



The John Fredericks Media Network

2023 SALES MEDIA KIT (V072023)



Why Radio?

THE MEDIA UNIVERSE

P18+ WEEKLY REACH

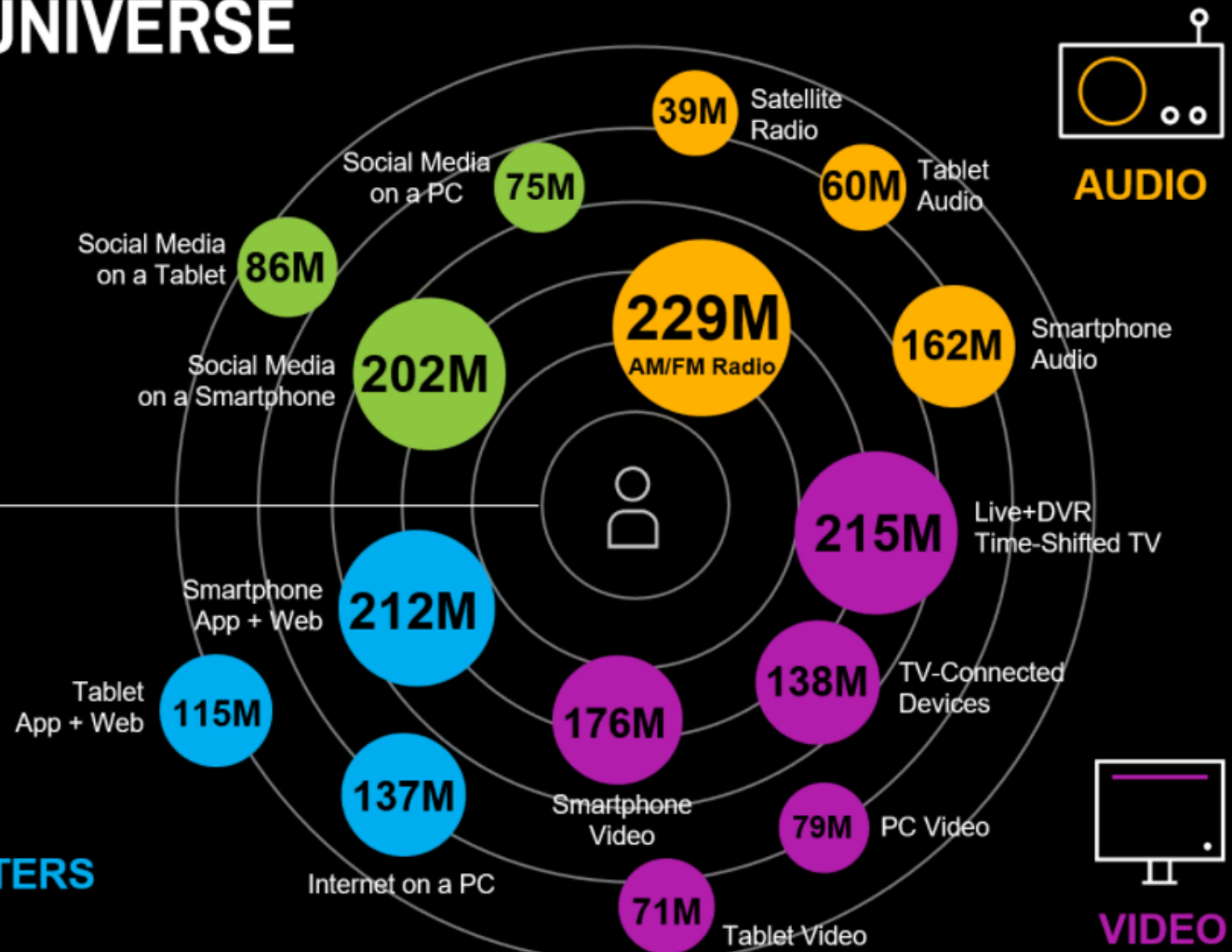
