

New Hampshire's MOOSE103.3 fm

Media



Presentation

Serving the Lake's Region of New Hampshire

Costa Eagle Media 376 Union Avenue Laconia NH 603-851-6086

All about The Moose

- ▶ The Music: Greatest hits of Pop, Rock, and Soul from the 70's and 80's
- ▶ Coverage Area: Reaches Approx. 100,000 potential listeners
- ▶ How to listen? On-the-air, on-line and on smartphone "Listen Live" at themoose1033.com
- ▶ Target Audience: Adults 35+ (55% Female / 45% Male)
- ▶ Audience Comp: Over 60% are Adults 35-64
- ▶ Household Income: Over 60% earn \$75K+



The facts on radio

New Hampshire's Moose 103.3 fm

93% Of adults are reached by radio each week!

The all-new Moose 103.3 is home to the Lakes region's greatest hits of pop, rock & soul. The Moose 103.3 targets adults aged 35 to 64, a significant population segment of the Lakes Region. The Moose's signal reaches to just under 100,000 people. Broadcasting over the air, online and on smartphones via our Listen Live feature, you can hear us everywhere.

Radio is a prime way to enhance your advertising campaign. Since the average radio listener spends more than 13 hours each week* with their favorite radio stations, it's easy to generate enough message frequency to get them to visit your website or stop by your shop or business to purchase your products or services.

According to the Pew Research Center, "traditional AM/FM radio... continues to reach the overwhelming majority of the American public. Audio as a platform is stronger than ever as more and more ways to listen continue to emerge."

*Nielsen ratings 2023



The Moose

103.3 fm /1350 am Coverage



New Hampshire's Moose FM

The top portion of the complex block features the same moose logo as seen in the previous image, set against a background of a blue sky with light clouds and distant mountains. Below the logo is a map of New Hampshire. A red circle is drawn on the map, indicating the station's broadcast coverage area. This area encompasses the central and northern parts of the state, including major cities like Concord, Manchester, and Nashua, as well as the Lakes Region. The map shows major roads and geographical features.

With its powerful signal, the Moose 103.3 ensures unparalleled access to its unique greatest hits format across the entire Lakes Region, from Plymouth to Concord and from Wolfeboro to Bristol. This Broad coverage area allows the station to reach a diverse audience, with a playlist that resonate with listeners of all ages.

Here's what people are saying about us



Testimonial 1:

"I've been tuning in to The Moose 103.3 FM, and it never disappoints! The variety of music they play is fantastic, and I always discover new songs and artists. The Moose is my go-to station for good vibes and great tunes!"



Testimonial 2:

"I can't express how much I love The Moose 103.3 FM! Whether I'm driving to work or relaxing at home, this station is always on. The Moose is a perfect way to kickstart my day with awesome music. Thanks to The Moose, my daily commute has turned into a fun musical journey!"



Testimonial 3:

"The Moose 103.3 FM is more than just a radio station; it's a community. Their dedication to supporting local artists is remarkable, and it's heartwarming to see them promoting local events and causes. I feel proud to be part of The Moose family, and I appreciate all the positivity and good vibes they bring into my life."



Testimonial 4:

"The Moose 103.3 FM is the soundtrack to my life. I've celebrated birthdays, milestones, and even the tough times with this station by my side. Their playlist is always spot-on, and it seems like they know exactly what I need to hear. I've recommended The Moose to all my friends, and they love it just as much as I do!"



Testimonial 5:

"As a music enthusiast, I can't get enough of The Moose 103.3 FM. They play an incredible mix of classic hits, ensuring there's something for everyone. The Moose is not just a radio station; it's a source of inspiration and joy for music lovers like me!"





Programming

The Moose 103.3 has one of the most popular and best formats for delivering 35-54 Adults. The greatest pop, soul, and rock and roll from the 70's, 80's and early 90's. This format plays feel-good music, hosted by outstanding personalities along with fun and daily features and weekend themes.

Target Demo

Core: Adults 35-54
Target: Adults 25-54

**The Moose now has
LIVE ON-AIR
personalities!**

| | |
|---|---|
| RYDER MICHAELS 6am-10am |  |
|  | ALAN CRAIG 10am-3pm |
| TERESA BROWN 3pm-8pm |  |
|  | BRET CONNOR 8pm-1am |
| GREG BROWNING 1am-6am |  |



exclusively heard on New Hampshire's Moose



On Location “LIVE” Lending a Hand

Visible In our community



Remote Broadcast at D'Angelo's, Laconia NH

There when you need us



Pat Costa, GM, proudly presents a gift certificate for FREE advertising to Keith from Laconia Printing. They won a year of advertising for participating in our LOCAL new business initiative.



The
Moose
FM
Gigo
the 20'
Mascot



Gigo & The Moose Mobile



Dynamic & Variable Rates

- ▶ **At The Moose 103.3fm**, we understand that every advertising campaign is unique, which is why we offer flexible and customizable rates tailored to your specific needs. Our rates are variable, taking into account factors such as the length of your commercial, the number of commercials you plan to air, and the duration of your advertising schedule. We carefully consider these parameters to provide you with the most competitive and cost-effective rates possible. To receive a customized rate that aligns perfectly with your advertising goals and budget, please don't hesitate to reach out to your dedicated station representative, who will work closely with you to create a tailored advertising plan that maximizes your impact and reaches your target audience effectively.



For more information
contact:
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We Proudly Deliver our Audience

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