



Audacy

# Milwaukee

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.

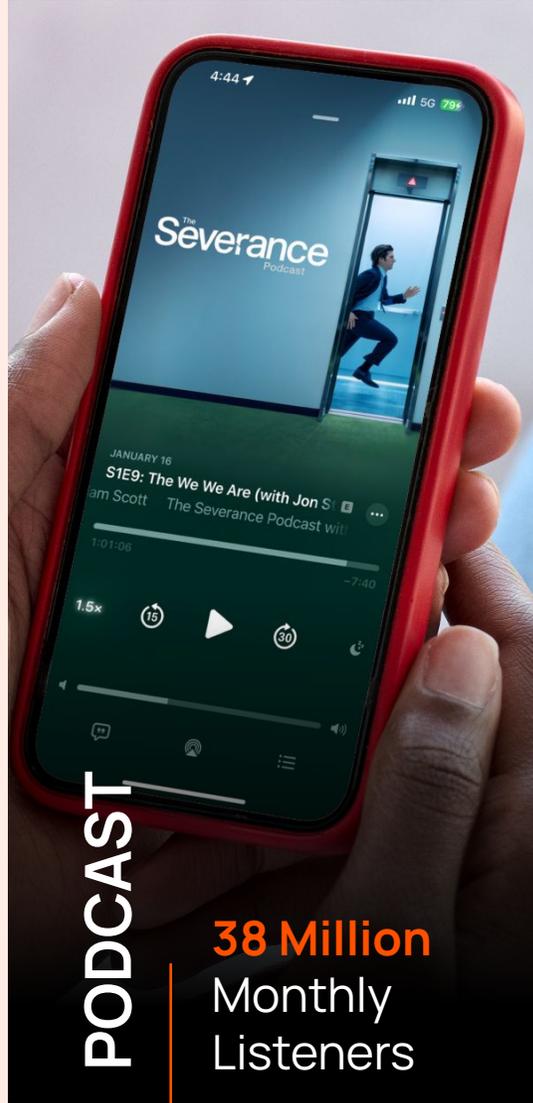
## BROADCAST

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



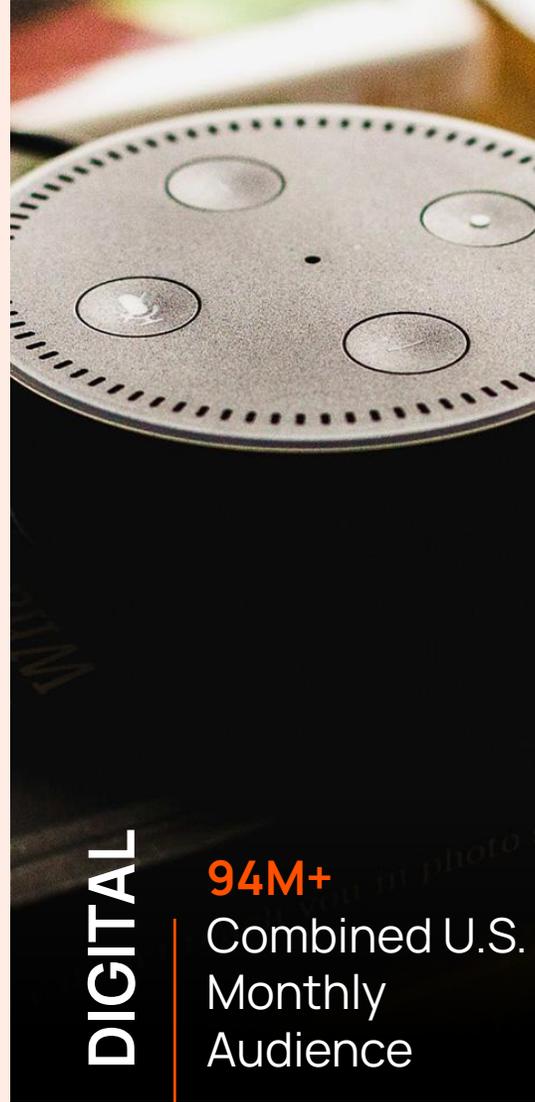
## PODCAST

**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

## 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



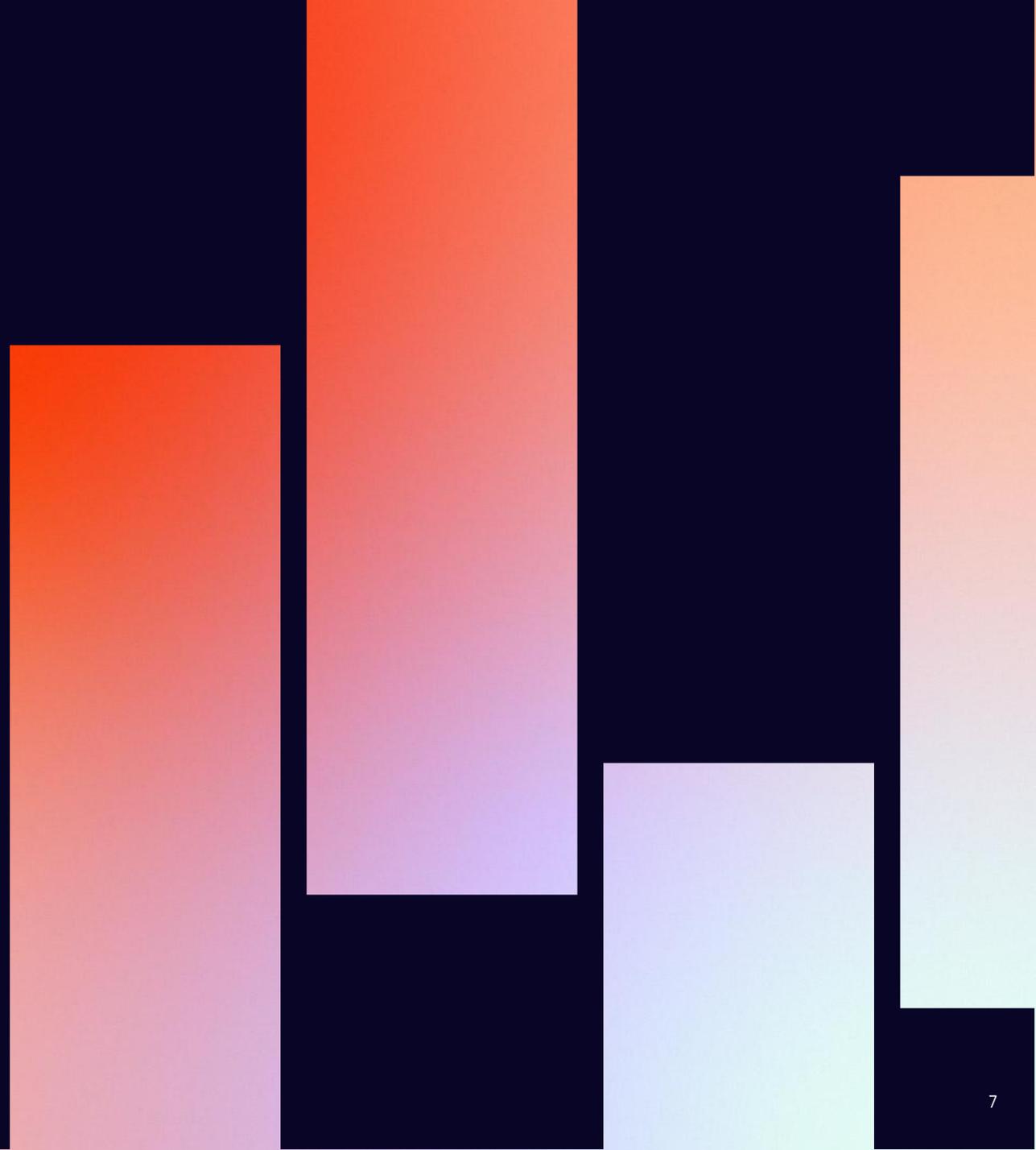
VERITONIC





# Milwaukee

Locally Brewed to Please.



# Milwaukee

**On-air personalities are personal friends** who live and play local and invite listeners into every part of their life

**Unparalleled social engagement** in the market activates and mobilizes large audiences

**Award winning, agency-quality creative services** fully design and execute custom experiences, campaigns and promotions both on and off air

**The most invested in local research** to tailor the listening experience to the region's personality

Connecting brands with audiences in meaningful, engaging ways.

