

**EASY LISTENING.
FOR THE HARD OF HEARING.**

**PURE ROCK
KNAC.FM
96.9 94.9 99.7 HD3**

96.9 94.9 99.7 HD3
knac.fm

KNAC: HEAVY METAL HISTORY

The original KNAC 105.5 FM , broadcasting from Long Beach, California, became a legend in rock radio history when it rebranded as “**Pure Rock**” KNAC on January 8, 1986 .

During its near-decade as a **commercial heavy metal and hard rock station** , KNAC served as the aggressive, no-compromise voice of the Los Angeles metal scene, and became a cultural icon for rock fans around the world, until its sign-off in 1995.

Client Implications:



KNAC: REBORN ON HALLOWEEN

On a day known for the return of spirits, the most legendary demon of rock radio returned to the FM dial on **Halloween; Friday, October 31st, 2025**. The iconic **KNAC** call letters have been resurrected, launching a new era of Pure Rock for a new generation of rock and metal fans.

This isn't just a nostalgic throwback; it's a full-blown evolution. The new **KNAC** will honor the bone-crushing legacy it established decades ago while fully embracing the vibrant, innovative, and heavy sounds of rock today.

PURE ROCK
KNAC.FM
96.9 94.9 99.7 HD3

Client Implications:

KNAC: WHO ARE PURE ROCKERS?

The unique heritage of the **Pure Rock KNAC** brand captures a broader, more loyal audience than a typical corporate, "cookie cutter" station.

Pure Rock KNAC offers a **COMBINED 25-54 REACH of 70-75%**

By capturing both the younger 25-34 segment and the older 45+ segment, we provide a **"Full-Cycle" marketing platform.** Advertisers can reach the first-time truck buyer and the fleet-owning contractor on the same channel.

18-34 (GEN Z / MILLENNIALS)

THE FUTURE: We aggressively target the younger end of the spectrum to ensure the brand remains "cool" and relevant.

- **The Draw:** Discovery of heavy, aggressive bands like **Bad Omens** and **Spiritbox**. They view the original KNAC "Pure Rock" era as a legendary, rebellious vintage brand—similar to how they view classic streetwear or vinyl.
- **Value:** They help drive our social media metrics and streaming numbers. They are the primary attendees for rock festivals in Las Vegas such as "Sick New World".

25%

25-54 (CORE GEN X / MILLENNIALS)

THE CORE ENGINE: This group represents the "sweet spot" for Active Rock. They are the skilled tradespeople, logistics managers, and business owners along the I-15.

- **The Draw:** They grew up during the peak of 90s Grunge and 2000s Nu-Metal (Korn, Linkin Park, Tool) but still crave the energy of the new vanguard.
- **Value:** They are the "High-Frequency" listeners. They have KNAC on in the truck, in the shop, and on the way to Vegas every single month.

50%

55+ (HERITAGE FAITHFUL)

THE FOUNDATION: This is our "Secret Weapon." Most Active Rock stations ignore this group; we embrace them.

- **The Draw:** The **Original 105.5 Faithful**. They were there in the 80s for the birth of Thrash and Hair Metal.
- **Value:** They are the "Super-Consumers." They have the most disposable income to spend on high-ticket items, casino stays, and premium merch. They aren't just listeners; they are **shareholders in the culture.**

