



Boston

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.

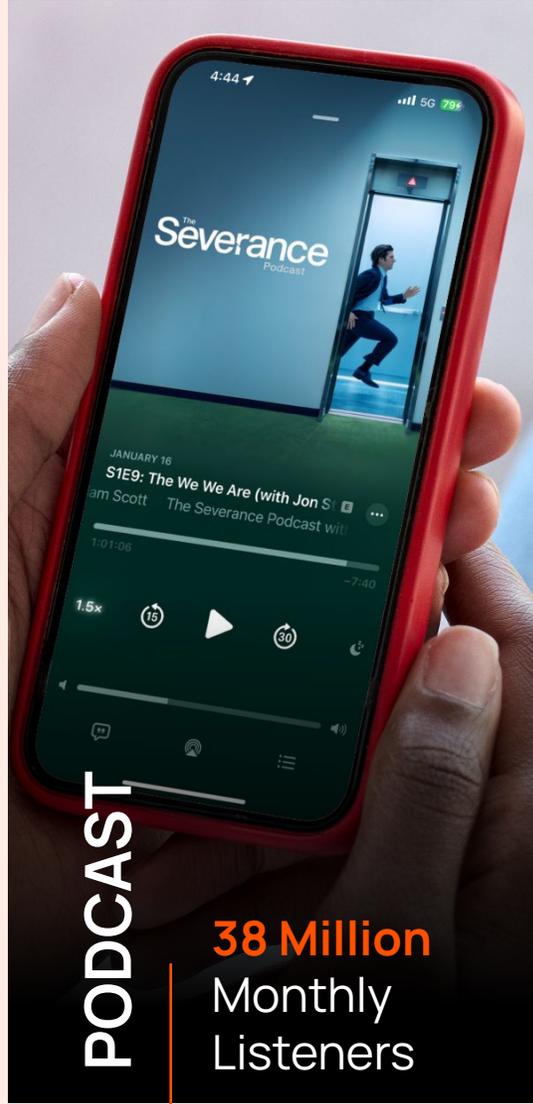
BROADCAST

90% Coverage
of the Top 50
Markets



PODCAST

38 Million
Monthly
Listeners



DIGITAL

94M+
Combined U.S.
Monthly
Audience

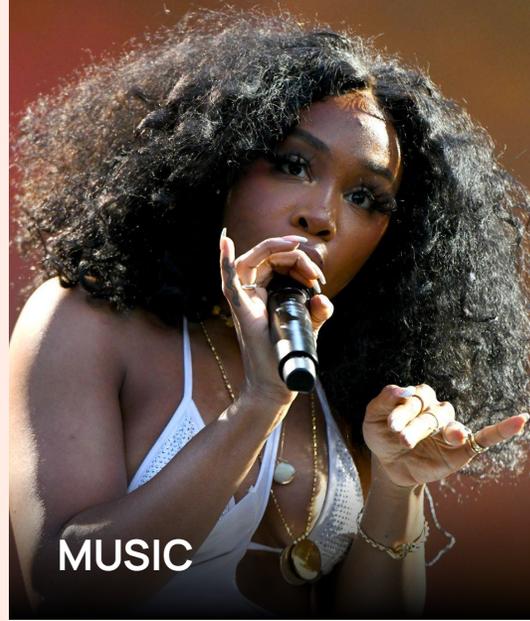


EVENTS

Countless
Once-in-a-
Lifetime
Memories



A Leading Creator of
Premium Audio Content



Data-Driven Solutions

Audiences¹

Audiences Based Insights and Targeting

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

Attribution¹

Tie Advertising Exposure Directly to Performance Outcomes

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

Data as a Service¹

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





Boston

Total Access, Full Service.



