



Riverside / San Bernardino

The Leading Edge of Inland Empire Media

2026



The Inland Empire

The Inland Empire's Leading Integrated Marketing Partner

The only fully integrated media partner in the region, delivering impact through on-air, digital, and experiential activations.

A team of influencers who reflect the Inland Empire's diverse lifestyle—embracing country roots, suburban living, and local culture—while supporting the communities and businesses that make the region thrive.

Experienced marketing professionals who lead with partners' objectives to activate plans with proven performance

The Inland Empire's only Country station, holding a unique and unmatched position in the Inland Empire's audio landscape, connecting passionate country fans with the music, artists, and lifestyle they love.

Connecting brands with audiences
in meaningful, engaging ways.





We Know What Makes The Inland Empire Unique



Sunshine, Space, and Opportunity

- A vibrant, fast-growing region with a mix of urban energy and wide-open spaces, offering the best of both worlds.
- The Inland Empire enjoys over 280 days of sunshine annually, making it a hub for outdoor activities, tourism, and year-round events.
- Home to major transportation and logistics hubs, the region connects businesses to global markets through its proximity to major freeways, rail lines, and the Ontario International Airport.

We ♥ IE

- Farm-to-table dining and locally sourced ingredients are thriving, from upscale restaurants to food trucks and farmers' markets.
- Traffic is a daily reality, with long commutes making local conveniences and neighborhood hotspots more important than ever.
- The Inland Empire is embracing self-sufficiency, with backyard gardening, farmers' markets, and even urban chicken coops on the rise.

More Than Just Logistics

- While the Inland Empire is known for its massive distribution hubs, it also boasts a vibrant local music scene, with country, rock, and Latin artists performing at venues from intimate bars to major amphitheaters.
- Home to major companies like Stater Bros., Esri, and Fender, the region has deep roots in retail, mapping technology, and music innovation.
- A growing hub for tech and innovation, the Inland Empire is attracting startups and young professionals looking for opportunity outside of LA's high cost of living.



