



# Kansas City

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 cumc, 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

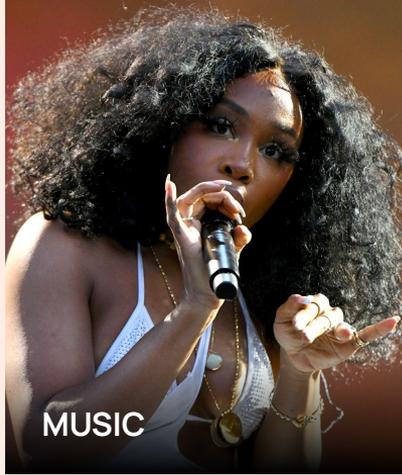
## EVENTS



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



# A Leading Creator of Premium Audio Content



# Data-Driven Solutions

## 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

podsigns

Quantcast



snowflake



VERITONE

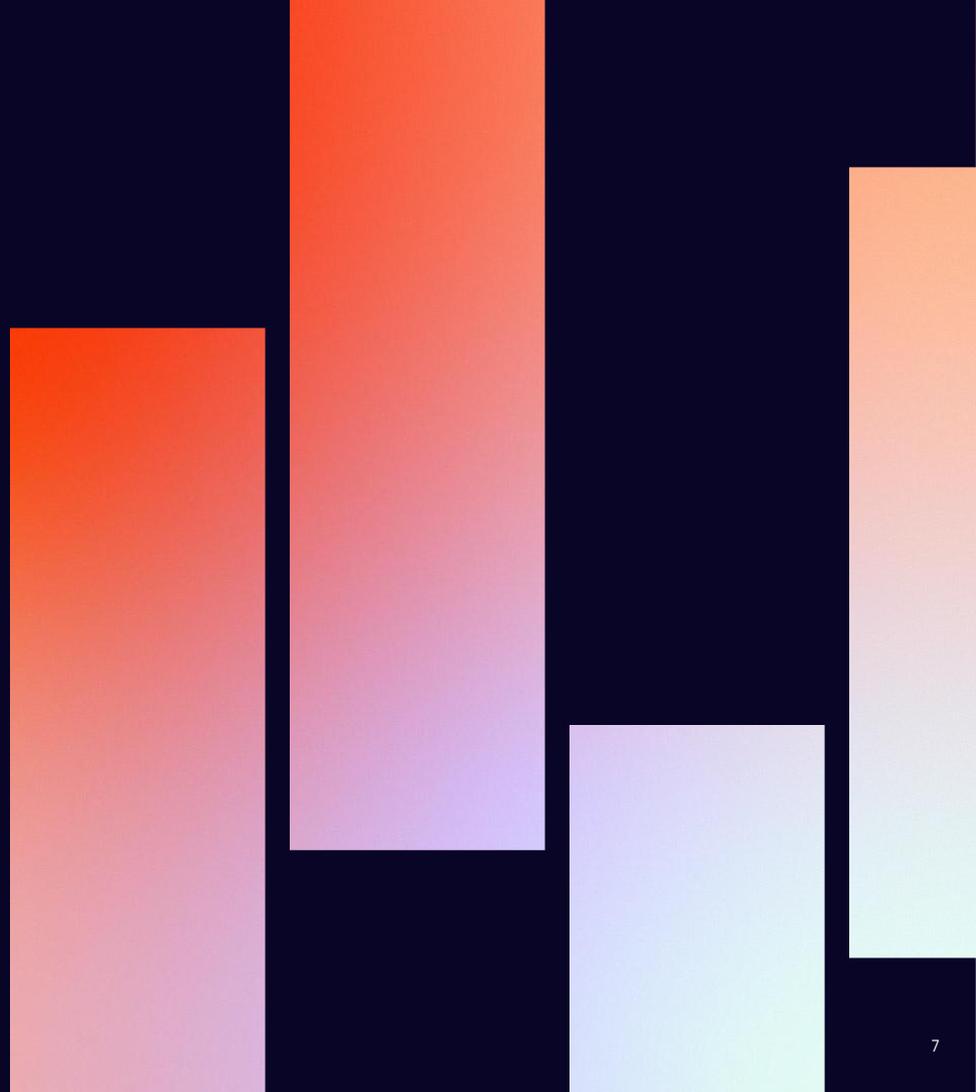
VERITONIC





# Kansas City

Think Big. Act Local.



# Kansas City

**Dedicated sports coverage for a city of superfans**, home of the Kansas City Chiefs, flagship station for the Kansas City Royals and K-State Athletics

**The largest media footprint in Kansas City, reaching over 60% of the market** with eight stations in six distinct formats

**The biggest, influential names in Kansas City** are live and local in the morning, midday and afternoon, and mobilize a loyal audience like no one else. Including The Church of Lazlo, The Jenny & Jagger Show, and Dana & Parks.