Boston

Our stations and digital extensions celebrate lasting legacies, strong influence and deep connection to Boston-area communities and businesses 24-7/365

New England sports mecca: the home for Red Sox Baseball, exclusive access to the New England Patriots' stars, and long-standing relationships with Boston's professional and college sports teams

Personality-driven radio with veteran talent offering strong opinions and powerful influence

Going beyond advertising for our clients' success by creating experiences that connect with—and make a difference in—the lives of our listeners every day

Full-service suite of agency-quality capabilities including Nielsen research, creative, content creation, social media, video production, search and e-mail activation and earned media strategies

Professional customer engagement team executing 500+ events per year

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



Powerful Reach

3.5M

Monthly Listeners

183k

Monthly Streamers

1.1M+

Monthly Streaming TLH

616K+

Social Followers

85K+

Opt-in Database



The Only Regional Sports Radio Network in the Country

TOTAL COVERAGE

9 MARKETS

BROADCAST AUDIENCE

70% MALE / 30% FEMALE

REGIONAL REACH¹

1M+ LISTENERS

CURATED CONTENT

- Multiple radio signals boosts legendary, Boston-based WEEI content and programming to most of New England.
- Network includes 9 markets, capturing passionate New England sports fans from Cape Cod to Portland, Maine.
- Customized advertiser activation available across the entire network or in the Boston DMA

WEEI
NEW ENGLAND'S SPORTS ORIGINAL

A REGIONAL SPORTS RADIO SUPERSTATION!

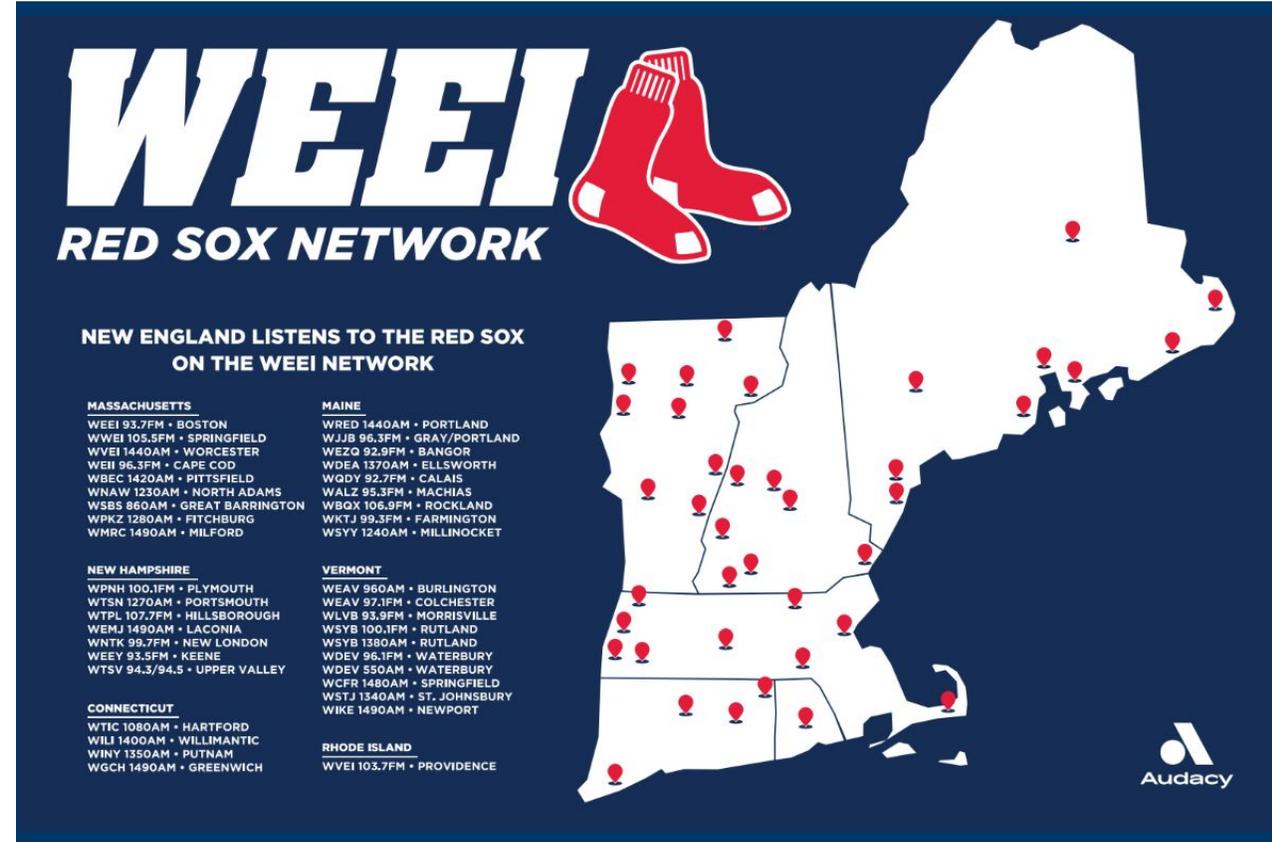
All-Access Coverage of the Red Sox throughout New England

