Audacy

Philadelphia

2026

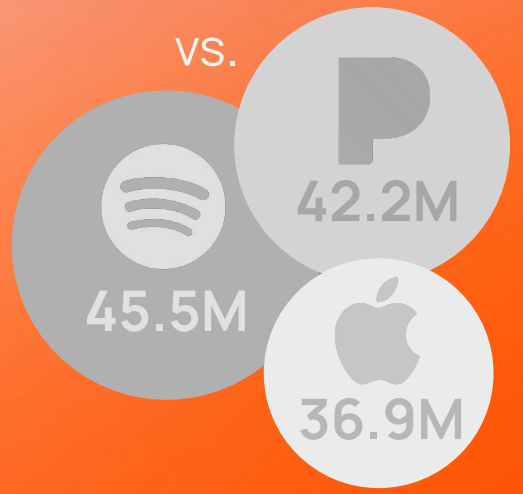
Audacy is

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.

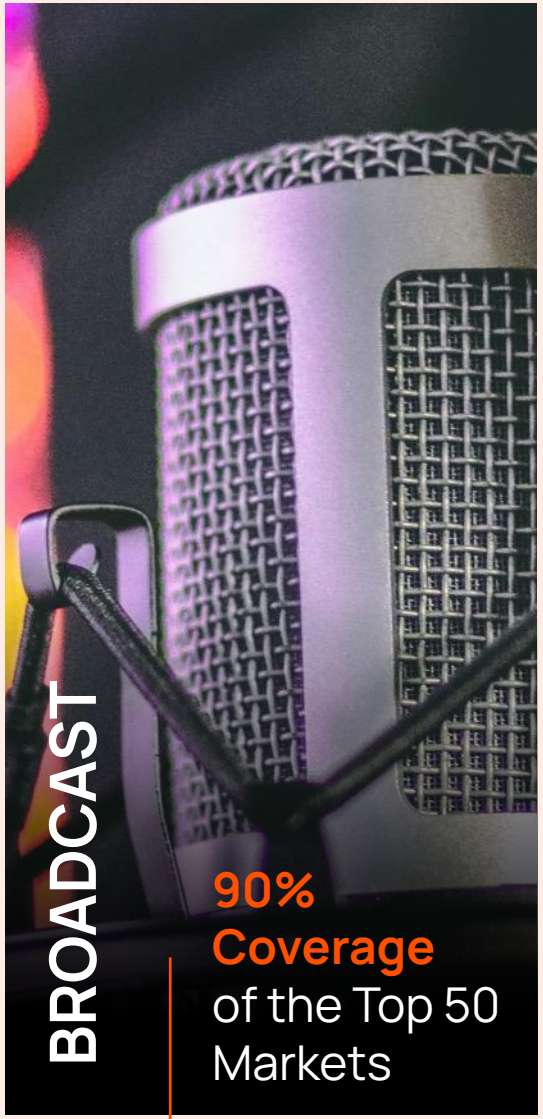
AUDACY REACHES

200 Million Listeners Monthly



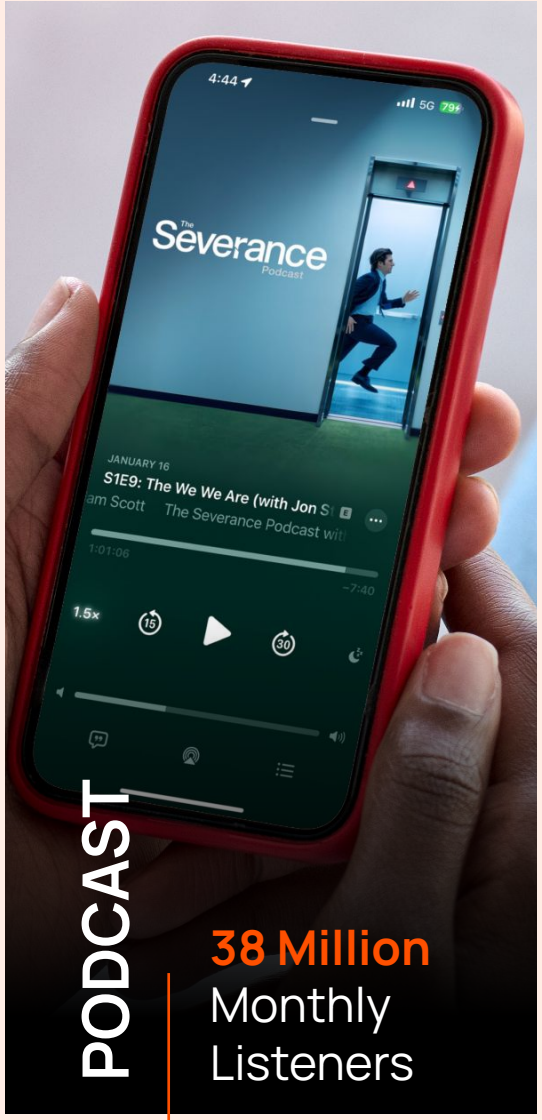
Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas 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

