



**VARIETY
HITS**

POP

 Westwood One™



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Variety Hits Pop from Westwood One makes the music the star, with long music sweeps focusing on five decades of familiar hits, fun production and imaging, numerous opportunities for local station identification, and complete spot-break flexibility. You'll have all the tools at your fingertips to create local live dayparts if you choose, and Westwood One Variety Hits is completely unbranded, allowing you the freedom to use your own unique local image.

Music on Variety Hits Pop will have real variety, from the library of over 900 songs, with the top 400 representing 30% of the mix. It will focus on the Pop sound of 70's, 80's 90's, and 2000's, with all the familiar hits you know and love from your favorite artists. Not too hard, but just right. You'll be singing along to every song.

Variety Hits Pop Programming Details



18+ Demo

- Male: 38%
- Female: 63%

Household Income

- <\$25k: 17%
- \$25k-\$49k: 38%
- \$50k-\$74k: 33%
- \$75k+: 13%

Target Demo

Core: Adults 30-49
Target: Adults 25-54

ERA Balance

- 40% 80's
- 30% 90's
- 20% 00's
- 10% 70's

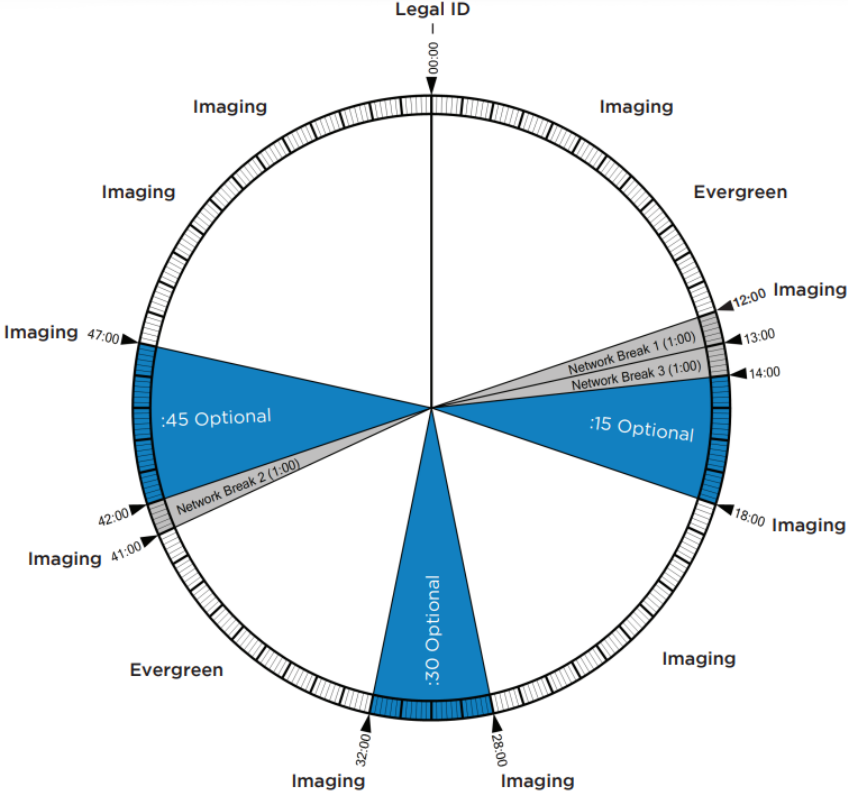
Core Artists

- Journey
- Madonna
- Prince
- Phil Collins
- Michael Jackson
- Alanis Morissette
- Goo Goo Dolls
- Red Hot Chili Peppers
- Backstreet Boys
- Bruno Mars
- Adele
- Maroon 5
- Elton John

Sample Hour

- "I Wanna Dance With Somebody (Who Loves Me)" – Whitney Houston
- "Don't Stop Believing" – Journey
- "What Is Love?" – Haddaway
- "My Life" – Billy Joel
- "Sweet Child Of Mine" – Guns N' Roses
- "Rock Your Body" – Justin Timberlake
- "Hit Me With Your Best Shot" – Pat Benetar
- "(Everything I Do) I Do It For You" – Brian Adams
- "Into The Groove" – Madonna
- "Everybody Wants To Rule The World" – Tears For Fears
- "She Will Be Loved" – Maroon 5
- "Take It Easy" – Eagles
- "All Star" – Smash Mouth

Variety Hits Pop Clock



THANK YOU!

For more information on Variety Hits Pop and affiliating in your market, contact:

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