

INTRODUCING

# AXE RADIO

THE FUTURE OF ROCK

MARK ELLIOTT

**MEM**

RADIO REFINED

MEDIA



# WHY AXE RADIO?

- ➔ Soon, there will only be room for one Rock format per market.
- ➔ Active Rock is in decline, and you can either wait for the music to improve and younger listeners return to the radio or do something about it now!
- ➔ The Classic Rock core audience is aging out and will eventually fade away.
- ➔ Unless you're a successful heritage Classic Rock station, it's challenging to compete with Classic Hits, thanks to its male/female mass appeal.
- ➔ Axe Radio will age a Classic Rock station, differentiate from Classic Hits, and appeal to the Actives, who still listen to the radio but are disenchanted with Active Rock, until Axe Radio is the last Rock station standing.
- ➔ Axe Radio is as sellable as Classic Rock, Classic Hits, and Active Rock with P18-49, P25-54, and P35-64.



# AXE RADIO IS MORE THAN JUST MUSIC

→ It's how we execute the format with air personalities whether they are live, voice tracked, syndicated, or AI.

→ We provide custom produced imaging designed to differentiate Axe Radio from your market competition, so it stands out.

→ Axe Radio is a revenue generating promotional machine on the air and digitally.

→ If you need features to sell, Axe Radio has weekday and weekend features that will make it a daily destination station.

→ At Mark Elliott Media, we will work with your digital team to develop or improve your websites, apps, voice activation and social media presence to match the Axe Radio attitude. No digital team? No problem. We have solutions.



# AXE RADIO CONCEPT

➔ Axe Radio, is imaged as a Rock station so we're not pigeonholed like a station branded as Classic Rock. This gives us more flexibility to position the station musically, based on the makeup of your market.

➔ The way our clocks, sound codes, and imaging work together allows Axe Radio to offer a complete Rock experience leading to more longevity than a station branded as Classic Rock.

## Axe Radio Sample Hour

AC/DC- You Shook Me All Night Long

Pearl Jam- Jeremy

Pink Floyd- Have A Cigar

Heart- Barracuda

U2- Pride (In The Name)

Foo Fighters- The Pretender

Aerosmith- Sweet Emotion

John Mellencamp- Hurt So Good

Bon Jovi- Living On A Prayer

Led Zeppelin- Ramble On

Black Crowes- Hard To Handle

MARK ELLIOTT

**MEM**  
RADIO REFINED MEDIA



➔ Axe Radio plays a familiar balance of Rock from the 70's, 80's, 90's, plus 2K's and Currents when they fit the format.

# AXE RADIO IS THE FUTURE OF ROCK

There is more to Axe Radio than what I can share in a PowerPoint. To see if Axe Radio is right for your market, let's schedule a twenty-minute Zoom meeting to discuss your options.



\* Axe Radio is trademarked by Mark Elliott Media, LLC

## CONTACT

Mark Elliott Media

Los Angeles, CA

W: [markelliottmedia.com](http://markelliottmedia.com)

E: [mem@markelliottmedia.com](mailto:mem@markelliottmedia.com)

P: (818) 259-0091

