



Houston

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

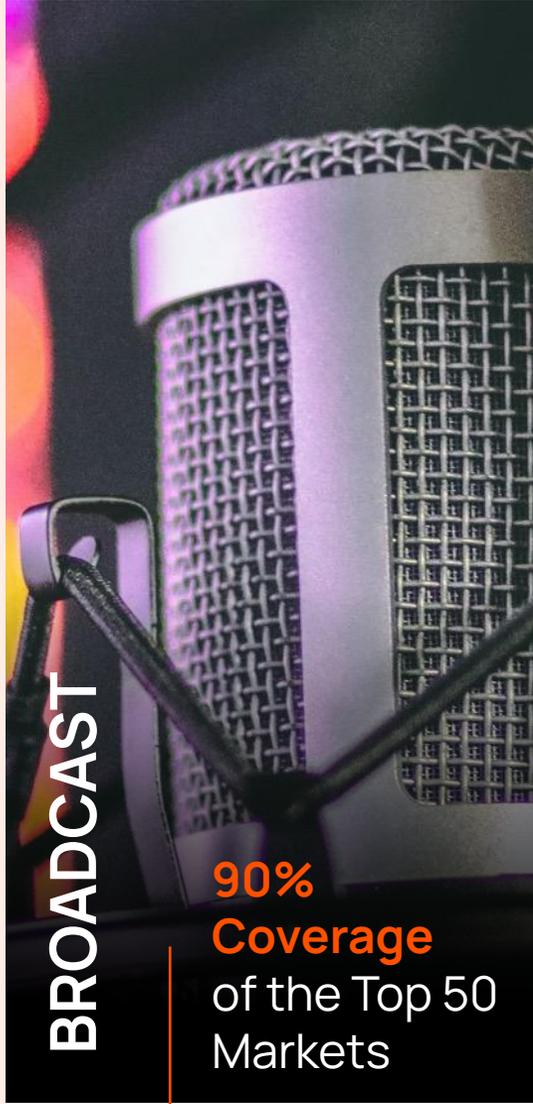
200 Million Listeners Monthly



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

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





Houston

Making Community Happen.



Houston

Making Community Happen.

The one-stop solution to reach Houston's diverse demographics across a sprawling geographic area with a portfolio as varied as the market

Reaching 50% of the market, including more Hispanic radio listeners than the local Spanish-language radio competitor

Excelling in custom ideation focused on client objectives with activations across on-air, online and in-the-community platforms

Our sports are Texas-sized, delivering college, NFL and all-things football, including Texans in English and Spanish

Dedicated to being an integral part of the community and leader in local events with more volume and scale than any other radio group in the Houston area

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



Powerful Reach

4.8M+

Monthly Listeners

1.7M+

Monthly Digital Users

5.07M+

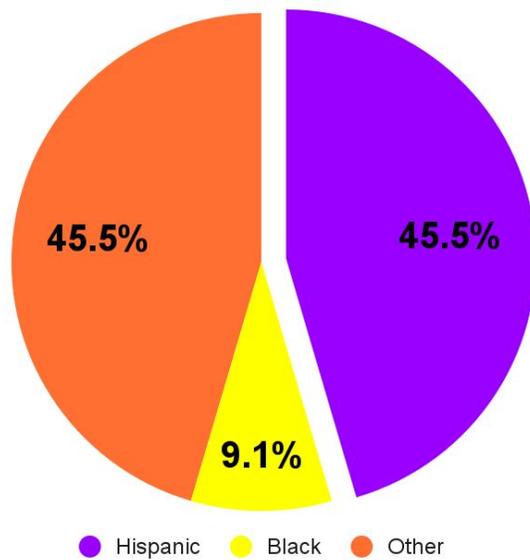
Social Followers



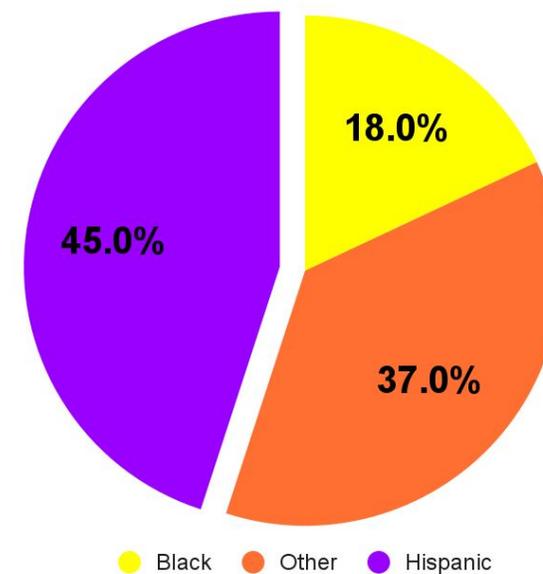


Audacy Houston most-closely mirrors the market in age, ethnicity, language and gender.