SOCIAL MEDIA

THE CONSUMER

MOBILE & COMPUTERS

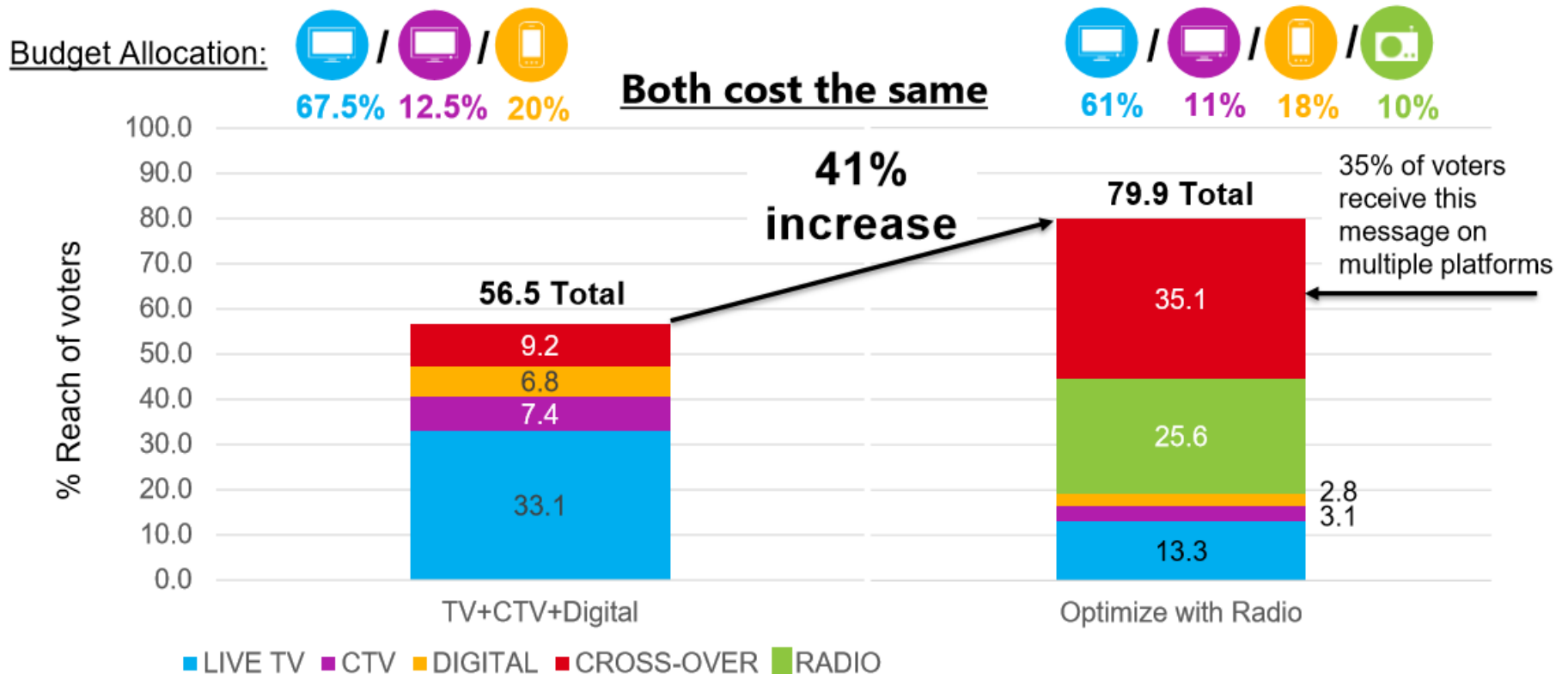
AUDIO

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.

