



# The John Fredericks Media Network

2023 SALES MEDIA KIT (V072023)



# Why Radio?

## THE MEDIA UNIVERSE

P18+ WEEKLY REACH

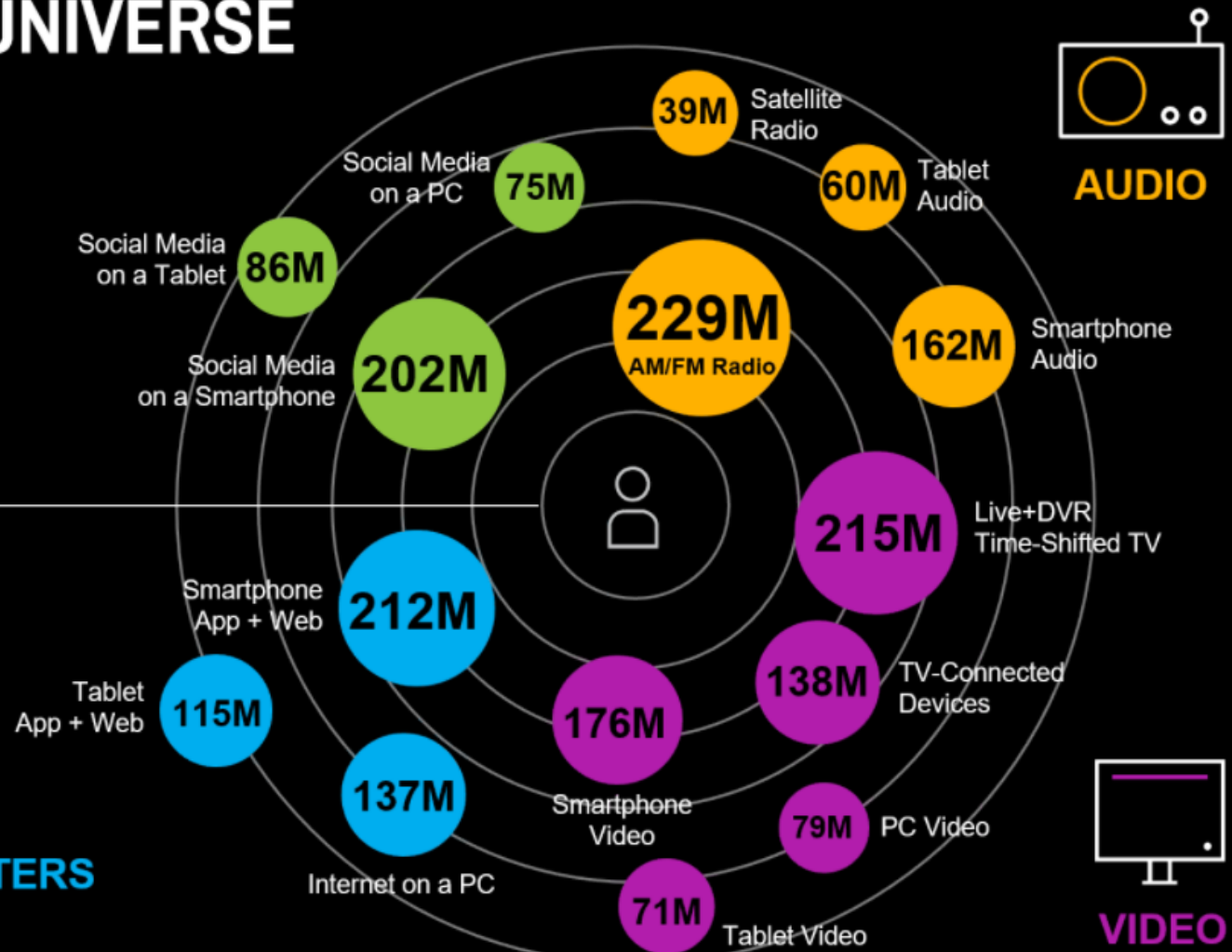
**SOCIAL MEDIA**

THE CONSUMER

**MOBILE & COMPUTERS**

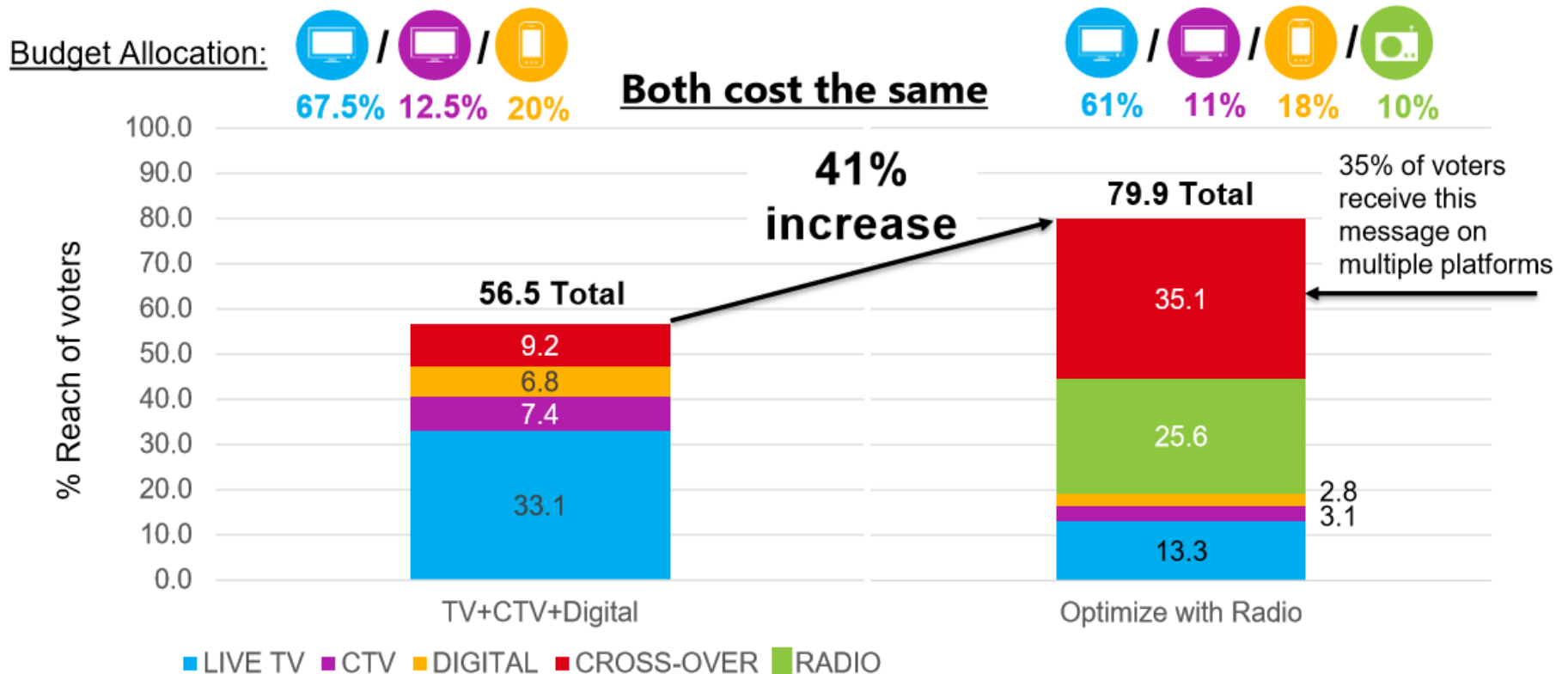
**AUDIO**

**VIDEO**



# 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.

# Radio 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)
- WXJX-AM 910 and 98.7 FM (PA)
- Live streaming online + JFRS App (Apple iOS + Google Play)