MILWAUKEE

# Market Overview

SPORTS & MUSIC (ON-AIR)



RADIO STATION STREAMS (ALL FORMATS)  
& PODCASTS (DIGITAL AUDIO)

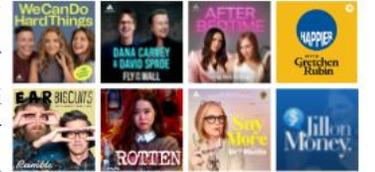
STREAMING AUDIO'S MOST BELOVED BRANDS  
WITH DEEP CONNECTIONS TO FANS

343K  
MILWAUKEE  
STREAMING  
LISTENERS <sup>2</sup>



TOP-TIER PODCAST NETWORK WITH  
AWARD-WINNING SHOWS

176K  
MILWAUKEE  
PODCAST  
LISTENERS <sup>3</sup>



## Powerful Reach

1.26M+

Monthly Listeners

375K+

Monthly Digital Audio  
Listeners (Streaming  
Radio & Podcasts)

290K+

Social Followers

81K+

Opt-in Database



LISTEN NOW  
ON AUDACY

# Our Reach For Your Message



## WXSS • 103.7 FM

#1 for Hit Music & Millennial Magnet

Format: Top 40

Reach 10-county Milwaukee DMA with Over-The-Air Signal



1250AM • MILWAUKEE

## WSSP • 105.7 FM

## WSSP • 1250 AM

The Voice of the Wisconsin Sports Fan

Format: Sports Talk

Reach 10-county Milwaukee DMA with Over-The-Air Signal



## WMYX • 99.1 FM

Leading Station for Reaching Working Women

Format: Hot Adult Contemporary

Reach 10-county Milwaukee DMA with Over-The-Air Signal

+ Reach Mix Listeners Streaming The Mix via the Internet in MKE DMA too



## Audacy App

Leading News, Sports & Entertainment App

Formats: 1,500+ Radio Station Streams (All Formats) + 30,000 Podcasts

Reach any geographic market via Internet listening



10-County Milwaukee DMA (Designated Market Area) includes:  
Milwaukee, Waukesha, Ozaukee, Washington, Sheboygan,  
Kenosha, Racine, Dodge, Walworth, Jefferson



# Milwaukee's ONLY Hot AC Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>HOT AC</b>	<b>PERSONS 12+</b>	<b>732,000</b>	<b>121,649</b>	<b>46,057</b>	<b>9,629</b>

## CURATED CONTENT

- **Upbeat, energetic, family-friendly** Hot AC station for 35+ years.
- Popular, trusted and **influential** on-air personalities.
- **Hosts top-name talent in concert**, such as Taylor Swift, Ed Sheeran, and Pink
- Leader in support for **Local Charities** (Stuff the Bus with Feeding America Eastern Wisconsin, Susan G Komen, Sharpe Literacy)

## ENGAGED AUDIENCE

- Leading station for reaching **working women** 25-54 in Milwaukee <sup>4</sup>.
- Delivers **affluent, upscale, educated** adults <sup>5</sup>.
- A leader in **at-work listening** <sup>6</sup>.

[Click to view full schedule.](#)

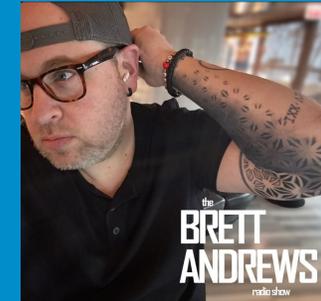


Sources: 1. Nielsen Audio; Milwaukee-Racine; SP23; DMA; M-Su 6a-12m; P12+ 2. DOMO May 2025 Amperwave Total Listening Hours. 3. Social media Twitter, Facebook, Instagram (2023).

## INFLUENTIAL VOICES



**ELIZABETH & RADAR**  
WEEKDAYS 5AM-10AM



**BRETT ANDREWS**  
WEEKDAYS 2P - 7P



**LETTY B**  
WEEKDAYS 10A - 2P



**THE ALL NIGHT PARTY MIX WITH HEATHER COLLINS**  
WEEKNIGHTS 6PM-MIDNIGHT

**WEEKENDS:** Public Affairs, The Daily Downloads with Carson Daly.



# Milwaukee's #1 for Hit Music and Millennial Magnet

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>TOP 40</b>	<b>PERSONS 12+</b>	<b>657,600</b>	<b>191,799</b>	<b>161,428</b>	<b>12,388</b>

## CURATED CONTENT

- **In-the-know and on the cutting edge**, Kiss specializes in NEW hit music and big personalities.

