



Audacy

Atlanta

2026



# Audacy is

a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

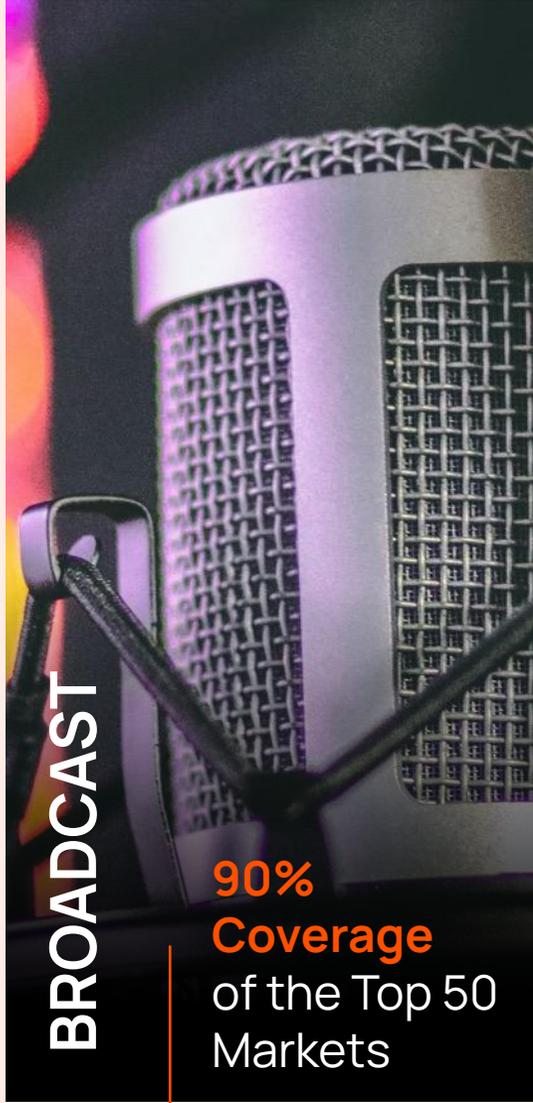
# 200 Million Listeners Monthly



Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors



# One Audio Home. A Universe of Content.



**BROADCAST**

**90% Coverage**  
of the Top 50 Markets



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

**94M+**  
Combined U.S. Monthly Audience



**EVENTS**

**Countless**  
Once-in-a-Lifetime Memories



\*Sources: 94M Combined Monthly Audience comprises 56M Streaming Listeners across O&O and Network Partners (comScore: Audacy Network, Media Metrix, MultiPlatform, Standard Data, Total Audience Desktop 2+, Total Mobile 18+, January 2025) and 38M Podcast Listeners (Audacy Podcast Network: Pro Forma Combined Podcast Listeners, Triton, December 2024; Audacy Creator Lab Podcasts: Google Analytics, Triton Digital, Megaphone, Audacy Creator Lab Analytics, January 2025)

A Leading Creator of  
Premium Audio Content



# Data-Driven Solutions

## Audiences<sup>1</sup>

### Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

## Attribution<sup>1</sup>

### Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

## Data as a Service<sup>1</sup>

### Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



snowflake



VERITONE

VERITONIC





# Atlanta

Live and Local with a Personal Touch.



# Atlanta

**We are a total solutions partner** tailoring unique plans to meet our clients' objectives across on-air, digital, social and events platforms

**We deliver results** through proprietary systems and processes, and our personal attention to every detail

**We are committed to doing business with integrity**, delivering on promises and being accountable for a premium partnership experience

**Our local connections, resources and investments** are backed by a leading national media brand, Audacy.

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

2.7M+

Monthly Listeners

1.5M+

Monthly Streams

750K+

Social Followers

12M+

Official MLB Streaming  
& Podcast Partner  
Local Impressions



# The Rhythm of Atlanta



| FORMAT             | TARGET DEMO        | MONTHLY LISTENERS <sup>1</sup> | MONTHLY STREAMS <sup>2</sup> | SOCIAL FOLLOWERS <sup>3</sup> |
|--------------------|--------------------|--------------------------------|------------------------------|-------------------------------|
| <b>RHYTHMIC AC</b> | <b>WOMEN 25-54</b> | <b>1,266,400</b>               | <b>14,000</b>                | <b>114,565</b>                |

## CURATED CONTENT

- Atlanta’s **Feel Good Station** brings upbeat music you can dance too. If we were a person, we’d be the life of the party. Era Deep and focused on Fun!
- 30-year legacy** of serving music fans, local communities and charitable organizations.
- Beloved on-air personalities** consumers connect to and love to laugh with. Both homegrown and transplants – mirroring the Atlanta demographic at large.