**Go-to source for breaking regional news and weather** as well as balanced national political coverage from local and syndicated personalities

**Trusted and proven partner** to our communities, businesses and brands, creating customized, integrated campaigns and events with deep fan engagement and community resonance

Connecting brands with audiences  
in meaningful, engaging ways.



KANSAS CITY

# Audacy

## SPORTS



## MUSIC



## NEWS/TALK



## Powerful Reach

**1.58M+**  
Weekly Listeners

**700K+**  
Monthly Streams

**510K+**  
Social Followers

**78K+**  
Opt-in Database



# Home of the Kansas City Chiefs and the Kansas City Royals



FORMAT	TARGET DEMO	MONTHLY LISTENERS 1	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>
<b>SPORTS</b>	<b>MEN 25 - 54</b>	<b>503,000</b>	<b>350k +TLH</b>	<b>130,345</b>

## CURATED CONTENT

- The official home and partner Kansas City Chiefs featuring the games and exclusive content including the only weekly interview with Patrick Mahomes and exclusive access to players & coaches.
- Play-by-play coverage for the Kansas City Royals, K-State Wildcats, and Missouri Tigers in a sports-focused market.
- Established hosts in the marketplace in all three day-parts with content through OTA, Social, Digital, and Experiences.

## ENGAGED AUDIENCE

- Highest TLH via the Audacy App in the Audacy Kansas City Cluster.
- Each show streamed their show across multiple platforms.
- Exclusive access and content with the two professional sports teams in town (Chiefs & Royals) provides 96.5 The Fan an edge over the competition in the market.
- 96.5 The Fan attracts a younger audience who can be reached via multiple social platforms through audio & video.

INFLUENTIAL VOICES



FESCOE & DUSTY  
WEEKDAYS 6AM-10AM



CODY & GOLD  
WEEKDAYS 10AM-2PM



THE DRIVE WEEKDAYS  
2PM-6PM



ROYALS INSIDER  
JOSH VERNIER

# Engagement Through Connection, Passion, Experiences



## CHIEFS

- Back-to-back Super Bowl Champions
- 4x Super Bowl Champions
- Future Hall of Fame Coach Andy Reid
- 2x NFL MVP Patrick Mahomes
- Future Hall of Famer Travis Kelce (boyfriend to Taylor Swift)



## ROYALS

- 1985 & 2015 World Series Champions
- All-Star player Bobby Witt Jr.
- Royals/The Fan exclusive insider Joshua Vernier hosting Royals pregame



## COLLEGE

- Missouri Tigers Football and Basketball
- Kansas State Football and Basketball

98.9 THE ROCK (KQRC-FM)

# Kansas City's Rock Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS 1	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>
MAINSTREAM ROCK	MEN 25 - 54	527,500	66,504	107,719

## CURATED CONTENT

- The Church of Lazlo in the Morning.
- Your go to station for mainstream rock music - 90's through today.

## QUALITATIVE NUMBERS AND ENGAGEMENT

- **Leading station for men**—without alienating women (60% male / 40% female; 1 in 3 are female)<sup>1</sup>.
- The top performing station in many adult and male demographics, including #3 in Adults/Men 18-49 and Men 25-54<sup>1</sup>.
- 7% more likely than the market average to have a HH income of +\$100K
- The Rock is a mass appeal radio station that delivers the city's most desirable audience.

## INFLUENTIAL VOICES



THE CHURCH OF LAZLO  
MORNINGS 6AM - 10AM



RYAN WESTWARD  
WEEKDAYS 10AM-2PM



ASHLEY O  
WEEKDAYS 3PM - 7PM



98.9 THE ROCK (KQRC-FM)

## Engagement Through Connection, Passion, Experiences



### KANSAS CITY'S CONCERT STATION

98.9 The Rock has been Kansas City's concert station for more than 30 years. The Rock is the station promoters turn to reach an active audience that buys event tickets. From the big arenas to the theater-level venues, The Rock sells tickets! Our reputation of selling tickets includes sporting events such as NASCAR, Royals Baseball, and WWE!

### THE CHURCH OF LAZLO

#### THE CHURCH OF LAZLO

One of a few heritage, top-rated shows in the market and broadcasted right here from Audacy KC. The podcast version of the show is downloaded nearly 250K every month! If you like a setting of three friends in a bar hanging out and talking about the randomness of their lives and the world - this is the Church of Lazlo.

# Kansas City's One and Only Hot AC



FORMAT	TARGET DEMO	MONTHLY LISTENERS 1	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS 3
<b>HOT AC</b>	<b>WOMEN 25-49</b>	<b>527,000</b>	<b>6,450</b>	<b>22,746</b>

## CURATED CONTENT

- Upbeat vibe with tuned in playlist - actively invested in research to ensure the right music for a loyal listening audience.
- Community and connection to local Kansas City businesses - The Best of Kansas City.
- Wake up with The Bret Mega show in the morning.

