

UNDUPLICATED REACH:  
DECEMBER 2021

**KAGW 26.1 Reached**  
**72,064 Persons**  
**in Wichita-Hutchinson**  
**That's 6.4% of the Total Market**



Source: Nielsen; Wichita Hutchinson Plus DMA; Dec'21 M-Su 3a-3a Live+7 Persons2+; 28 Day Reach