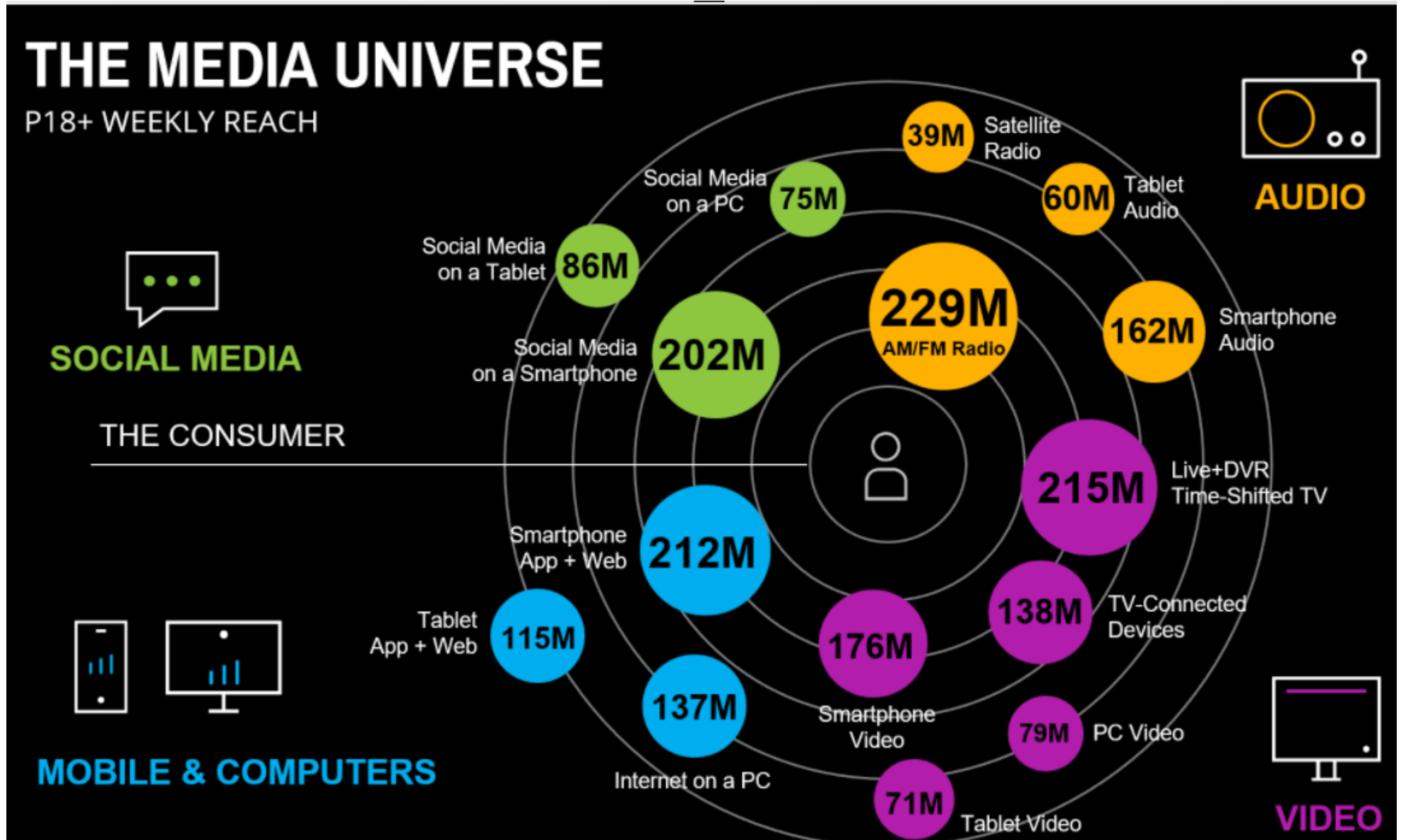
Why Radio?

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.

Why Radio?



Why News Talk / Radio?

ARBITRON EXECUTIVE SUMMARY

News/Talk information stations ranked #1 in the U.S, and streaming stations in these formats far exceeded any other format. They ranked prominently in highly educated, high-income listeners.

MICHAEL HARRISON, TALKERS MAGAZINE

...for a wide variety of reasons that used to require detailed explanation but have become increasingly self-evident, dollar-for-dollar, the advertiser trying to reach an adult audience will enjoy approximately three times the bang for their buck buying news/talk radio than music radio.