# Radio Programming



## 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

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

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

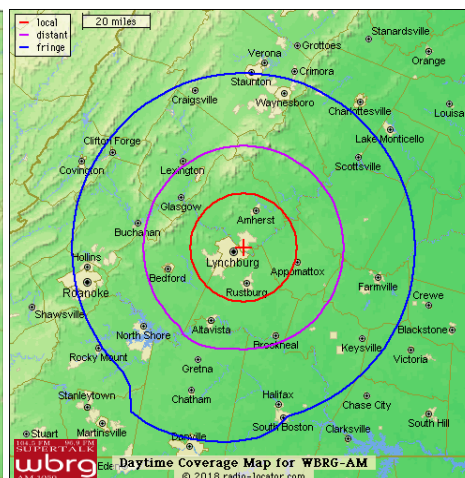
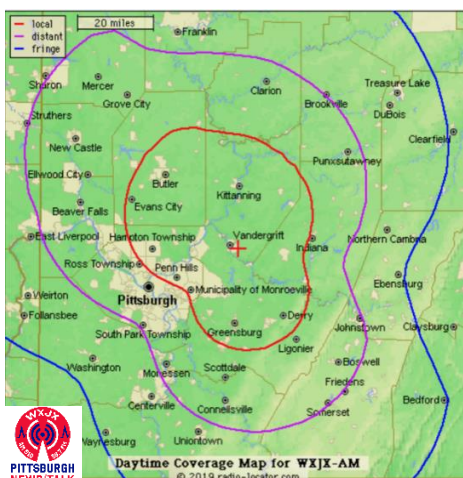
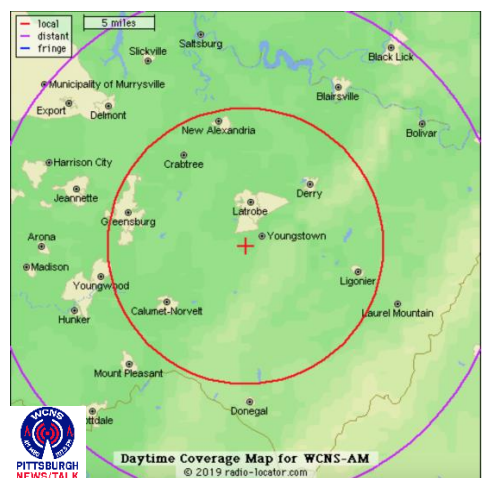
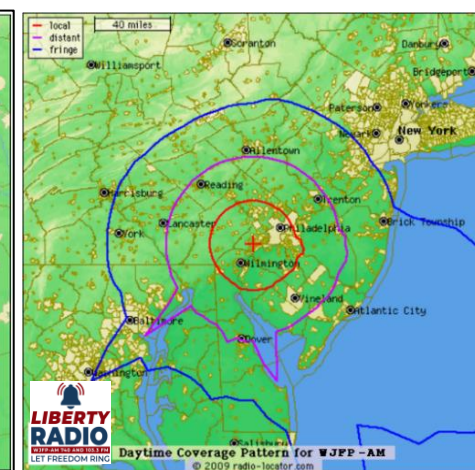
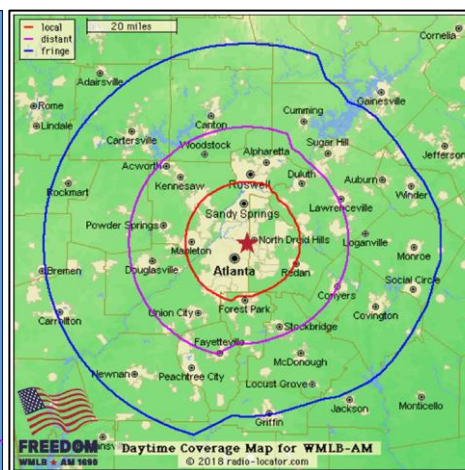
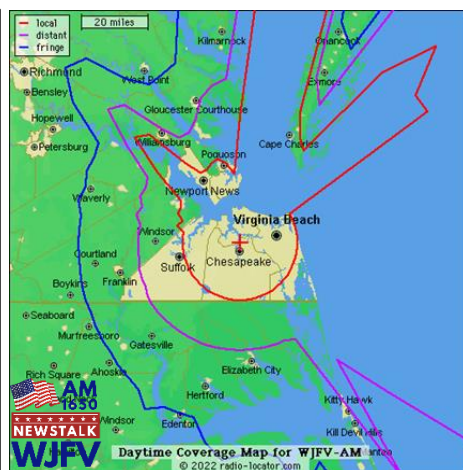
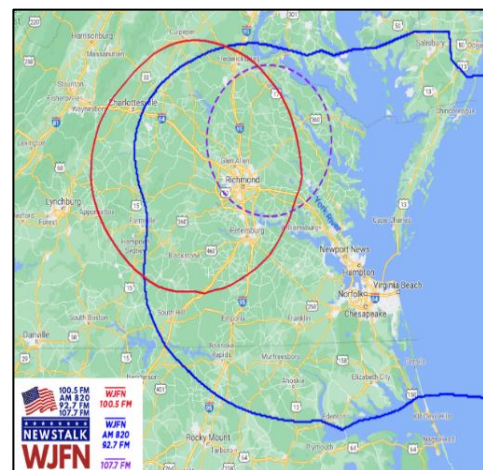
7:00 PM – 10:00 PM – The Mark Levin Show

9:00 PM – 10:00 PM – Free Talk Live

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



# Radio 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)**

## JFRS MOBILE LISTEN APP:

**Apple iOS + Google Play**  
[www.johnfredericksradio.com/install-app](http://www.johnfredericksradio.com/install-app)

## JFRS LIVE STREAM ON THE WORLD WIDE WEB:

[www.johnfredericksradio.com/listen-live](http://www.johnfredericksradio.com/listen-live)

# 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](http://www.insideradio.com/free/study-radio-can-make-a-difference-reaching-swing-voters-this-election-year/article_6c55744a-858e-11ec-970a-53dae01b9136.html)

# About John Fredericks/JFRS



*The* **JOHN**  
**FREDERICKS**  
**SHOW**

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

[The John Fredericks Show \(JFRS\)](#) 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.



# Why JFRS?

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 on The John Fredericks Radio Show!

➤ **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
- WXJX-AM 910 and 98.7 FM – Pittsburgh, PA
- 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.