## ENGAGED AUDIENCE

- Top station in reaching all of Atlanta’s young, successful women, Hispanic and LGBTQ Community.** Top 5 station for W25-54, W18-34 and W18-49<sup>4</sup>; Highly successful women with college-degrees, married families and household incomes of \$75K+<sup>4</sup>

Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending



## INFLUENTIAL VOICES



**JENN HOBBY**  
SATURDAYS 8 - 9 AM



**BRIAN MOOTE**  
WEEKDAYS 3 - 7 PM



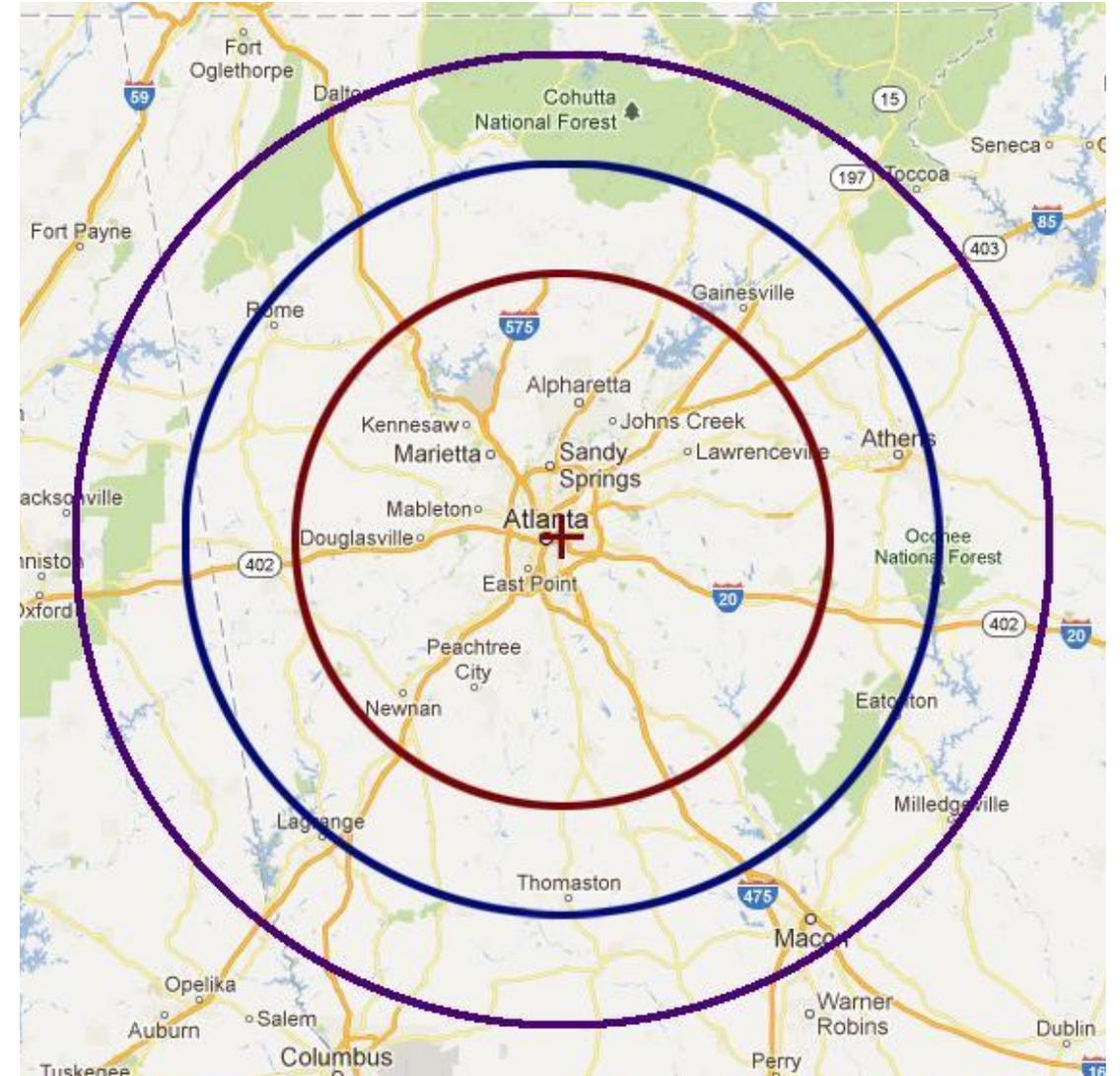
**THE KEVIN & TAYLOR SHOW**  
WEEKDAYS 6 - 10 AM