## ENGAGED AUDIENCE

- Direct connection to college educated, fashion conscious tech-savvy **millennials in their acquisition years**.
- Audience spends over **\$4.5 billion annually** at area retailers <sup>4</sup>.
- **Ethnic diversity** of audience mirrors the market.
- **Known for big events and big causes**, such as I'm Listening, 1Thing, and the annual Susan G. Komen More Than Pink Walk with 12,000 combined attendance.
- Audience is always **tuned in**: 250,000+ app downloads.
- [Click to view full schedule.](#)

## INFLUENTIAL VOICES



**ALLEY AND DZ**  
WEEKDAYS 5AM-10AM



**BRU**  
WEEKDAYS 3PM-7PM



**THE JULIA SHOW**  
WEEKDAYS 10AM-3PM  
WEEKENDS: KISS Public Affairs, American Top 40



**SONIC**  
WEEKNIGHTS 7PM – 12 MIDNIGHT



Sources: 1. Nielsen Audio; Milwaukee-Racine; SP23; DMA; M-Su 6a-12m; P12+ . DOMO May 2025  
Amperwave Total Listening Hours 3. Social media Twitter, Facebook, Instagram (2023).

# The Voice of the Wisconsin Sports Fan

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>SPORTS</b>	<b>MEN 25-54</b>	<b>56,200</b>	<b>21,287</b>	<b>31,634</b>	<b>3,293</b>

## CURATED CONTENT

- **Nine2Noon with Kuhn:** Show features former Packers fullback and current Packers radio sideline reporter John Kuhn. He's joined by Ramie Makhoulf each day as they talk the latest on your local favorite teams: Brewers, Badgers, Bucks and Packers.
- **The Mason Crosby Show:** featuring Packers all time leading scorer, Mason Crosby, is joined daily by host, Mitch "Thunder" Nelles.
- **Wisconsin Sports Daily:** hosted by 20 year WSSP legend, Steve "Sparky" Fifer covers Wisconsin's biggest sports teams every afternoon.
- **Out in the Community:** The FAN's Annual Toy Drive for Children's Wisconsin and Robyn's Nest originates each year the week after Thanksgiving. Year 19 of the Toy Drive in 2025!
- Tim Allen will host the new "Brewers Hot Stove Show," airing weekdays at 5:00 p.m. EST, starting January 14 and running through March 25.

## ENGAGED AUDIENCE

- Delivers **male sports fanatics** who spend a \$130 million annually with local businesses <sup>4</sup>.

[Click to view full schedule.](#)



Sources: 1. Nielsen Audio; Milwaukee-Racine; SP23; DMA; M-Su 6a-12m; P25-54 2. DOMO May 2025 Amperwave Total Listening Hours. 3. Social media Twitter, Facebook, Instagram (2023).

**NEW DAILY LINEUP**

**105.7 THE FAN**  
1250AM • MILWAUKEE

**Audacy**

- "Inside Wisconsin Sports"** with Trevor Thomas and Josh Albrecht | 6A-9A
- "Nine2Noon with Kuhn"** with John Kuhn and Ramie Makhoulf | 9A-12P
- "The Mason Crosby Show"** with Mitch Thunder Nelles | 12P-2P
- "Wisconsin Sports Daily"** with Steve "Sparky" Fifer | 2P-5P



# Welcome to the Wisconsin Sports Radio Network

FORMAT

**WISCONSIN STATE NETWORK**

TARGET DEMO

**ADULTS 25+**

WEEKLY LISTENERS<sup>1</sup>

**TBD**

## CURATED CONTENT

Wisconsin sports fans want to hear about what matters most to them. Packers, Brewers, Badgers, Bucks, and all of the amazing athletes and teams in Wisconsin D3 and high school sports.

Hear Wisconsin's biggest names, John Kuhn and Mason Crosby, alongside broadcasters with decades of experience dissect the X's and O's of Wisconsin sports.

We are excited to partner with you to create custom sponsorships and endorsements that drive Wisconsin sports fans to your doorsteps.