SMALL BUSINESS SUCCESS MAGAZINE

If a company markets a product to the 50 plus market and that product does nothing but maintain its market share, it should increase sales by 35 to 50% over the next 20 years.

INSIDE RADIO

Study: Radio Can Make A Difference Reaching Swing Voters This Election Year

Full article 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

Target Markets

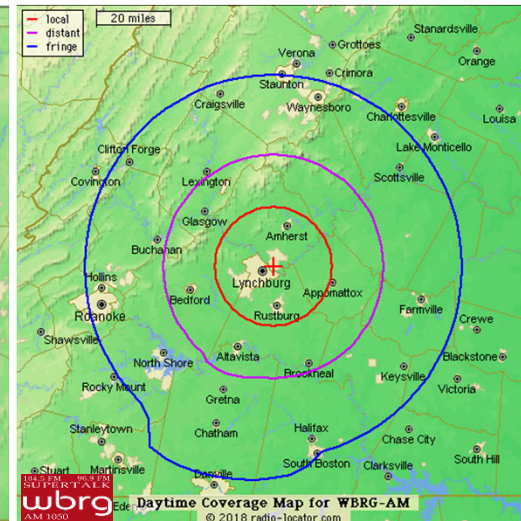
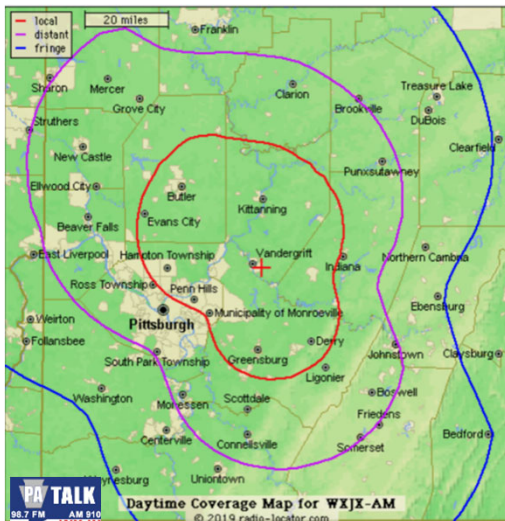
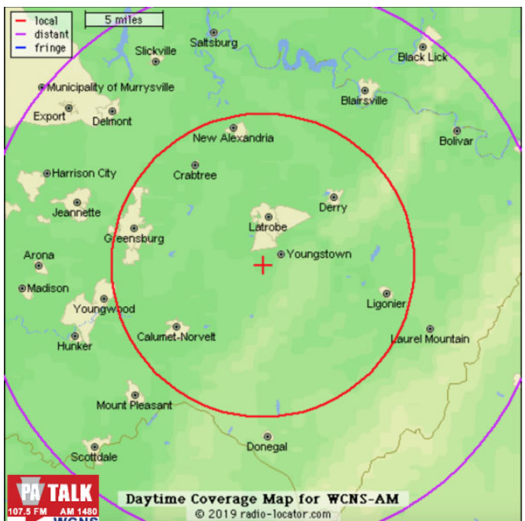
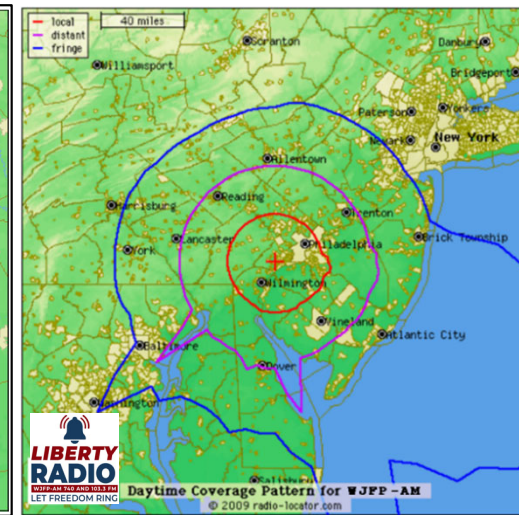
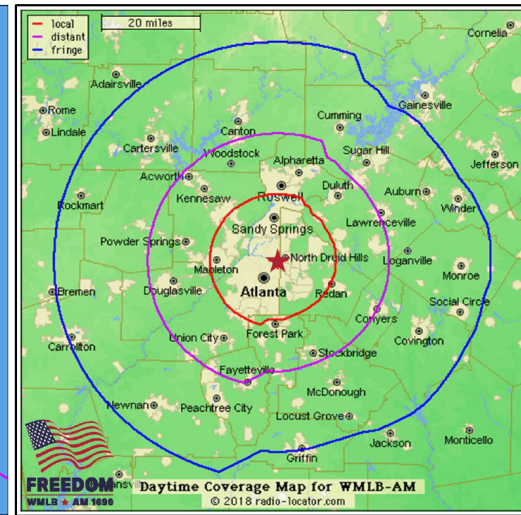
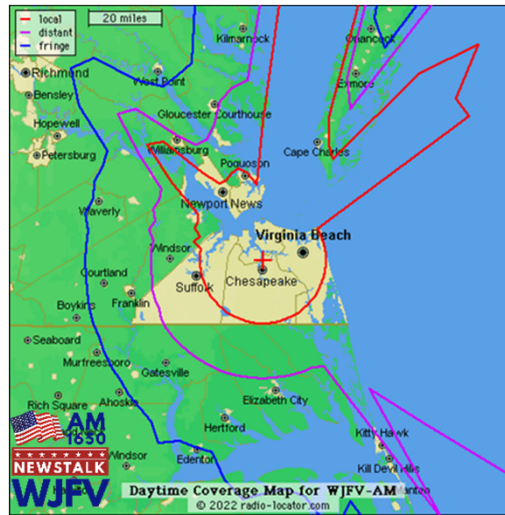
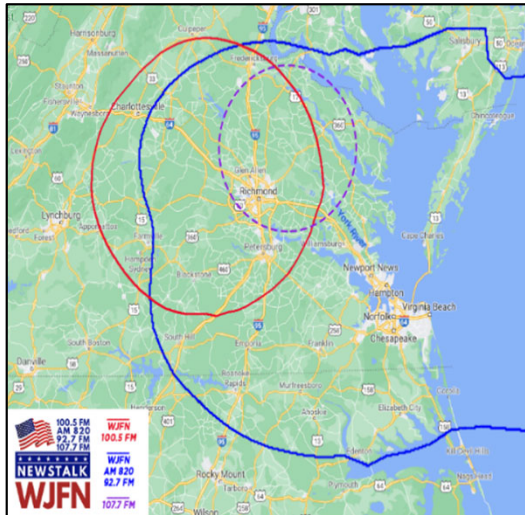
Target Markets:

