

The Harbor is a turnkey 24/7 format delivering smooth, melodic sounds of Yacht Rock and soft rock classics from the 70s thru the 80s. The Harbor is built for stations looking to stand out with a **feel-good, upscale** music environment, blending timeless hits, **strong listener familiarity**, and a relaxing vibe that keeps audiences **listening longer**.

Affiliate Benefits

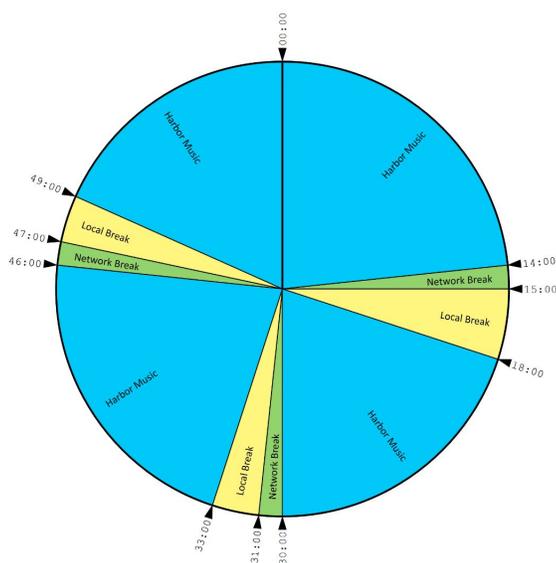
- Fully produced 24/7 format available on market-exclusive basis
- Consistent imaging and branding built around the Yacht Rock lifestyle
- Full music catalog is provided to every affiliate
- You can use your existing automation, or purchase our “Station In A Box”
- 24/7 Affiliate Support
- Flexible clocks that allows for maximum commercial inventory and localized content, including sports programming.

Why Yacht Rock Works

- Highly familiar music with strong research appeal
- Perfect at-work and weekend listening environment
- Broad adult appeal with adults 35 to 64, appealing to demographics with strong spending power
- Ideal for lifestyle advertisers, tourism, dining and financial services
- Unique format with minimal direct competition in most markets
- Works equally well on FM, AM with a translator, HD or streaming-only brands.

Core Artists

- Christopher Cross
- Kenny Loggins
- Toto
- Michael McDonald
- Steely Dan
- Boz Scaggs
- Air Supply
- Seals & Crofts
- Kimmy Buffet
- Ambrosia



LISTEN NOW at theharbor.fm



MARYLAND MEDIA ONE