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

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

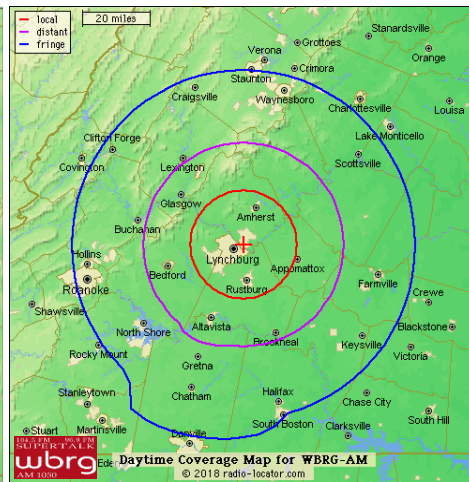
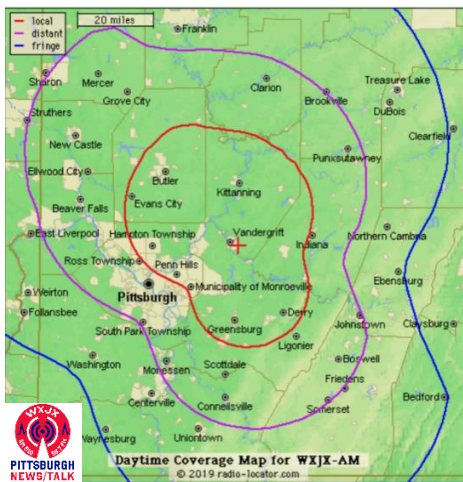
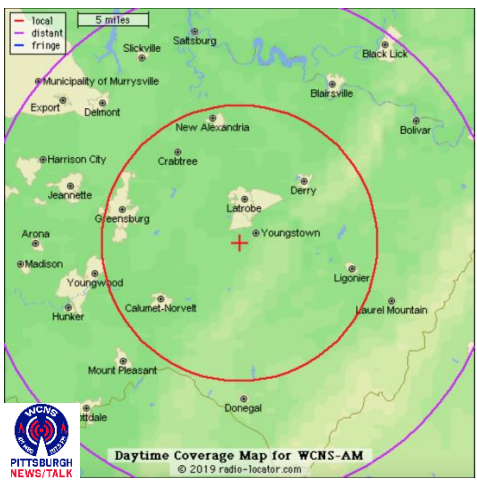
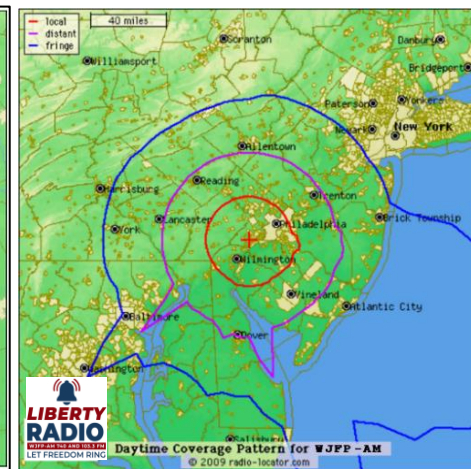
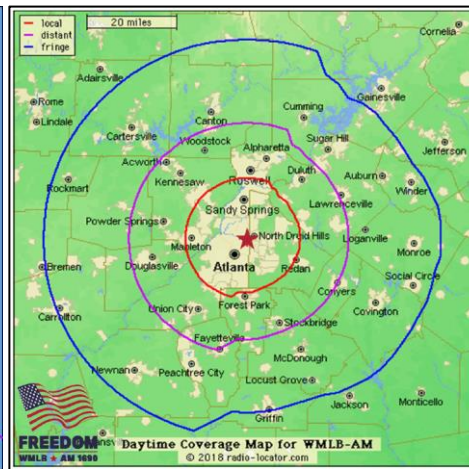
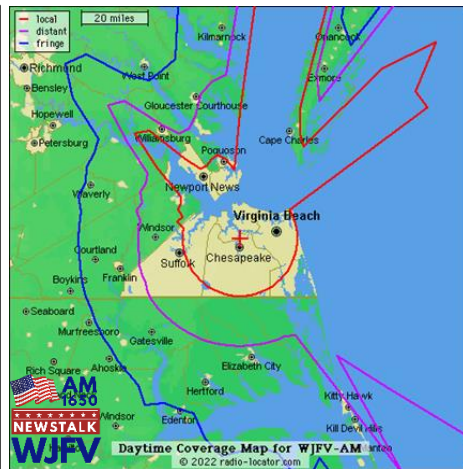
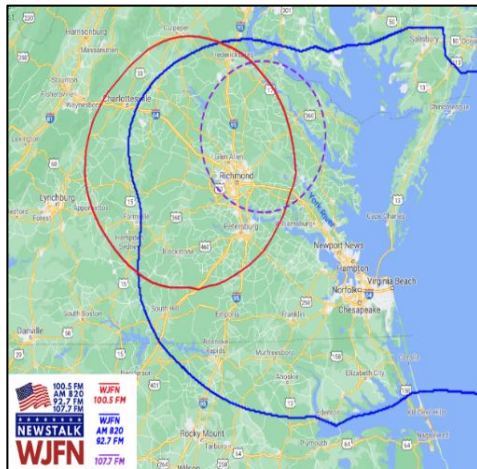
6:00 PM - 7:00 PM - WAR ROOM: Battleground