## QUALITATIVE NUMBERS AND ENGAGEMENT

- Mass appeal reach in the market— AM and PM Drive are Top 3 with W25-54 for all of 2024.
- A leading station for women—without alienating men (56% female / 44% male; 1 in 3 are male)<sup>1</sup>
- Top 3 station W25-54 station in prime - delivering upscale women in KC with purchasing power. 99.7 The Point listeners spend an estimated \$6.1 billion a year in the metro in retail sales<sup>5</sup>.
- 11% more likely than the market average to have a HH income of \$100K or more

INFLUENTIAL VOICES



The Brett Mega Show  
WEEKDAYS 6AM-10AM



Jessie Watt  
WEEKDAYS 3PM-7PM



ALI  
WEEKDAYS 10AM-3PM



# Engagement Through Connection, Passion, Experiences



99.7 The Point is Kansas City's leading Hot AC station, featuring today's hottest hits and family-friendly entertainment. With The Bret Mega Show in the mornings and Ali Tuggle in Middays, the station connects with listeners through energy, warmth, and engagement.

A true community leader, 99.7 The Point impacts lives year-round. February is Heart Health Month, raising wellness awareness. For Christmas, 99.7 The Point teams up with Jackson County Parks + Rec for *Christmas in the Sky* and *Christmas in the Park*.

Bret Mega goes beyond the airwaves, making appearances across Kansas City and St. Louis to connect with fans and give back to the community.

# Kansas City's Country Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	NEWSLETTER SUBSCRIBERS <sup>4</sup>
<b>COUNTRY</b>	<b>ADULTS 25-49</b>	<b>424,400</b>	<b>15,095</b>	<b>98,781</b>	<b>29,091</b>	<b>5,439</b>

## CURATED CONTENT

- Plays 200+ more songs per week than competitors, resulting in a less cluttered environment.
- Best country music experience in the city with an actively researched, curated mix of current popular country hits and familiar favorites too for today's modern country listener.
- Well-known community events including Acoustic Christmas.

## ENGAGED AUDIENCE

- Reaching both Men (45%) and Women (55%)<sup>1</sup>.
- #1 Station in prime for W25-54 6 out of last 8 months
- Deep roots in community, with active involvement in local charities and causes including veterans, children in need, and animal shelters; 1 in 3 WDAF listeners participated in volunteer work in the past year<sup>4</sup>.

## INFLUENTIAL VOICES



**JENNY & JAGGER**  
WEEKDAYS 6AM-10AM



**KATIE NEAL**  
WEEKDAYS 10AM-3PM



**NICK RUSSO**  
WEEKDAYS 3PM-7PM



**ROB & HOLLY**  
WEEKDAYS 7PM-12AM

# Engagement Through Connection, Passion, Experiences



106.5 The Wolf is Kansas City's home for modern country music and a proud supporter of veterans, first responders, and law enforcement. Featuring Jenny & Jagger in the Morning the station delivers country hits and deep community connections. These radio hosts have been in the business for a long time and listeners connect deeply with their familiar company on the air. Years in the making.

Signature events include *106.5 The Wolf's Best Summer Ever*, *Military Month*, *Country Kickoff* to celebrate the Chiefs season, and *Acoustic Christmas*, an intimate evening of live music and storytelling with country's top artists.

As the home of the Chiefs Radio Network, The Wolf plays a key role in connecting fans to Kansas City's beloved team. 106.5 The Wolf is more than a station—it's a cornerstone of Kansas City's country community.

# Kansas City's #1 News Station – Local, National and Breaking News



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	NEWSLETTER SUBSCRIBERS <sup>4</sup>
<b>NEWS/TALK</b>	<b>ADULTS 25-54</b>	<b>349,600</b>	<b>11,141</b>	<b>73,553</b>	<b>54,753</b>	<b>5,855</b>

## CURATED CONTENT

- Kansas City's one and only full-service news, entertainment and sports leads the next generation of news/talk
- Lively and relatable on-air personalities who are part of the community and keep listeners updated with the affairs of the day and issues they care about.

## ENGAGED AUDIENCE

- A balanced source of news reaching both men (53%) and women (47%)<sup>4</sup>.
- Dana and Parks #1 in Pm Drive A25-54 for 9 consecutive months, and #1 W25-54 6 out of last 9 months.
- Tech-forward to stay on the pulse and influential in social media; listeners are 20% more likely than the market average to have visited Facebook, Twitter, Snapchat, or Instagram in the past month<sup>4</sup>.
- The Dana & Parks Podcast receives over 200K downloads every month - ranking #2 in our cluster!