- Virginia Network: Charlottesville, Fredericksburg, Richmond, Petersburg, Williamsburg, Newport News, Chesapeake, Lynchburg, Danville, Franklin, Norfolk, Virginia Beach, Suffolk, and Eastern Shore, VA
- Georgia Network: Atlanta, GA and Surrounding Areas
- Pennsylvania Network: Philadelphia, PA and Pittsburgh, PA

JFRS Full Network:

- WJFN-FM 100.5 FM (VA)
- WJFN-AM 820, 92.7 FM and 107.7 FM (VA)
- WJFV 1650 AM (VA)
- WBRG Super Talk AM 1050 and 105.1 FM (VA)
- WMLB AM 1690 (Atlanta, GA)
- WJFP-AM 740 and 103.3 FM (PA)
- WCNS-AM 1480 and 107.5 FM (PA) *pending FCC approval
- WXJX-AM 910 and 98.7 FM (PA) *pending FCC approval
- Live streaming online + JFRS App (Apple iOS + Google Play)

Station Coverage Maps



JOHN FREDERICKS RADIO NETWORK:

WJFN-FM 100.5 FM (VA)
 WJFN-AM 820, 92.7 FM + 107.7 FM (VA)
 WJFV 1650 AM (VA)
 WBRG Super Talk AM 1050 and 105.1 FM (VA)
 WMLB AM 1690 (Atlanta, GA)
 WJFP-AM 740 and 103.3 FM (PA)
 WCNS-AM 1480 and 107.5 FM (PA) *
 WXJX-AM 910 and 98.7 FM (PA) *

*pending FCC approval

JFRS MONBILE LISTEN APP:

Apple iOS + Google Play
www.johnfredericksradio.com/install-app

JFRS LIVE STREAM ON THE WORLD WIDE WEB:

www.johnfredericksradio.com/listen-live

Network Coverage

The John Fredericks Media Network



RADIO

WJFN-FM 100.5 FM (VA)
WJFN-AM 820, 92.7 FM and 107.7 FM (VA)
WJFV-AM 1650 (VA)
WBRG Super Talk AM 1050 and 105.1 FM (VA)
WMLB AM 1690 (GA)
WJFP-AM 740 and 103.3 FM (PA)
WCNS-AM 1480 AND 107.5 FM (PA)
WXJX AM 910 AND 98.7 FM (PA)

