

Gray Television Wichita, KS Market 2023 Media Kit



KWCH ©

KSCW THE

GDM
gray digital media

ALWAYS ON
STORM
TEAM 12

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H&I
TELEVISION NETWORK

ANTENNA
TV

- ▶ **Call Letters/TV Channel:** KWCH Cable Channel 12 – Over the air Channel 12.1
- ▶ **Station Brand:** CBS Network
- ▶ **CBS programming:** With high profile shows like the CSI and FBI franchises, Young Sheldon, Survivor, Amazing Race, & Big Brother. CBS offer the highest profile sporting events on television including NFL, PGA, NCAA Basketball including March Madness, and NCAA Football featuring the SEC Conference and the annual Army Navy Game. CBS delivers a prime-time audience that is second to none in the Wichita market.
- ▶ **Company Name:** Gray TV
- ▶ **Format:** HD
- ▶ **Local News:** Monday-Friday 4:30am-7:00am, 9:00am-10:00am 12:00pm-12:30pm, 4:00pm-5:00pm, 5:00pm-5:30pm, 6:00pm-6:30pm and 10:00pm- 10:35pm
Saturday 8:00am-10:00am, 6:00pm-6:30pm and 10:00pm-10:35pm
Sunday 7:00am-8:00am, 5:30pm-6:00pm and 10:00pm-10:35pm, Sports Sunday 10:35pm-11:05
- ▶ **Other Locally Produced Shows:** **Catch It Kansas** (High School Sports) – Sat. 10:35pm-11:05pm
- ▶ **Market Leader:** KWCH is celebrating its 70th year and is been the dominant news leader in the Wichita.
- ▶ **HD Commercial Production:** KWCH has the largest commercial production team in the market. We are dedicated to helping you develop compelling selling messages to air on our properties.



▶ **Call Letters/TV Channel:** KSCW Cox Cable Channel 5 – Over the air Channel 33.1

▶ **Station Brand:** CW Network



▶ **CW programming:** The CW Network has spent several years retooling our line-up and developing a line-up that super serves the hard to reach 18-49 buyers. With hit shows like All American, , Kung Fu, DC's Stargirl, Walker, and Penn & Teller: Fool Us, the CW is quickly becoming the TV network to talk about!

▶ **Format:** HD

▶ **Syndicated programming:** Judge Judy, The Goldberg's, American Housewife, King of Queens, Mom

▶ **Local News:**

▶ *Monday-Friday:* 6:00am – 9:00am, 10:00am-Noon, Noon-1:00pm, 4:00pm – 5:00pm, 6:30pm-7:00pm and 9:00pm – 10:00pm

▶ *Saturday:* 7:00am-8:00am, 6:00-6:30pm and 9:00pm-9:35pm – *Sunday:* 7:00am-8:00am, 5:30pm-6:00pm and 9:00pm-9:35pm

▶ **Other Locally Produced Shows:** Catch It Kansas (High School Sports) – Sat. 10:35pm-11:05pm

▶ **Demographics:** The CW is 49% male and 51% female; the median age is 45.

▶ **HD Commercial Production:** KWCH has the largest commercial production team in the market. We are dedicated to helping you develop compelling selling messages to air on our properties.

Source: NTI CAMS. (9/24/17 – 5/23/18). L+7. Big 5 broadcast networks. Prime and total day reg. scheduled originals; excludes spots, specials, repeats, breakouts, sustainers, pre-premieres, pgm<5min.



- ▶ **Call Letters/Secondary TV Channel:** NWCH Cox Cable Channel 675 – Over the air Channel 12.2
- ▶ **Station Brand:** 24/7 Weather
- ▶ **Format:** SD
- ▶ **Demographics:** Great way to reach 50+ Audience. Indexing at 126% for that demo.*
- ▶ **Streaming:** Always on Storm Team 12 is streamed live on KWCH Weather App

*comScore May 2019



- ▶ **Call Letters/Secondary TV Channel:** OSCW Cox Cable Channel 674– Over the air Channel 33.3
- ▶ **Station Brand:** Classic TV
- ▶ **Format:** SD
- ▶ **Antenna TV Programming:** Great classic shows like Father Knows Best, I Dream of Jeannie, Alice, Three's Company, Murphy Brown, and Growing Pains and many other nostalgic shows.
- ▶ **Demographics:** average age 51 years old, 50% are men watching, 55% own their home, 45% are married, loyalists who watch multiple times per day, love TV and typically vote in elections. Cord Cutters, those who want to save money, express dissatisfaction with offers/services and don't watch or need real time sports/programming.

Source: Scarborough Research – 2017 (Release 1.) Based on averages of Chicago, Dallas, Grand Rapids, Hartford, Houston, Indianapolis, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Diego, Seattle, St. Louis, Washington DC, Salt Lake City, Kansas City, Milwaukee, Cleveland, Richmond, Norfolk, & Greensboro

COUNTRY PLAYS HERE.



- ▶ **Call Letters/Secondary TV Channel:** MWCH - Cox Cable Channel 682– Over the air Channel 12.4
- ▶ **Station Brand:** Country Music Lifestyle
- ▶ **Format:** SD
- ▶ **Circle Programming:** Country Music Performances; Longmire, Opry Hosted by Bobby Bones; Talking in Circles; Sunday Night Westerns; Austin City Limits Country; Bonanza; Country Sessions; CMA Song Writers Series; Coffee Country & Cody; Hee Haw; Blue Collar TV; Inside the Base; Upstream with Elizabeth Cook; Stand Up Nashville!
- ▶ Over 51% of U.S. adults listen to country music. Circle audience Females 18+ make 54% of viewers, while males 18+ make of 46%.
Audience composition of Circle A18-49 = 12%, A25-54 = 20%, A35-64 = 59%
Country music is favorite genre Boomers 50%, Gen X 48%, Millennial 57%

SOURCE CMA Members Report on The State of the Country Music Listener



- ▶ **Call Letters/Secondary TV Channel:** OWCH Cox Cable Channel 678 – Over the air Channel 12.3
- ▶ **Station Brand:** Classic TV
- ▶ **Format:** SD
- ▶ **Heroes and Icons TV Programming:** Compelling drama, action, adventure and sci-fi programming like Nash Bridges, House, Jag, Hill Street Blues, All the Star Trek series, MacGyver, NYPD Blue and many more. 35 different series each week.
- ▶ **Demographics:** 32% are Adults 25-54 , 56% male vs. 44% female, 55% are married, 69% own their own home. Cord Cutters, those who want to save money, express dissatisfaction with offers/services and want an alternative to cable.

Source: Scarborough Research – Nielsen NNTV Total Day; Nov 2019 Live+ Same Day-% of Persons 18+. MRI Fusion, May' 20 (median) Base A18+

Digital: Core and Gray Digital Media

KWCH Products

(KWCH.com, KWCH News App, KWCH Weather App)

- Digital Display Ads
- Video Pre-Roll, Livestream OTT/Home Anchored Ads
- Homepage Takeovers
- News App Interstitials



GDM was designed with your business in mind! We bring national quality digital marketing services to the local marketplace with a full suite of solutions that will help take your business to another level. GDM is a Google Premier Partner, putting us in the top 4% of digital agencies working with Google.

- Audience Targeting
- Search Engine Optimization
- Paid Search
- Paid Social
- Premium OTT/CTV (Streaming)
- Targeted E-mail
- YouTube Advertising