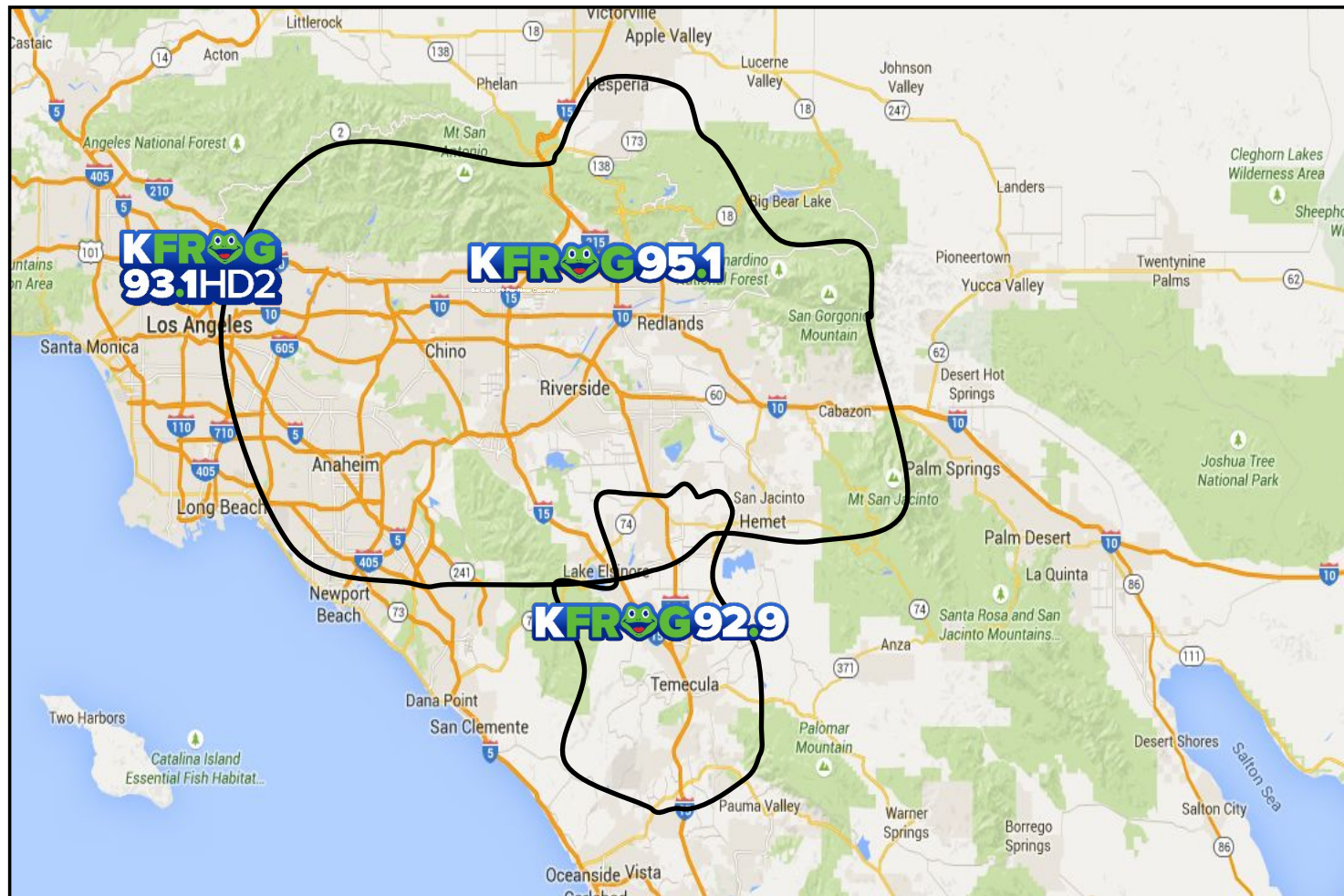
KFRG
95.1

KFRG
92.9

KFRG
93.1HD2

From the Ocean to the Desert

Reaching active, affluent adults in the prime 25-54 consumer demographic



KFRG / KXFG / KFRGHD2
Reaches
1,022,000 Listeners
Throughout
Southern California!

Market Overview

MUSIC



Powerful Reach

1M+

Weekly
Listeners ¹

266K+

Monthly Digital
Touchpoints ²

167K+

Monthly
Stream TLH ²

220K+

Social Media
Followers ²



Source:

1. Nielsen Audio; M-Su 12m-12m SP23-SP24 P12+

2. Streaming, Social media, Database, Touchpoints Average.

SoCal's Country Station – K-FROG!



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²	OPT-IN DATABASE ²
COUNTRY	ADULTS 25-54	1,022,000	167K+	220K+	30K+

CURATED CONTENT

- The Inland Empire’s **ONLY** country station
- **Nominated** five years in a row for an Academy of Country Music Award (ACM) or a Country Music Award (CMA).

ENGAGED AUDIENCE

- **Delivers a powerful consumer** – growing families with growing incomes and spending habits to match, living in the IE, working in the big cities.
- **Community Driven**; has raised over \$7 million dollars for Loma Linda University Children’s Hospital

INFLUENTIAL VOICES



KELLI & ANTHONY
WEEKDAYS 5AM-10AM



KATIE NEAL (Syndicated)
WEEKDAYS 10AM-3PM



HEATHER
WEEKDAYS 3PM-7PM



ROB & HOLLY (Syndicated)
WEEKDAYS 7PM-12AM



MO & STYCKMAN (Syndicated)
WEEKDAYS 12AM-5AM



PEPPER
WEEKENDS 10AM-3PM



DANA
WEEKENDS 3PM-7PM

Source:
1. Nielsen Audio; M-Su 12m-12m SP23-SP24 P12+
2. Streaming, Social media, Database, Touchpoints Average.

Engagement Through Connection, Community, Experiences



K-FROGGER's 4 KIDS RADIOTHON

"K-FROGGER's 4 Kids" Radiothon broadcasts live from 5AM to 7PM in the 2nd week of December. It is traditionally held at Bass Pro Shops. For the last 23 years, K-FROG, together with our sponsors and most importantly our listeners, have raised nearly \$7,000,000 for Loma Linda University Children's Hospital's pediatric patients. K-FROG is determined to continue to raise money for this worthwhile institution.



K-FROG's BIRTHDAY BASH

The "K-FROG Birthday Bash" celebrates our time on-the-air with an exclusive concert featuring the biggest Country artists we can offer to our listeners. Each year, we celebrate our birthday with a free, invite only show at Casino Morongo Resort & Spa. The only way to attend the party is to win tickets from K-FROG and through other third party promotions. Past performers include Dan+Shay, Cole Swindell, Josh Turner, The Band Perry, Gary Allan, Jimmie Allen, Midland, Jerrod Niemann, Chris Lane, Darius Rucker, Carly Pearce, and more.



STAGECOACH MUSIC FESTIVAL

K-FROG goes all-in at Stagecoach, bringing listeners exclusive artist interviews, behind-the-scenes moments, and nonstop content for those who can't attend. We keep the party going with our legendary RV Dance Party, where fans let loose under the desert sky. Plus, with our ability to bring in sponsors, we connect brands with passionate country fans in an unforgettable festival experience. Whether you're at Stagecoach or tuning in from home, K-FROG is your backstage pass to the biggest country festival of the year

Key Ownership Programs & Opportunities

CONCERTS & EVENTS

- Wilson Creek Winery Concert Series
- K-FROG's Birthday Bash
- K-FROGGERS 4 Kids Radiothon
- Stagecoach Music Festival
- Boots in the Park
- Remote Packages

UNIQUE INTEGRATED SPONSORSHIPS

- Studio Sponsorships
- Show Sponsorships
- Station Entitlements
- Fundraising Campaigns:
 - Back to School Drive
 - Book Drive
 - Service Pets for Vets

COMMUNITY TIE-INS

- City of San Bernardino Animal Services
- Feeding America Riverside / San Bernardino
- Honor Flight Southland
- Humane Society of the San Bernardino Valley
- I'm Listening
- Leukemia and Lymphoma Society
- Meals on Wheels
- Miracles and Dreams Foundation
- Ontario International Airport 5k at the Runway
- Ontario Museum of History and Art
- ReWritten 5kSupport
- Sisterz Combat Cancer Walk
- Susan G. Komen More Than Pink Walk
- Volunteers for Veterans
- The Red Cross of Southern California
- Stater Bros. Charities Believe Walk



Let's put the **power of Audacy**
to work for your brand



Riverside / San Bernardino

The Leading Edge of Inland Empire Media