MOBILE APPS

Apple iOS + Google Play

www.johnfredericksradio.com/install-app
www.wmlb1690.com/install-app/

E-NEWSPAPERS

The Virginia Star
The Georgia Star
The Pennsylvania Daily Star
Trump Nation News
The John Fredericks Report
John Fredericks eNewsletter

LIVE STREAM

www.johnfredericksradio.com/listen-live

PODCASTS (major platforms)

[The John Fredericks Radio Show](#)
[TRUMP THIS!](#)

TELEVISION

Outside the Beltway
With John Fredericks

SOCIAL MEDIA

[Rumble](#)
[GETTR](#)
[GETTR Live](#)
[Truth Social](#)
[Twitter](#)
[Parler](#)
[Facebook](#)
[Instagram](#)

Guest Interviews *

Donald J. Trump
Mike Pence
Ben Carson
Nikki Haley
Corey Lewandowski
Former Gov. Ralph Northam
Former Gov. Terry McAuliffe
Liz Peek
Sen. Rand Paul (R-KY)
Former Gov. Bobby Jindall
Former Gov. Scott Walker
Sen. Tim Kaine (D-VA)
Sen. Mark Warner (D-VA)
Sen. Ted Cruz
Mark Peake
Rep. Steve King (R-Iowa)
Sonny Perdue
Rep. C. "Bobby" Scott
Rep. Rob Wittman
Rep. Morgan Griffith
Dr. Peter McCullough
Sheriff David Clark
Ronna Romney McDaniel

Rep. Andrew Clyde GA 9
Rep. Austin Scott GA-8
Rep. Billy Long MS
Rep. Davidson OH8
Rep. Fred Keller PA 12
Rep. Guy Reschenthaler PA 14
Rep. Louie Gohmert
Rep. Matt Rosendale MT
Steve Bannon
Steve Cortes
Steve Kirsch
Col. John Mills
Vernon Jones
Ted Budd
Ted Nugent
Jenn Kiggan
VA Sen. Amanda Chase
Doug Mastriano
Phill Kline
Phil Scott VA
John McLaughlin
Judge Andrew Napolitano
Martha Boneta

Rep. Andy Biggs AZ
Rep. Byron Donalds FL
Rep. Jody Hice
Rep. Scott Perry PA
Rep. Andy Biggs
Rep. Buddy Carter GA 01
Rep. Warren Davidson
Rick Anderson
Richard Baris
Rita Cosby
Rob Cunningham
Doug Collins
Dr. Robert Malone
Newt Gingrich
Doug Kelly
Christina Bobb
John McGuire VA
Matt Whitaker
Patti Lyman
Bryce Reeves VA
Liz Harrington
Dave Brat

* Partial guest interviews

Sponsorships

- Digital advertisement display 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.
- On-air sponsorships, endorsements and media promotions by the show host, John Fredericks.
- Professional VO & studio produced commercials.
- Social Media Posts: Advertise your message to over 185,000 fans and followers via social media via GETTR, Rumble, Truth Social, Twitter, Parler, Facebook, and Instagram connections.
- HTML Email Newsletter: Sponsorship of John Fredericks' email newsletters. Delivered on demand to 13,000 *opt-in* email subscribers
- Promotional appearances and live broadcasts from your location.

Rate Card

Per Spot Rates *(Full JFRS Network (VA, PA and GA))*

- :60 = \$100
- :30 = \$80

Per Spot Rates *(VA Network only)*

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

Per Spot Rates *(PA Network only)*

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

Per Spot Rates *(One station buy only WJFN, WJFV, WBRG, WMLB, WJFP, WCNS/WXJX)*

- :60 = \$60
- :30 = \$40

IMPORTANT NOTICE:

STATIONS:

VA: WJFN, WJFV and WBRG

GA: WMLB

PA: WJFP and WCNS/WXJX **pending FCC approval*

Subject to availability. All JFRS media 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 all 3-month+ 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. Premium music, voice talent and character reads are add-on premiums.

Rates and inventory are only guaranteed when booked.

Contact Information

The John Fredericks Media Network



Thank you! We look forward to working with you!

John Fredericks
General Manager and Show Host
Direct: 757-692-1710

John@JFRadioShow.com