### Available Sponsorships:

- Network Sponsorships
- Show Presenting Sponsorships
- Show Segment Sponsorships
- Team Sports Pre/ Post Game Sponsorships
- Talent Endorsements

## INFLUENTIAL VOICES



**INSIDE WISCONSIN SPORTS**  
WEEKDAYS 6AM - 9AM



**NINE2NOON WITH KUHN**  
WEEKDAYS 9AM - 12PM



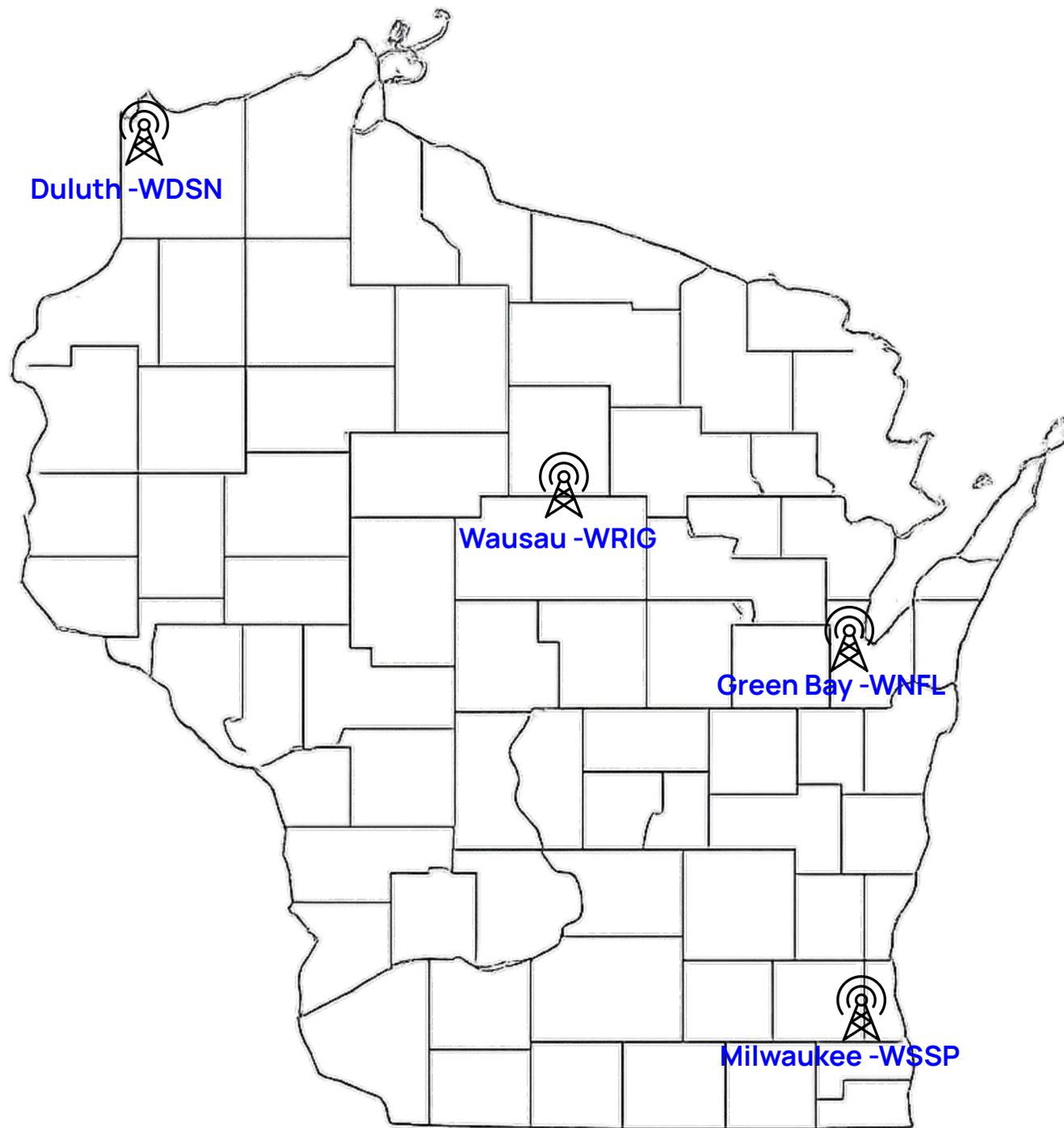
**THE MASON CROSBY SHOW**  
WEEKDAYS 12PM to 2PM