INFLUENTIAL VOICES



**KANSAS CITY'S MORNING NEWS**  
WEEKDAYS 5AM-10AM



**MIDDAY WITH JAYME & WIER**  
WEEKDAYS 10AM-2PM



**DANA & PARKS**  
WEEKDAYS 2PM-7PM



**ARMSTRONG AND GETTY**  
WEEKDAYS 7PM-9PM



**OUR AMERICAN STORIES**  
WEEKDAYS 9PM-12AM

# Engagement Through Connection, Passion, Experiences



## OPERATION STORM WATCH

When severe threatens, Kansas City turns to 98.1 KMBZ-FM and Operation Storm Watch for the information they need to protect themselves and their property. It's the station of choice, bringing listeners the up-to-date and local information they depend on. Even when power goes out and other media becomes unreliable, Operation Storm Watch is there.

## KANSAS CITY'S BREAKING NEWS

KMBZ's veteran newsroom staff is able to quickly shift into live coverage during fast breaking stories.

Being live and local, station reporters can go live from the scene or receive call ins, keeping residents instantly informed on critical breaking news, such as tornadoes, fires and other threats.

## COMMUNITY OUTREACH

98.1 KMBZ partners with Operation Breakthrough each year for the **School Supply Drive**, helping teachers and students in need going back to school.

In the winter we team up with Operation Warm for **Coats for Kids** - a community outreach campaign that collects new and used coats for Kansas City area children who might otherwise go without during the cold Kansas City winter. Through the years Coats for Kids has raised over \$363,000 and distributed more than 121,300 coats to kids in need.

# National News, Conservative Views



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	NEWSLETTER SUBSCRIBERS <sup>4</sup>
NEWS/TALK	MEN 35-64	58,400	3,259	18,346	N/A	N/A

## CURATED CONTENT

- Morning news and conservative talk, nationally recognized conservative talk hosts all day long.

## ENGAGED AUDIENCE

- Perfect complement to 98.1 KMBZ-FM for reaching news lovers with right-leaning views.
- 49% of listeners are Republican; 17% are Independent but feel closer to Republican; 17% are Democrat, 3% are Independent but feel closer to Democrat; 7% are Independent<sup>4</sup>.
- A top 5 radio station with Adults 55+ in Kansas City<sup>1</sup>.
- Serves educated, mature adults with expendable income; 1 in 3 earn household incomes of \$100,000+ per year<sup>4</sup> - that's 41% higher than the market average<sup>4</sup>.

## INFLUENTIAL VOICES



KC MORNING NEWS  
WEEKDAYS 5AM-9AM



GLENN BECK  
WEEKDAYS 9AM-11AM



ERICK ERICKSON  
WEEKDAYS 11AM-2PM



SEAN HANNITY  
WEEKDAYS 2PM-5PM



JOE PAGS  
WEEKDAYS 5PM-8PM



LARS LARSON  
WEEKDAYS 8PM-10PM

# Kansas City's National Sports Talk Leader



FORMAT  
**SPORTS**

TARGET DEMO  
**MEN 25-54**

MONTHLY LISTENERS<sup>1</sup>  
**3,500**

MONTHLY STREAMS<sup>2</sup>  
**2,222**

## CURATED CONTENT

- Kansas City's only sports betting network
- Home to Missouri State & Johnson County Community College
- **You Better You Bet** with Nick Kostos and Ken Barkley, received an average of over 670,00 monthly downloads since the start of the 2020 NFL Season.

## ENGAGED AUDIENCE

- 43% of Sports radio listeners in Kansas City listen to College sports on the radio in the past year<sup>4</sup>.

## INFLUENTIAL VOICES



"THE DAILY TIP" WITH CHELSA MESSINGER & MICHAEL JENKINS  
WEEKDAYS 6AM-9AM EST



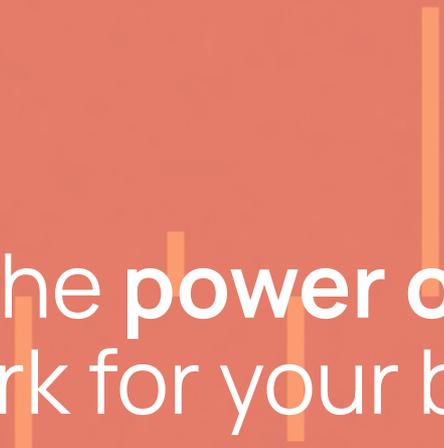
"BETQL DAILY" WITH JOE OSTROWSKI & JOE GIGLIO  
WEEKDAYS 9AM-12PM EST



"YOU BETTER BET" WITH NICK KOSTOS & KEN BARKLEY  
WEEKDAYS 3PM-7PM EST



"BETMGM TONIGHT" WITH QUINTON MAYO & RYAN HORVAT  
WEEKDAYS 7PM-11PM EST



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



# Kansas City

Making Community  
Happen.