# JFRS 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.

# JFRS 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 Jindal  
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

Rep. Andrew Clyde GA 9  
Rep. Austin Scott GA-8  
Rep. Billy Long MS  
Rep. Davidson OH8  
Rep. Fred Keller PA 12  
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

# JFRS Network Rate Card

## Per Spot Rates *(Full JFRS Network (VA, PA and GA – all 12 stations)*

- :60 = \$200
- :30 = \$150

## 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 WMLB, WJFP, WCNS/WXJX)*

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

## IMPORTANT NOTICE:

### NETWORK STATIONS:

VA: WJFN, WJFV and WBRG

GA: WMLB

PA: WJFP and WCNS/WXJX

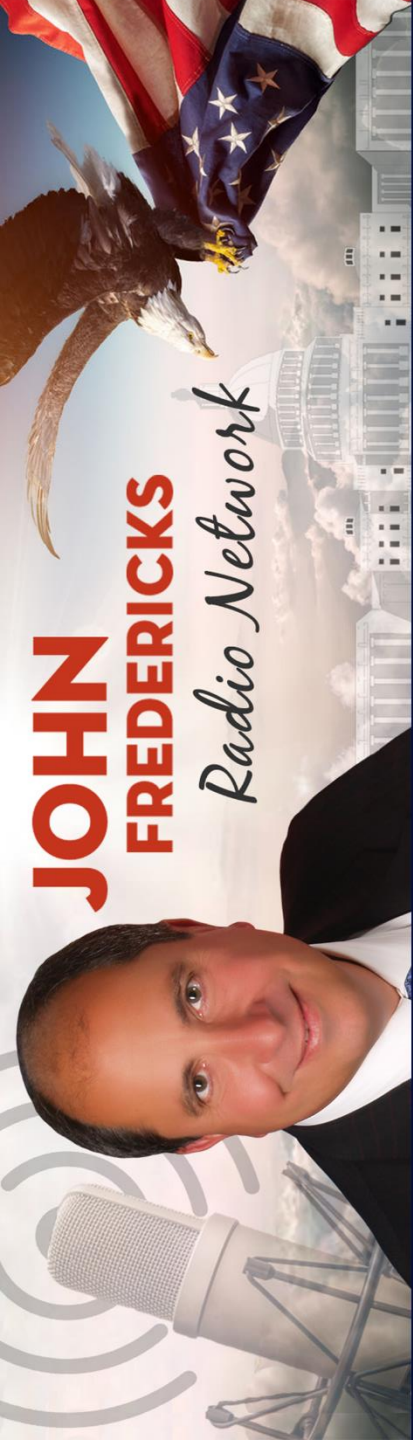
Subject to availability. All JFRS media advertising inquiries and ad buys are processed through The John Fredericks Media Network and not radio affiliates. Net rates to broadcaster only. Special events, live remotes, special features, sponsorships and live reads will be made available with the approval 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.*



# JFRS Network 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.
- Customized 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, Facebook, and Instagram connections.
- HTML Email Newsletter: Sponsorship of John Fredericks' email newsletters. Delivered on demand to 12,000+ *opt-in* email subscribers
- Promotional appearances and live broadcasts from your location.



# JOHN FREDERICKS

*Radio Network*

## JFRN MONTHLY REACH (AUGUST 2023)



COOL RADIO STREAM

SESSIONS: 354,512



GETTR LIVE STREAM

VIEWERS: 363,900



MOBILE APP  
\*mobile app only

SESSIONS: 111,663



LIBSYN PODCAST

DOWNLOADS: 29,539



TERRESTRIAL RADIO

LISTENERS: 254,400



RUMBLE LIVE

VIEWERS: 166,002

**MONTHLY REACH**  
**LISTENERS & VIEWERS: 1,168,353**

**SOCIAL MEDIA**  
IMPRESSIONS & REACH  
**HIGHLIGHTS:**



X (FORMERLY TWITTER)  
430,600  
IMPRESSIONS



Facebook  
207,227  
POST REACH

# John Fredericks Media Network

[www.JohnFredericksMedia.com/JFMN](http://www.JohnFredericksMedia.com/JFMN)



## RADIO

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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](http://www.johnfredericksradio.com/install-app)  
[www.wmlb1690.com/install-app/](http://www.wmlb1690.com/install-app/)  
[www.wjfpradio.com/install-app/](http://www.wjfpradio.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](http://www.johnfredericksradio.com/listen-live)

## PODCASTS (major platforms)

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

## TELEVISION

Outside the Beltway  
With John Fredericks

## SOCIAL MEDIA

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

# Contact Information

## The John Fredericks Media Network



*Thank you! We look forward to working with you!*

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[John@JFRadioShow.com](mailto:John@JFRadioShow.com)