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

JFRS LIVE STREAM ON THE WORLD WIDE WEB:

www.johnfredericksradio.com/listen-live

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.

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 Stream Numbers



GETTR LIVE

28 DAYS

(6/01-6/30/23)

VIEWS: 456,100
SUBSCRIBERS: 87,700



MOBILE APP

28 DAYS

(6/01-6/30/2023)

STREAMING
SESSIONS: 80,309



PODCAST

28 DAYS

(6/01-6/30/23)

DOWNLOADS: 25,840



TWITTER

28 DAYS

(6/01-6/30/23)

IMPRESSIONS: 518,300



RUMBLE

28 DAYS

(6/01-6/30/23)

VIEWERS: 116,797



UPDATED 07/10/2023

Why JFMN?

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
- 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.

John Fredericks Media Network

www.JohnFredericksMedia.com/JFMN



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/
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

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](#)

JFMN 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.

JFMN Numbers

SUCCESS IN NUMBERS!

Potential Reach Estimate: 733,497+

The John Fredericks Media Network is the 4th largest independent conservative news/talk radio network in America covering the Mid-Atlantic region from Philadelphia to Atlanta. The John Fredericks Morning Show, heard 6-10 AM daily, has become must-listen radio. President Trump has been a regular guest since 2015. 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 25 years in the media, previously working as a journalist, newspaper editor, and television host.

John Fredericks Media Network listeners, fans and followers are advocates for conservatism and free speech. They are well informed, highly educated, affluent and engaged consumers with incredible purchasing power! They tune into the news talk radio for entertainment, information and to stay connected and involved with their country and state.



RADIO

Central, VA: WJFN 100.5 FM, AM 820, 92.7 FM + 107.7 FM
Chesapeake: VA WJFV AM 1650
Atlanta, GA: WMLB AM 1690
Philadelphia, PA: WJFP AM 740 & 103.3 FM
Pittsburgh, PA: WCNS AM 1480/107.5 FM + WXJX AM 910/98.7 FM



MOBILE

MOBILE APP Live Streaming (May 2023)
JFMN Combined APPS Streaming Sessions: 92,483
GETTR Live Streams (430,500 combines with RAV)
Rumble Live Viewers (116,438)



TV

Real America's Voice APP, Real America's Voice DISH Ch 219, Pluto TV Ch 240, Samsung Plus TV Ch 1029, Select TV Ch 106, Apple TV, Fire TV, Roku! (65,000+ per quarter hour estimated Outside the Beltway with John Fredericks viewership.)



DIGITAL

The Virginia Star (avg monthly page views - 53,958)
The Georgia Star (avg monthly page views - 53,823)
The Pennsylvania Daily Star (avg monthly page views - 15,896)
Trump Nation News (avg monthly page views - 2,657)
JFMN Newsletter (12,597 subscribers)
Godzilla Wins Daily Newsletter (1,768 subscribers)



PODCASTS

PODCASTS (May 2023)
John Fredericks Radio Show: 31,699 unique downloads
TRUMP THIS (NEW): 239 unique downloads
Godzilla Wins! (NEW): 425 unique downloads



SOCIAL

Follower numbers: GETTR (87,200+) Rumble (11,100+) Twitter (38,900+) JFRS Facebook (17,000+) TNN Facebook (3,100+) OTB Facebook (1,200+) Radio Stations Combined FB (1,220+) Instagram (3,057+) Truth Social (10,900+)...ACTION, ACTION ACTION -- with 832,800 impressions in May on Twitter!

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 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

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