# Coverage Map

Our Top 12 zip codes in which we record the most listenership covers areas both north, and east of Interstate 20, with particular strength in Atlanta's northern and eastern suburbs.

- Marietta 30060
- Woodstock 30018
- Suwanee 30024
- Lawrenceville 30043 / 30044
- Douglasville 30135
- Smyrna 30080
- Atlanta 30318 / 30328
- Fairburn 30213
- Winder 30680



# The ATL's #1 for Hip-Hop and R&B



| FORMAT       | TARGET DEMO         | MONTHLY LISTENERS <sup>1</sup> | MONTHLY STREAMS <sup>2</sup> | SOCIAL FOLLOWERS <sup>3</sup> |
|--------------|---------------------|--------------------------------|------------------------------|-------------------------------|
| <b>URBAN</b> | <b>ADULTS 18-54</b> | <b>1,423,000</b>               | <b>110,532</b>               | <b>596,670</b>                |

## CURATED CONTENT

- Atlanta's TOP Choice and best mix of current hits and hits from the 90s and 80s.
- V-103 is the original social media where our consumers come to us first to be informed, entertained and engaged.

## ENGAGED AUDIENCE

- V-103 is a one-stop shop for reaching college educated, working African Americans in Atlanta for over 40 years.
- Annual listener retail spending power is over \$13 Billion<sup>4</sup>
- Clearly defined relationship with our audience, delivering A18-44 (54%) and A25-54 (66%) with live and local content<sup>1</sup>
- From boutique events of 600 to large consumer events of 25,000+, V-103 creates legacy concerts and events with staying power in Atlanta.
- Best way to reach active, employed, commuting African-Americans in Atlanta. 50% of AA25-54 in Atlanta listen to V103 each week<sup>4</sup>

Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending



## INFLUENTIAL VOICES

**THE BIG TIGGER MORNING SHOW W/ JAZZY MCBEE**  
BIG TIGGER & JAZZY MCBEE  
6AM - 10AM

**DANIE B**  
10AM - 3PM

**GREG STREET**  
3PM - 7PM

**LIL BANKHEAD**  
7PM - 10PM

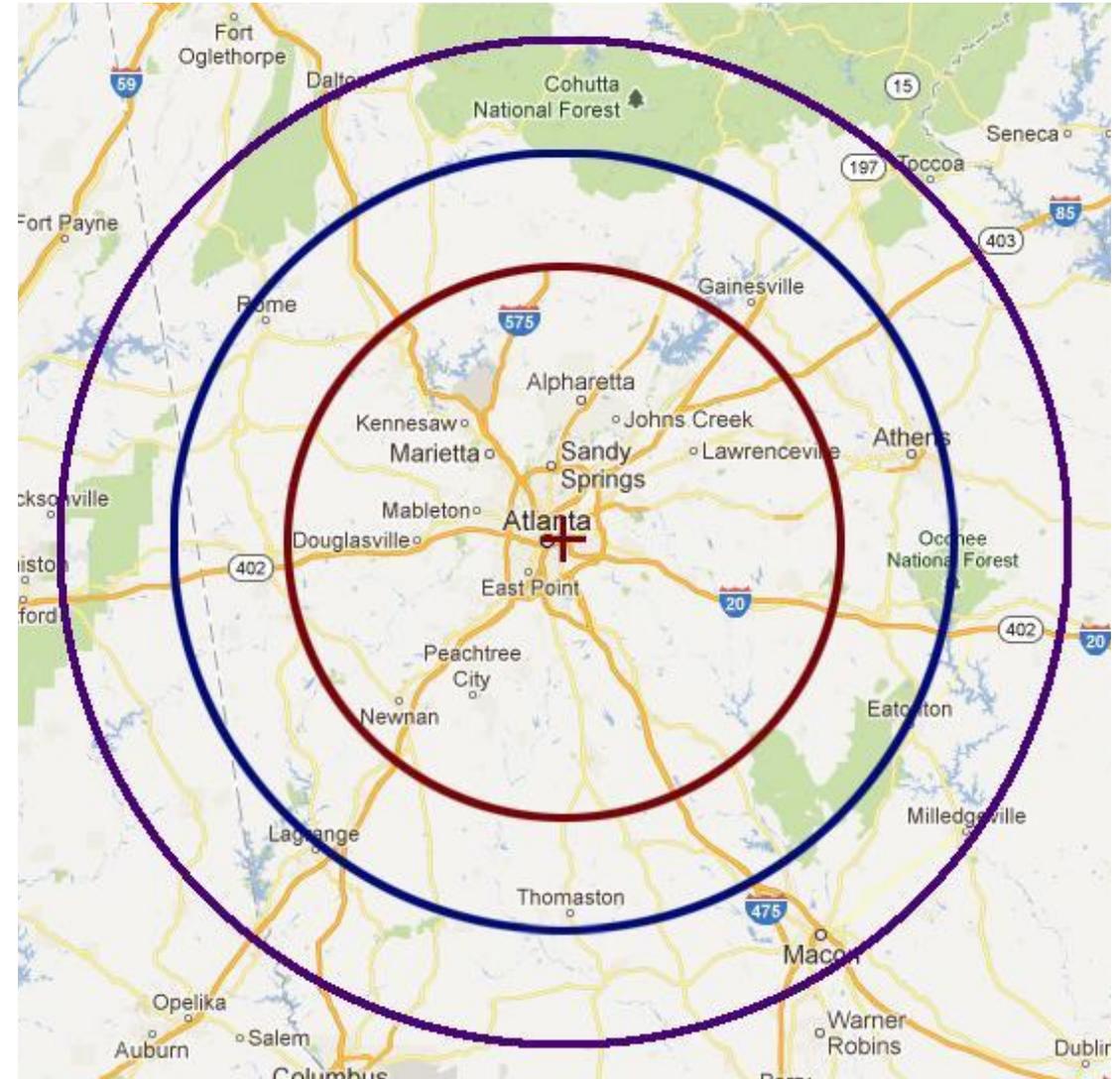
**DJ KASE**

**MIXERS - WEEKEND**

# Coverage Map

Our Top 11 zip codes in which we record the most listenership covers areas both north, and south of Interstate 20, with particular strength in Atlanta's southern and eastern suburbs.

- 30083 Stone Mountain
- 30024 Suwanee
- 30045 Lawrenceville
- 30318 Atlanta
- 30009 Alpharetta
- 30034 Decatur
- 30043 Lawrenceville
- 30120 Cartersville
- 30253 McDonough
- 30044 Lawrenceville
- 30213 Fairburn