Audacy Ethnic Composition



Houston 12+ Ethnic Comp



Houston's ONLY Adult Hits Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
ADULT HITS	ADULTS 25-54	2,097,600	175,240	13,000+

CURATED CONTENT

- **Focus on variety with music as diverse as Houston itself;** hits from the 80s, 90s and 2000s.
- **Music-intensive format** with limited commercial inventory; advertising messages stand out.

ENGAGED AUDIENCE

- **An audience of almost a million listeners every week**
- 70% of the audience is employed full or part time
- Over half of our listeners maintain a **household income of over \$100k**

STATION TALENT



GREGO
WEEKDAYS 6AM-7PM

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
COUNTRY	ADULTS 25-54	1,663,500	142,462	214,000+

CURATED CONTENT

- **Award-winning Country Station**
 - 2024 ACM Major Market Morning Show of the Year, Frito & Katy
 - 2019 ACM Major Market Station of the Year
 - 2019 ACM Major Market Personalities, Rob + Holly
- Houston's longest running country station, playing artists like Pat Green, Jellyroll and Megan Moroney.
- Broadcast partner of the **Houston Livestock Show & Rodeo** and the **Houston Texans**
- **The home of the original Ten Man Jam**, Houston's largest one-day concert event.

ENGAGED AUDIENCE

- **Delivers a quality family-oriented consumer**; 40% of listeners have children in the home under the age of 18; 67% of our listeners are adults in their 20's, 30's and 40s , and over half the audience have a household income of over \$75,000.

INFLUENTIAL VOICES



FRITO & KATY
WEEKDAYS 6:00 AM-10AM



KATIE & COMPANY, WITH KATIE NEAL
WEEKDAYS 10AM-3PM



NICK RUSSO
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM

Houston's #1 Spanish Hits Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
SPANISH HITS/CONTEMPORARY	A 18-49	1,212,400	42,520	108,000+

CURATED CONTENT

- **Playing the Spanish-language hits** from artists like Shakira, Bad Bunny, Karol G, and Peso Pluma.
- Get your morning started off with the fun and energy of **Mega en Tus Mañanas** with Gerry, Cindy Burbano, and Valentin.
- Spanish-language home for the **Houston Texans** play-by-play.
- Three-time **Marconi Award Winner**.

ENGAGED AUDIENCE

- Delivering Houston's Hispanic community, **with more Latinos listening to Mega** than another Spanish format station in Houston; **Listeners are bicultural, 70% are bilingual.**
- With **over 58% of the audience having one or more children at home**, Mega is very family-oriented.
- Reaches **on the go, commuting, close to point of purchase listeners!**
- **Active in the community, raising more money for charity** than any other radio station in town

INFLUENTIAL VOICES



MEGA EN TUS MAÑANAS
WITH GERRY, CINDY & VALENTIN
WEEKDAYS 5AM-11AM



LIZ
WEEKDAYS 11AM-3PM



LORENA
WEEKDAYS 3PM-7PM



SHOBOY SHOW
WEEKDAYS 7P-11P



From the 90's to Now

FORMAT

HOT AC

TARGET DEMO

WOMEN 25-54

MONTHLY LISTENERS

2,020,600

MONTHLY STREAMS

113,000

SOCIAL FOLLOWERS

50,000+

CURATED CONTENT

- **From the 90s to Now** - from current hits of today and favorite throwbacks from back in the day! You'll hear artists like Adele, Justin Bieber, Taylor Swift, Ed Sheeran, Panic at the Disco, NSYNC and Destiny's Child!
- The award winning, Dana Cortez Show, entertains in mornings!