TOTAL COVERAGE

40+ STATIONS

CURATED CONTENT

- America's leading radio network for baseball, blanketing a six-state region.
- The WEEI Shaw's Star Market Red Sox Radio Network is your home for Red Sox baseball on the radio. Will Flemming, Sean McDonough, Lou Merloni, and Rob Bradford bring you all the action.
- Not just radio spots, but custom-crafted, integrated marketing features woven seamlessly into the broadcasts.
- Four-time World Series Winners since 2004: fans span all age cells, psychographics, geography and gender.



WEEI
RED SOX NETWORK

NEW ENGLAND LISTENS TO THE RED SOX ON THE WEEI NETWORK

<p>MASSACHUSETTS</p> <p>WEEI 93.7FM • BOSTON WVEI 105.5FM • SPRINGFIELD WVEI 1440AM • WORCESTER WEI 96.3FM • CAPE COD WBEC 1420AM • PITTSFIELD WNAW 1230AM • NORTH ADAMS WSBS 860AM • GREAT BARRINGTON WPKZ 1280AM • FITCHBURG WMRC 1490AM • MILFORD</p>	<p>MAINE</p> <p>WRED 1440AM • PORTLAND WJJB 96.3FM • GRAY/PORTLAND WEZO 92.9FM • BANGOR WDEA 1370AM • ELLSWORTH WQDY 92.7FM • CALAIS WALZ 95.3FM • MACHIAS WBQX 106.9FM • ROCKLAND WKTJ 99.3FM • FARMINGTON WSYY 1240AM • MILLINOCKET</p>
<p>NEW HAMPSHIRE</p> <p>WPNH 100.1FM • PLYMOUTH WTSN 1270AM • PORTSMOUTH WTPL 107.7FM • HILLSBOROUGH WEMJ 1490AM • LACONIA WNTK 99.7FM • NEW LONDON WEEY 93.5FM • KEENE WTSV 94.3/94.5 • UPPER VALLEY</p>	<p>VERMONT</p> <p>WEAV 960AM • BURLINGTON WEAV 97.1FM • COLCHESTER WLVB 93.9FM • MORRISVILLE WSYB 100.1FM • RUTLAND WSYB 1380AM • RUTLAND WDEV 96.1FM • WATERBURY WDEV 550AM • WATERBURY WCFR 1480AM • SPRINGFIELD WSTJ 1340AM • ST. JOHNSBURY WIKE 1490AM • NEWPORT</p>
<p>CONNECTICUT</p> <p>WTIC 1080AM • HARTFORD WILI 1400AM • WILLIMANTIC WINY 1350AM • PUTNAM WGCH 1490AM • GREENWICH</p>	<p>RHODE ISLAND</p> <p>WVEI 103.7FM • PROVIDENCE</p>





WEEI (WEEI 93.7FM / 850AM)

The Original Voice of New England Sports

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	EMAIL DATABASE ³
SPORTS	MEN 25-54	749,400	302,228	1,141,991	604,601	42,636

CURATED CONTENT

- Boston's first sports radio station, celebrating 34 years in America's #1 Sports Radio market.
- A flagship station of the WEEI Sports Radio Regional Network, offering New England sports coverage across nine stations and all demographic and psychographic groups.
- Exclusive access to The Patriots' and Jerod Mayo; Home to Red Sox Insider Interviews.
- Connects sports fans with their favorite teams through exclusive insider commentary, access to players and coaches, and play-by-play.

ENGAGED AUDIENCE

- Passionate fan interaction, huge social following and massive digital footprint of 1.6M unique visitors every month.