**WISCONSIN SPORTS DAILY**  
WEEKDAYS 2PM to 5PM



Affiliate Map



Market	Call Letters	Freq	Moniker
Milwaukee	WSSP	105.7 / 1250	The Fan
Green Bay	WNFL	101.9 / 1360	Sports Radio
Wausau	WRIG	1390 & 93.9	The Game
Duluth, MN	WDSM	710 AM	The Game

# The Power of Local Endorsements



# 44%

feel a stronger connection to a brand when they hear it endorsed by their favorite audio creator

# 74%

have purchased a brand after hearing an ad from their radio host

# 80%

of music station listeners tune in specifically to hear their favorite radio host

Source: Audacy 2025 Fall State of Audio



# Audacy Milwaukee Promotions 2025



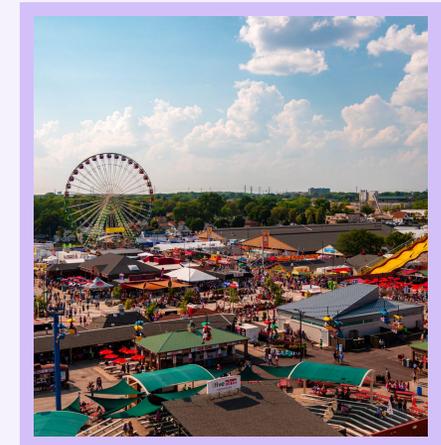
Brewers Opening Day



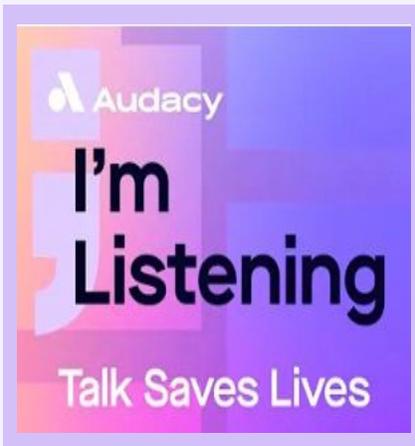
NFL Draft in Green Bay



Summerfest



Wisconsin State Fair



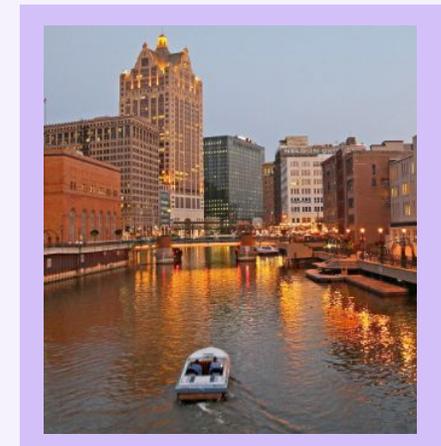
Cause Marketing Partnerships



Women's Small Business Month



Season of Giving Food & Toy Drive



On-Site Events



# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- Season of Giving
  - Stuff the Bus Food Drive
  - Toy Drive
- Deck the Hall Ball
- Susan G Komen – More Than Pink Walk
- Concerts at Fiserv Forum
- The Brat Stop The Score vs The Fan On-Site Event Sponsorship

## COMMUNITY

- Sunday Morning Public Affairs
- Women’s Small Business Month

## CAUSE MARKETING TIE-INS

- Children’s Hospital of Wisconsin
- Sharpe Literacy
- Feeding America Eastern Wisconsin
- Susan G Komen
- I’m Listening – Mental Health Awareness
- The National Suicide Prevention

## ON-SITE EVENTS

- Live Remotes



## UNIQUE ON-AIR FEATURES

### WMYX-FM (99.1 The Mix)

- Relationship Intervention
- Guess the Google
- 3 Must Hear Clips
- What You Need To Know On The Go
- Wellness Wednesdays
- 99@Noon
- All Night Party Mix
- Specialty Weekends



## UNIQUE ON-AIR FEATURES

### WXSS-FM (103.7 KISS FM)

- Am I the Jerk?
- What Would DZ Do?
- Throwback of the Day
- Julia’s Life Hack
- 60 Second Scandal
- All the Feels
- KISS Top 8



## UNIQUE ON-AIR FEATURES

### WSSP (105.7 FM and 1250 AM)

- Green & Gold Pre & Post Shows
- Football Fridays
- Green & Gold Mondays
- Location Sponsorship
- Play of the Game
- Injury Report
- Segment Sponsors
- Pro Hoops Post Game Sponsor