ENGAGED AUDIENCE

- This family-focused, college-educated, affluent audience are always on the go with a busy house of consumers: **over half of the listeners having one or more children in their home.**
- 58% have a household income of \$75K+
- Large hispanic audience with 46%

INFLUENTIAL VOICES



THE DANA CORTEZ SHOW
WEEKDAYS 6AM-9AM



JESSIE WATT
WEEKDAYS 9AM-2PM



JAGGER
WEEKDAYS 2PM-6PM



SEAN MACK
WEEKDAYS 6PM-10PM

Houston's Sports Leader



FORMAT

SPORTS

TARGET DEMO

MEN 25-54

WEEKLY LISTENERS

360,700

MONTHLY STREAMS

549,190

SOCIAL FOLLOWERS

535,000

CURATED CONTENT

- The most sports content in the market created from live and local sports talk professionals, focused exclusively on Houston.
- **Payne and Pendergast, In The Loop, and The Drive** each lead their respective daypart as Houston's highest rated sports talk shows, and have all received national recognition as one of the country's top sports programs in their time slot.
- **Flagship of the Houston Texans** a team that over 2.8 million Houstonians have either watched/attended or listened to this year.
- 2025 NAB Marconi Award nominee for Sports Station of the Year

ENGAGED AUDIENCE

- Delivers an educated, professional and affluent audience that is 73% male, an audience that is hard to reach any other place but SportsRadio 610. They are married, empty-nesters, who live active lifestyles with disposable incomes:
 - 76% own their home
 - 67% earn \$75K+
 - 95% consume SportsRadio outside of their home while on the go commuting, and ready to make purchasing decisions.
- **Houston's #1 Sports Station for key demos** including: P18-34, P25-54, M18-34, M18-49, M25-54.



SETH PAYNE & SEAN PENDERGAST
WEEKDAYS 6AM-10AM



REGINALD ADETULA & JOHN LOPEZ
WEEKDAYS 10AM-2PM



CLINT STOERNER & THE SHOW
WEEKDAYS 2PM-6PM



SHAUN BIJANI & PATRICK CREIGHTON
WEEKDAYS 8PM-10PM



The BetQL Network: Wagertainment



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹
SPORTS	MEN 25-54	15,400

AUDACY IS A LEADER IN SPORTS

- **BetQL: Wagertainment** - the cross-section of sports-wagering and entertainment
- The foundation and growth of a live, linear, digital audio network that features **sports betting content and expert analysis**.
- Featuring a **compelling line up of daily shows**, weekend programming, and special programming surrounding key games and seasons.
- **Offers listeners a fully interactive sports experience** with on air coverage on air, and on Audacy.com and the Audacy App, as well as OTT Video Partners & Twitch.



BetMGM "THE DAILY TIP"
WEEKDAYS 5AM-8AM

BetQL DAILY
WEEKDAYS 8AM-11AM



BetMGM "THE DAILY TIP"
WEEKDAYS 11AM-2PM

YOU BETTER BET
WEEKDAYS 2PM-6PM

BetMGM TONIGHT
WEEKDAYS 5PM-9PM



Source: Nielsen Audio; M-Su 6a-12m MAR21 P6+ Cume.

Key Ownership Programs & Opportunities

SIGNATURE EVENTS & PARTNERSHIPS

Q1

- Super Bowl Radio Row
- Bull Honky Tonk
- Astros Spring Training
- Houston Livestock Show & Rodeo

Q2

- East End Street Fest
- 1Thing Day
- 10,000 for the Troops
- PRIDE

Q3

- Kids Read Radiothon
- Hispanic Heritage Month
- Football Friday
- Reaction Monday

Q4

- Ten Man Jam
- Mega Radiothon
- Texas Bowl
- Football, cont.

CAUSE MARKETING TIE-INS

- Barbara Bush Houston Literacy Foundation
- Rebuilding Together Houston
- Texas Children's Hospital
- DePelchin Children's Center
- MD Anderson Boot Walk to End Cancer
- Folds of Honor

PARTNERS

- Houston Texans
- Houston Livestock Show & Rodeo
- Kinder's Texas Bowl
- Houston Hispanic Chamber of Commerce
- Texas Children's Houston Open
- Chevron Open
- Insperity Invitational



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



Houston

Making Community Happen.

