



“It’s Your Money and Your Life”

as heard on



Like television stations selling infomercials on weekends, radio stations do the same selling block hours of time. Many of these sponsors come and go. However, some of these content providers become important assets to the station. They develop a following. They provide entertaining topics and guests. They drive ratings, further enhancing a station’s overall appeal to advertisers.

One such program stands out on AM 760 KFMB, “It’s your Money and your Life” hosted by Richard Muscio and Joe Vecchio on Saturday evening at 7pm. The current Nielsen ratings for April in San Diego, “It’s your Money and your Life” was the #2 listened to hour Saturday on 760 KFMB. Richard and Joe were #2 to popular syndicated personality, Dave Ramsey.

Against all radio stations in San Diego, “It’s your Money and your Life” is Ranked #12 among Adults 35+ delivering a 33% larger audience than rival KOGO 600. Pretty phenomenal for one hour show once a week!!

760 KFMB is proud to broadcast “excellence in radio” multiple award-winning “It’s your Money and your Life” every Saturday evening from 7pm to 8pm on the AM, 760 KFMB!!!