



# Overview

<b>Call Letters</b>	WWKL-FM
<b>Format</b>	HOT 93.5 plays "Today's Hottest Hits" and today's most popular Top 40 songs and artists since 2002. HOT covers the Harrisburg and York markets.
<b>Target Audience</b>	Adults 18-34      Median Age: 30
<b>Weekly Listeners</b>	<b>95,500</b> (Nielsen Audio: Spring 2016, Adults 18+ Mon-Sun 6am-12mid DMA)
<b>Website</b>	<a href="http://www.HOT935fm.com">www.HOT935fm.com</a>
<b>Website Visitors</b>	10,053 (Unique Visitors, 3-month Average 2016)
<b>On-Line Listeners</b>	6,650 (Unique Visitors, 3-month Average 2016)

**HOT 93.5's POWERFUL signal covers the entire Central PA area and Harrisburg Area with full coverage in Dauphin, Cumberland, Lebanon, Perry and York Counties with coverage in Lancaster County.**