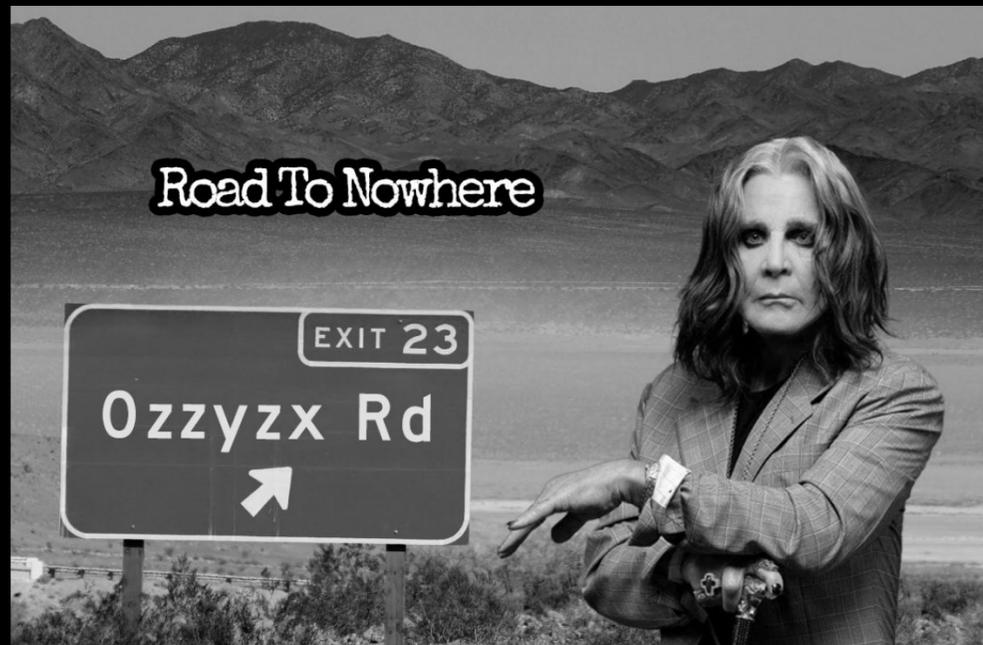
25%

Hard rock and heavy metal music from the 1980's remains as powerful and influential today as it was during its heyday. Bands like **Metallica**, **Guns N' Roses**, **Mötley Crüe**, and **AC/DC** continue to pack stadiums and drive album sales, proving the genre's generation-spanning, enduring appeal.

Anthemic choruses. Electrifying guitar solos. The raw energy of live performances. 80's metal and hard rock left an indelible mark on music culture. Fans remain highly engaged with both legacy acts and newer bands that carry the torch forward, and the new **Pure Rock KNAC** delivers that nostalgic feel, which was at the epicenter of the scene in Southern California.

PURE ROCK
KNAC.FM
96.9 94.9 99.7 HD3

knac.fm



The core demographic? Adults between the ages of 35 and 60+, many of whom were teenagers or young adults during the 80's metal explosion. This audience is loyal, passionate, and highly active when it comes to supporting their favorite bands. They have significant disposable income, making them prime consumers for concert tickets, merchandise, and high-end collector's items like vinyl reissues and box sets.

These fans are willing to travel for festivals, VIP experiences, and reunion tours, demonstrating a level of commitment and spending power that makes them an attractive audience for advertisers and sponsors.

Beyond nostalgia, the appeal of this music continues to bring in younger generations, often through exposure from parents, pop culture references, and streaming platforms. This multi-generational appeal ensures that 80's hard rock and metal remain not just a relic of the past, but a thriving and commercially viable force today.

For KNAC, super-serving this audience, means tapping into a deeply engaged and high-spending fanbase, making it an ideal market for businesses targeting music lovers with strong brand loyalty.

PURE ROCK
KNAC.FM
96.9 94.9 99.7 HD3

99.7 HD3

94.9 FM

96.9 FM

NO OTHER RADIO STATION CAN CLAIM THE EXTRAORDINARY REACH AND COVERAGE OF KNAC. FROM VICTORVILLE TO VEGAS, STRATEGICALLY PLACED TRANSMITTERS TAKE THE DRAG OUT OF THE DRIVE FOR 3.5 MILLION MONTHLY VEGAS AND LAUGHLIN-BOUND TRAVELERS.

FROM SOUTHERN CALIFORNIA'S CAJON PASS TO THE LAS VEGAS STRIP, THE ROCK IS NON-STOP. NOT TO MENTION, WORLD-WIDE AT **KNAC.FM.**

KNAC: MONSTERS OF ROCK 1988



KNAC PURE
ROCK

FEATURES, SHOWS & HOSTS

PURE ROCK
KNAC.FM
96.9 94.9 99.7 HD3



DRIVE-THRU COMEDY HOURLY

Best bits from the top comics, solid laughs are delivered every hour.



ROCK REPORT MEL ROX

No-holds-barred music news. Album drops, concert news, and more gritty rock dirt.



TRASH TALK JACK TRASH

Connecting with the rockers from back-in-the-day, and today.



METAL SHOP CHARLIE KENDALL

Vintage and fresh content, plus that same voice that made it a cornerstone of hard rock culture.



FULL METAL JACKIE METAL HOST

Delivering unique hard and heavy playlists and detailed interviews with rock artists.



GONZO GREG ROCK HOST

Always on-point with breaking rock news and lifestyle info for travelers and Vegas locals alike.

Contact:
Gonzo Greg Spillane
702-825-1965
gonzo@knac.fm

96.9 94.9 99.7 HD3
knac.fm

PURE ROCK
KNAC.FM
96.9 94.9 99.7 HD3