

WGHN

≡ON AIR≡

EST. 1956

One South Harbor Drive
Grand Haven, MI 49417
612-842-8110
wghn.com
Grand Haven radio app

Why WGHN

After 68 years of serving Northwest Ottawa County, WGHN isn't just radio anymore. It is streaming. It is your favorite workplace music. It is live and breaking news and local weather. It is a live broadcast from your business and it's a friendly and informative community voice. Really... it is a relationship. In your car, on your phone and on your tablet or computer. New technologies change many things, but not everything. We are still here serving you everyday 24-7.

The power of radio extends to advertising. Radio is a trusted channel for purchase and intent. Radio has proven to be an enduring and effective means of creating future demand for products and services. 91% of Americans 18+ listen to radio monthly.

WGHN – Since 1956
The Power of Local Radio

*City of Grand Haven Foundation Award
Multiple winner Michigan Broadcasters Station of the Year
Award Winning Local News
Check out our Live Streaming Station "The Channel" for Grand Haven's Finest Rock*



WGHN: Live And Local

WGHN, 92.1 FM is a full-service heritage broadcaster along the Lake Michigan shore, serving as a trusted community area partner since 1956.

Family owned and locally operated, WGHN has deep roots in Northwest Ottawa County. Our coverage area reaches to the south of Holland and North of Muskegon. Our broadcast studios are right along the Boardwalk in the heart of downtown Grand Haven.



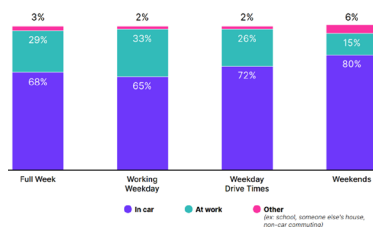
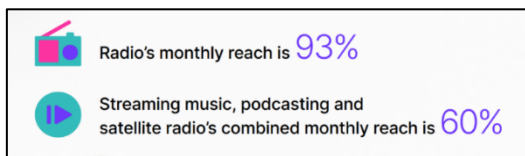
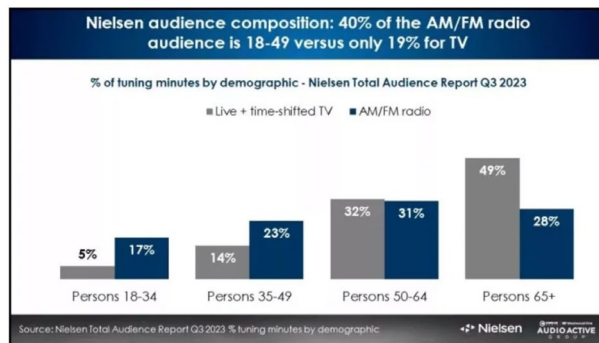
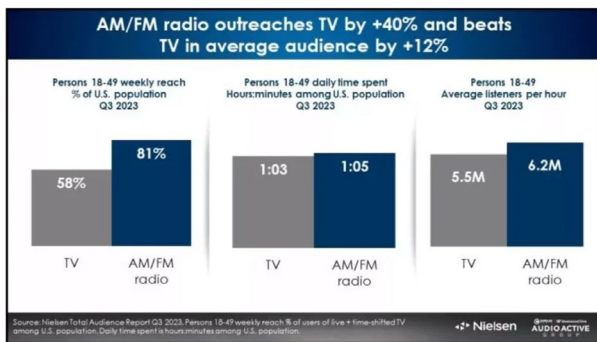
- WGHN is first – live 6-10am with Mary Ellen Murphy and the area's best morning show, *Good Morning Grand Haven*.
- WGHN is Northwest Ottawa County's workday listening station.
- WGHN is live at Noon with news and the *Lunchtime at the Laguna All 80's* show.
- WGHN longtime on-air host Jesse Bruce opens up the mic from 3-6pm, including the Drive at 5.

By The Numbers

RADIO By the Numbers

Data from Nielsen's Q3 2023 Total Audience Report ranks over-the-air radio as America's most widespread media among adults 18 or older, surpassing social media, online video, and various TV formats. Among 18-49 year olds, radio ties with social media for the highest weekly reach.

Radio is America's #1 Reach Medium
86% weekly 18+



Most away-from home listening happens in the car – **70%** of heavy radio consumers are now spending an hour or more daily in vehicles, up 60% since Spring 2020

OTTAWA COUNTY By The Numbers

Ottawa County is the 7th largest county in Michigan and showed the greatest population growth from 2020-2022. Ottawa County has one of the highest median incomes in the state of Michigan (Ottawa County Data Dashboard)

Household Income and Median Income, Adults 45-64

| City | Average HHI | Median Income |
|-------------|-------------|---------------|
| Grand Haven | \$76,315 | \$77,344 |
| Spring Lake | \$92,702 | \$68,493 |
| Ferrysburg | \$81,064 | \$88,867 |
| West Olive | \$118,825 | \$109,363 |

(Latest US Census Bureau release, 2021 American Community Survey)





The Channel
Streaming Grand Haven's
Finest Rock



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Grand Haven Radio App
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Mike Toth
General Manager
mtoth@wghn.com



- 346,000 pop.
- North to Whitehall/South to Holland/East into Grand Rapids fringe
- WGHN is the only commercial radio station in its super served area of Grand Haven, Spring Lake, Ferrysburg and surrounding communities (55,000 pop.)
- Adults 35+ (Demo 45-64)
- 51% Female/49% Male
- WGHN.COM
- Mobile App, Facebook, Instagram and The Beach Banana mascot



*Serving Northwest Ottawa County for 68 years
We would love the opportunity to work with you!*