# Audacy Digital Audio Network: Milwaukee

| **519K**

COMBINED  
MILWAUKEE  
MONTHLY AUDIENCE

| **100%**

OF LISTENING IS  
AD-SUPPORTED



EXCLUSIVE CONTENT  
LISTENERS ACTIVELY  
SEEK EVERY DAY

STREAMING AUDIO'S MOST BELOVED BRANDS  
WITH DEEP CONNECTIONS TO FANS

**343K**  
MILWAUKEE  
STREAMING  
LISTENERS <sup>2</sup>



TOP-TIER PODCAST NETWORK WITH  
AWARD-WINNING SHOWS

**176K**  
MILWAUKEE  
PODCAST  
LISTENERS <sup>3</sup>



% OF AUDACY'S DIGITAL AUDIENCES WHO DID NOT VISIT THE COMPETITION

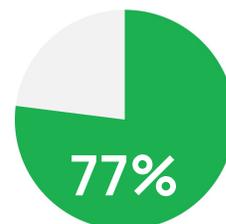
EXCLUSIVE REACH  
OF AUDIENCES NOT  
AVAILABLE ON  
OTHER PLATFORMS <sup>4</sup>



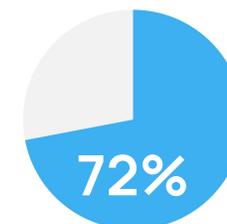
DID NOT VISIT  
AMAZON MUSIC



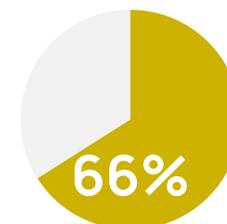
DID NOT VISIT  
YOUTUBE MUSIC



DID NOT VISIT  
IHEART



DID NOT VISIT  
PANDORA SXM



DID NOT VISIT  
SPOTIFY



# Audacy Digital Audio Network: Wisconsin

**750** COMBINED WISCONSIN MONTHLY AUDIENCE

**100%** OF LISTENING IS AD-SUPPORTED



**K**

EXCLUSIVE CONTENT LISTENERS ACTIVELY SEEK EVERY DAY

STREAMING AUDIO'S MOST BELOVED BRANDS WITH DEEP CONNECTIONS TO FANS

**494K** WISCONSIN STREAMING LISTENERS <sup>2</sup>



TOP-TIER PODCAST NETWORK WITH AWARD-WINNING SHOWS

**255K** WISCONSIN PODCAST LISTENERS <sup>3</sup>



## % OF AUDACY'S DIGITAL AUDIENCES WHO DID NOT VISIT THE COMPETITION

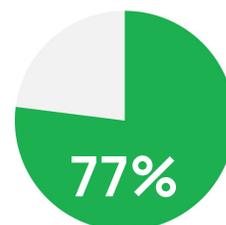
EXCLUSIVE REACH OF AUDIENCES NOT AVAILABLE ON OTHER PLATFORMS <sup>4</sup>



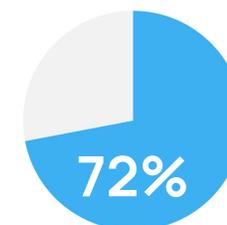
DID NOT VISIT AMAZON MUSIC



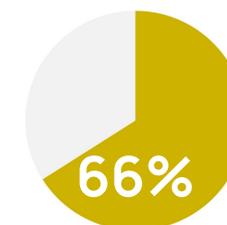
DID NOT VISIT YOUTUBE MUSIC



DID NOT VISIT IHEART



DID NOT VISIT PANDORA SXM



DID NOT VISIT SPOTIFY



<sup>1</sup> Spotify Q2 2023 Earning Update, July 5, 2023; SiriusXM Q2 2023 Operating and Financial Results, August 1, 2023; Edison Share of Ear Q2-4, 2023; SiriusXM Ad-Supported vs. Non-Ad-Supported, January 2025; Triton Digital, January 2025; <sup>2</sup> Comscore Custom Entity January 2025; Triton Digital, January 2025; <sup>3</sup> Audacy Pro Forma Monthly Podcast Listeners, October '23; Audacy, Podcorn, Cadence 13, and Pineapple Street; <sup>4</sup> Comscore, Cross-visiting, 18+ US, Multi-platform, January 2025

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



Audacy

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Locally Brewed to Please