FORMAT

**SPORTS**

TARGET DEMO

**MEN 25-54**

MONTHLY LISTENERS<sup>1</sup>

**441,000**

MONTHLY STREAMS<sup>2</sup>

**149,332**

SOCIAL FOLLOWERS<sup>3</sup>

**92,899**

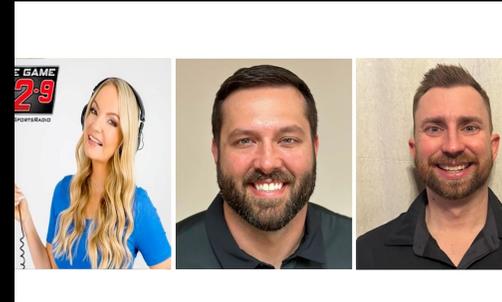
**CURATED CONTENT**

- Atlanta sports fans' first choice for news and information about their favorite sports teams, featuring locally produced programs.
- Former Athletes and Emmy winning journalists creating one of a kind relationships with sports enthusiasts.
- LIVE play by play action for Atlanta Falcons, Atlanta Hawks and Atlanta United!
- Dukes & Bell voted BEST Local Sports Radio Show in Atlanta by Creative Loafing.
- 3 Time GABBY Awarded Play-by-Play Broadcast of the Year (2019, 2023, 2024) Atlanta United

**ENGAGED AUDIENCE**

- Annual listener retail spending power over \$6 Billion<sup>4</sup>
- Top 5 radio choice to reach loyal, highly engaged M25-54 in Atlanta. Over 62% of M25-54 Game audience are 'P1's' who listen to The Game more than any other station in ATL<sup>4</sup>.

**INFLUENTIAL VOICES**



**THE MORNING SHIFT**  
WEEKDAYS 6AM-9AM



**THE STEAKHOUSE**  
WEEKDAYS 9AM-11AM



**MIDDAY SHOW WITH RANDY & ANDY**  
WEEKDAYS 11AM-2PM



**DUKES & BELL**  
WEEKDAYS 2PM-6PM

**WEEKENDS:** Sam Crenshaw, Grant McAuley, Robb Tribble, The College Football Show, Mark Zinno, Other Side of the Glass with Chris Thomas, ATLiens with Abe Gorden

Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending

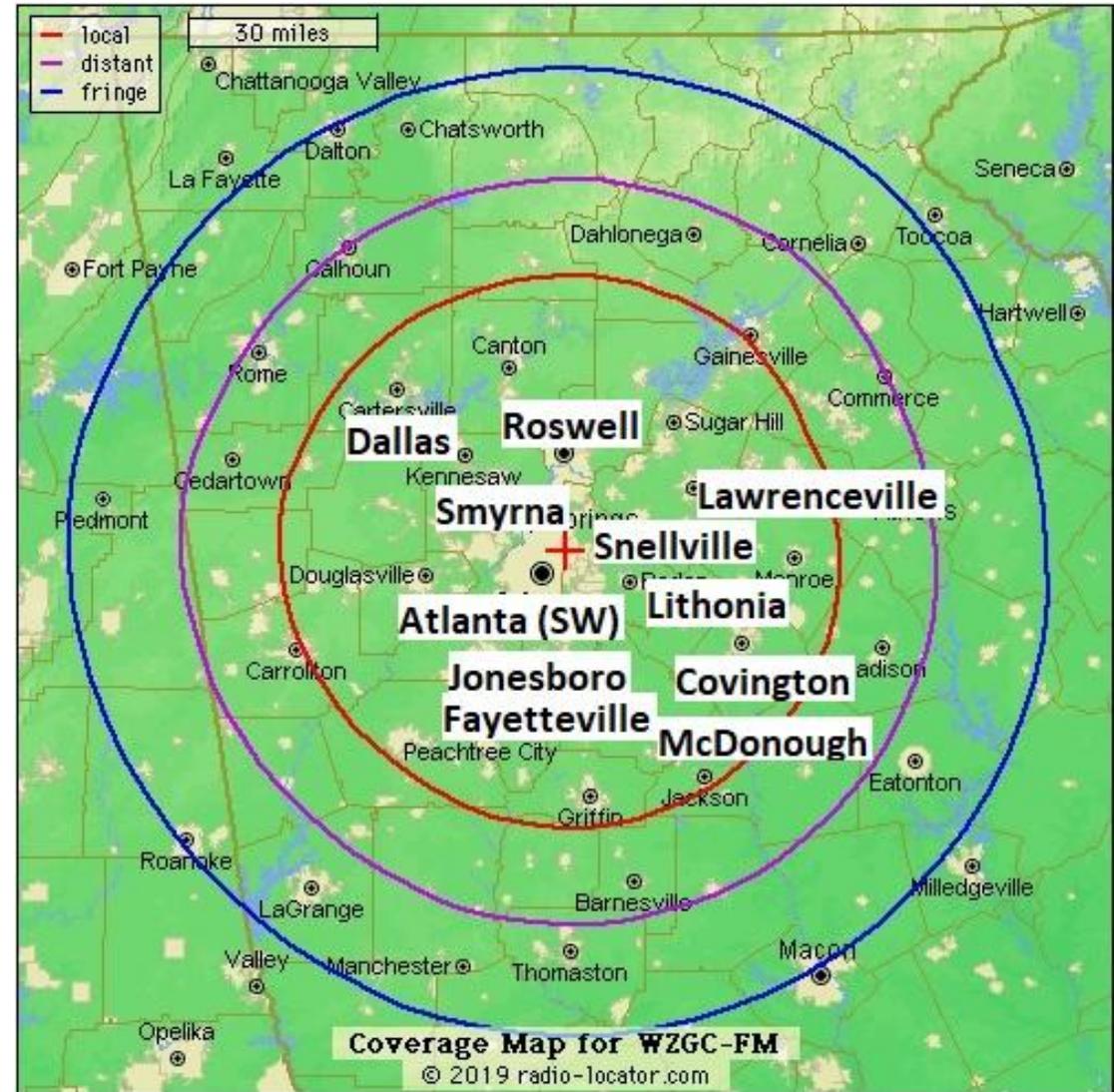


# Our Coverage Area

Our 64,000 Watt Class C signal covers all of Metro Atlanta and most of the northern half of Georgia (into lower east Tennessee, Western South Carolina, South West North Carolina), making us the most powerful sports station in the Southeastern United States

# Our Hot Spots

Our Top 12 zip codes in which we record the most listenership covers areas both north and south of Interstate 20, with particular strength in Atlanta's southern and eastern suburbs.



# Atlanta's News & Talk that Speaks for the Community

| FORMAT           | TARGET DEMO            | MONTHLY LISTENERS <sup>1</sup> | MONTHLY STREAMS <sup>2</sup> | SOCIAL FOLLOWERS <sup>3</sup> |
|------------------|------------------------|--------------------------------|------------------------------|-------------------------------|
| <b>NEWS/TALK</b> | <b>A 35-64/M 35-54</b> | <b>14,300</b>                  | <b>50,083</b>                | <b>15,912</b>                 |

## CURATED CONTENT

- **Atlanta's Refreshing and Strong VOICE OF THE COMMUNITY** for over 17 years providing breaking news and local news coverage.
- News and Talk 1380 is **on the front lines** within the community bringing up-to-date perspectives on local and national issues to this college educated listening audience.
- **Engaging and informative local personalities with deep community ties.**
- National News & Talk personality, **Rev. Al Sharpton** offer the right mix of national insights to keep our listeners informed and engaged.

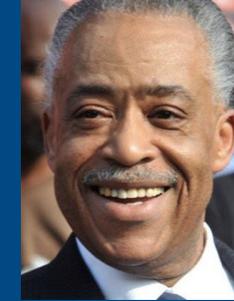
## INFLUENTIAL VOICES



**WAKE UP WITH DEE**  
MORNING SHOW  
WEEKDAYS 7AM-10AM



**ON POINT WITH**  
JUANDOLYN STOKES  
WEEKDAYS 10AM-1PM



**REV. AL SHARPTON**  
WEEKDAYS 1PM-4PM



**TOO MUCH TRUTH WITH**  
DERRICK BOAZMAN  
WEEKDAYS 4PM-7PM



**DARYL KILLIAN**  
AUTO N SIDER  
SATURDAY 10AM - 2PM



**MARY GILL**  
REAL ESTATE 101  
SATURDAY 12PM - 3PM



**ATLANTA UP CLOSE**  
WITH MARIA  
SA 6 - 7 AM & SU 12 PM - 1PM



**LARRY TINSLEY**  
SUNDAY MORNING  
PRAISE 6AM - 12PM

Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending



Let's put the **power of Audacy**  
to work for your brand



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