INFLUENTIAL VOICES



The Greg Hill Show
Morning Drive 5:30A – 10A



Jones & Keefe
Midday Drive 10A – 2P



The WEEI Afternoon
with Hart, Fitzzy & Johnson
Afternoon Drive 2P – 6P



Nights With Arcand
6P – 10P



WEEI Late Night Replay
Late Nights Weekdays 10P – 2A



Sources: 1. Nielsen Audio; P12+ APR/MAY/JUN, M-Su 6a-12m Cume. 2. TRITON WCM, July 2025. 3. Social media (Sprout 7/2025), and opt'd-in database (7/2025).

Engagement Through Connection, Passion, Experiences



PATRIOTS MONDAY & FRIDAY

WEEI is home to the exclusive interviews with Patriot players and coaches. Interviews include Mike Vrabel, Drake Maye, Hunter Henry, Christian Gonzalez, and more!

With this kind of lineup every week, it is must-listen radio.



THE WEEI/NESN JIMMY FUND RADIO-TELETHON

With the help of Dana Farber/Jimmy Fund patients and families, doctors, nurses, researchers, hundreds of volunteers, sponsors and listeners, the two-day, 36-hour radio-telethon event raises funds to support adult and pediatric care as well as cancer research at the Dana Farber Cancer Institute in Boston.

MIX 104.1 (WBMX-FM)



Boston's Best Variety

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ⁴	EMAIL DATABASE ⁴
HOT AC	A25-54 / W25-54	1,033,400	33,731	219,165	290,074	20,679

CURATED CONTENT

- Heritage Hot AC has been a cornerstone of Boston for over 30 years.
- Homegrown on-air personalities that understand the heart and soul of Boston.
- Play Can't Beat Kennedy by appointment listening at 6:45, 7:45, and 8:45
- The Mix listener is the Chief Family Officer, making all the daily family decisions from your morning coffee to the town you live, your family physician to your mortgage provider and your next family vacation.

ENGAGED AUDIENCE

- Index well above the market average for education, families, and HH income.
- The Mix audience is connected to pop culture and what's happening in the community.

INFLUENTIAL VOICES



KARSON & KENNEDY
MORNING DRIVE 5:30AM-10AM



KIRA LEW
MIDDAY 10AM-2PM



GREGG & FREDDY
AFTERNOON DRIVE 2PM-7PM



Sources: 1. Nielsen Audio; M-Su 6a-12m APR/MAY/JUN P12+ Cume. 2. TRITON WCM, July 2025. 3. Nielsen Audio; M-Su 6a-12m APR/MAY/JUN P6+ AQH Comp 4. Nielsen Audio; M-Su 6a-12m APR/MAY/JUN, AQH Rtg. 5. Social media (Sprout, 7/2025) and Opt'd-in database (7/202)

Engagement Through Connection, Passion, Experiences



ACOUSTIC SUNRISE

Your weekly escape featuring great music and great vibes. Every Sunday morning you'll hear a great mix of unplugged, stripped down and exclusive live performances from today's biggest artists and your favorites of all time. Plus great stories about the songs and artists you love. Tune in Sunday mornings!



Mix Beach House

A beautiful Cape Cod getaway isn't complete without a private performance from some of the biggest names in music. Past guests at the Mix Beach House include; Ed Sheeran, Bono, Shaggy, and Sting!



CAN'T BEAT KENNEDY

A benchmark feature that invites listeners to challenge Kennedy to answer more pop trivia questions correctly than she can each morning! Listeners love to play along through their morning commute!

CBK Feature: 6:45, 7:45 & 8:45AM

MAGIC 106.7 (WMJX-FM)

Today's Hits, Yesterday's Favorites

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	EMAIL DATABASE ⁴
AC	W25-54 / A25-54	1,794,500	21,104	234,145	73,277	16,001

CURATED CONTENT

- MAGIC 106.7 is a true mass appeal station, playing pick-me-up, feel-good music you can relax and unwind to.
- A Boston tradition with well-known on-air personalities and programs.
- MAGIC 106.7 is Boston's Christmas Station, reaching HALF of Adults in Boston during the holiday shopping season..

ENGAGED AUDIENCE

- High index for active, professionals and families who have discretionary income to spend.
- 3+ decades of experience paired with broad appeal created ratings dominance across every major demographic.

