



NORTHERN MICHIGAN
REGION

**WMKC
102.9**

STREAMING
ONLINE

1029BIGCOUNTRY.COM



**Black Diamond
Broadcasting**



BIG Country 102.9 - Everything is BIGGER in BIG COUNTRY

- 102.9 is an enormous 100,000 watt signal covering the major populations of the Northern Lower and Eastern Upper Peninsula.
- Heritage presence since 1982 - Always WMKC - Always Country
- BIG D & BUBBA Morning Show - CMA winning show - again
- Hear the best music at the top of today's country music charts.

BIG Country 102.9 Targets Adults 18-49

- Multi Generational audience- 55% Female; 45% male – with America's # 1 choice of music – Country.
- Music and Community focus connects to active consumers as well as established professionals
- Consumers listen longer as devout music fans entertained by relevant on air interaction, fun contests, social media inclusion and Best of Country Music.

BIG Country 102.9

- BIG Hearts - we care about causes like St. Jude Children's Research Hospital, local charities and we support local fund raisers.
- Family friendly good times - concert information & tickets; exciting contests with great prizes
- BIG D & BUBBA morning show will keep you laughing and listening through topics of interest, exclusive star interviews, fun phone calls, game or conversation - it's BIG fun!

BIG Country 102.9 Featured Core Artists

- Luke Bryan, Miranda Lambert, Carrie Underwood, Blake Shelton, Jason Aldean, Keith Urban, Tim McGraw, Justin Moore, Lady Antebellum, Eric Church and all of the newest up and coming country artists.



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