INFLUENTIAL VOICES



SUE TABB & KENDRA PETRONE
MORNING DRIVE 5:30AM-10:00PM



JEN TOOHEY
MIDDAY DRIVE 10:00AM-3:00PM



KAREN BLAKE
AFTERNOON DRIVE 3:00PM-8:00PM



DELILAH
M-F 7:00PM-12:00AM, Sun
7:00PM-12:00AM



Sources: 1. Nielsen Audio; M-Su 6a-12m APR/MAY/JUN 25 P12+ Cume. 2. TRITON WCM, June 2025. 2. Nielsen Audio; M-Su 6a-12m FA17 P6+ AQH Comp 4. Nielsen Audio; M-Su 6a-12m Jul 25, AQH Rtg 3. Social media (Sprout 7/2025) and database (7/2025)

MAGIC 106.7 (WMJX-FM)

Engagement Through Connection, Passion, Experiences



MAGIC OF CHRISTMAS

“It’s beginning to look a lot like Christmas,” “It’s the Most Wonderful Time of the Year,” “Winter Wonderland” “Jingle Bells”... and the list goes on. So many iconic songs, so many lyrics to sing along to, so many memories that come to mind. That is the Magic of Christmas.

Join Magic 106.7 as we bring the Magic of Christmas to life with Christmas music 24 hours a day throughout the holiday season. Share the emotions and imagery surrounding the holidays, while reaching over half of all adults in the Boston metro during this important consumer season.



Music Unleashed

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ⁴	EMAIL DATABASE ⁴
ADULT HITS	ADULTS 25-54	1,174,100	11,150	76,049	2,708	6,091

CURATED CONTENT

- Brings a **uniquely curated** Adult Hits radio station to the Boston market
- Targeting Adults 25-54, skewing slightly male, Big 103 delivers upbeat, **feel good music**.
- Most **expansive** music library in Boston
- Foundation of hits from the 80s, 90s and early 2000s, with the **flexibility to unleash** what we want when we want
- Big is the only station that can play rock, hip hop, classic hits, or even disco. The 80s, 90s or 2000s could be next.
- Big plays more music than any station in Boston.



Key Ownership Programs & Opportunities

SPORTS PARTNERSHIPS

- Boston Red Sox Play-by-Play
- New England Patriots Monday/Friday
- Exclusive interview with Patriot's players and head coach Bill Belichick
- Boston College Football, Hockey and Basketball

UNIQUE FEATURES

- Can't Beat Kennedy
- Mix Beach House
- Mix Lounge
- Karson & Kennedy Talk To Famous People
- Magic of Christmas
- WEEI Headlines with Greg Hill
- Deal or No Big Deal With Merloni, Fauria, & Mego

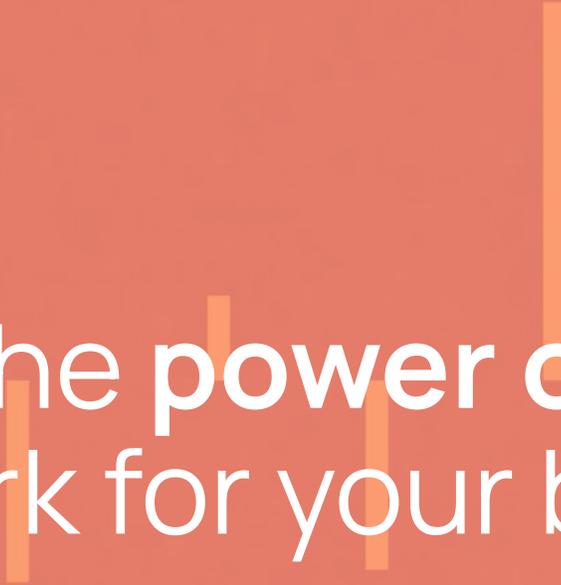
CAUSE MARKETING TIE-INS

- Mix Cares for Kids Radiothon
- Jimmy Fund RadioTelethon
- Greg Hill Foundation
- Fauria's 24 Hour Radiothon For American Diabetes Association

ACCOLADES AND AWARDS

- Billboard Magazine Hot A/C Station of the Year (WBMX)
- Billboard Magazine PD of the Year (WBMX)
- Marconi Award Winner (WMJX)
- Four-time Marconi Award Winner (WEEI)
- Convergence Digital Award: Best Radio Station Web Site
- RAIN Award: Best Streaming Radio





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



Boston

Total Access, Full Service.