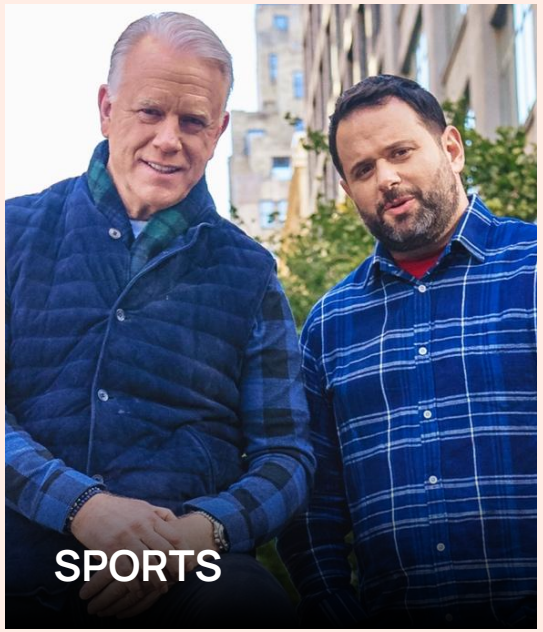
94M+ Combined U.S. Monthly Audience

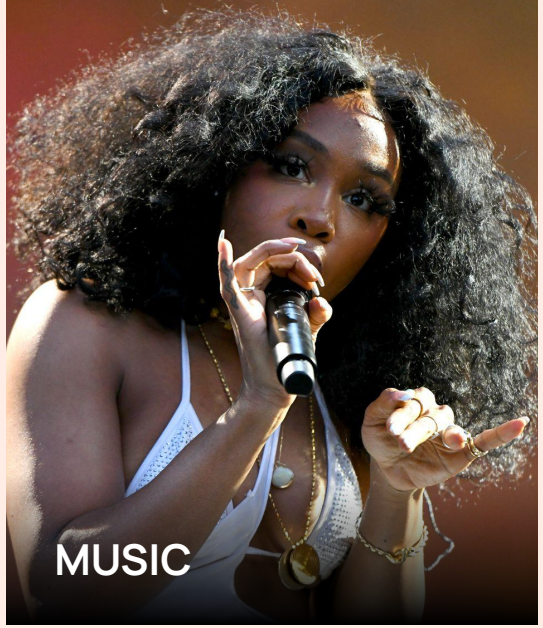
EVENTS

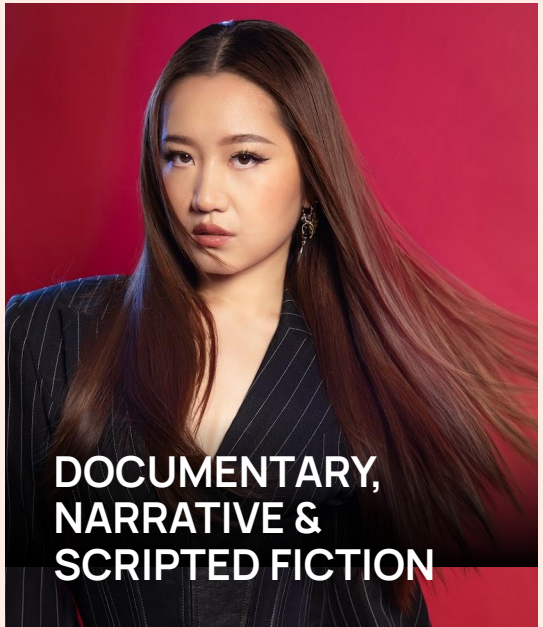
Countless Once-in-a-Lifetime Memories

[2] 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

Audiences Based Insights and Targeting

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

Attribution

Tie Advertising Exposure Directly to Performance Outcomes

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

Data as a Service

Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS

claritas Charitable DEEP ROOT dynata FOURSQUARE KANTAR MILLWARDBROWN

LiveRamp Megaphone neustar podsights Quantcast snowflake VERITONE VERITONIC

Philadelphia

The Market Leader in Live,
Original, Local Audio Content.

Philadelphia

Philadelphia's six stations deliver a unique audience with minimal duplication reaching more than 65% of Adults in the Greater Philadelphia region weekly.

We strive to be a great partner to our customers, and provide exceptional service.

We are passionate about our brands, working to deliver consistently great radio, content events and experiences.

Several of our Brands are format exclusive in the market. Unrivaled leaders in News, Sports, News Talk, and delivering female listenership.

Philadelphia listeners represent $47.8 Billion in Metro spending power.

Connecting brands with audiences in meaningful, engaging ways.

Market Overview

NEWS

newsradio kyw
1060 AM • 103.9 FM

SPORTS

94 WIP SPORTSRADIO

MUSIC

B101 Relax and Unwind

BIG 98.1

THE NEW 96.5 Feel Good Variety

NEWS TALK

Talk Radio 1210 WPHT Philadelphia

Powerful Reach

5.4M+
Monthly Listeners

2.2M+
Monthly Digital Listeners

1.2M+
Social Followers

187K+
Opt-in Database

All News, And All That Matters To You. Depend on Us.

FORMAT	TARGET DEMO	MONTHLY LISTENERS[1]	MONTHLY STREAMING CUME[2]	SOCIAL FOLLOWERS[3]	OPT-IN DATABASE[3]
NEWS	ADULTS 35-64	1,119,300	243,879	146,500	9,610

CURATED CONTENT

- KYW Newsradio has been the region's reliable voice of news and vital local information for 60 years, and now can be heard crystal clear on 103.9 FM.
- Now more than ever, listeners can depend on KYW for relatable, compelling stories on multiple platforms, delivered by the most experienced reporting team in Philadelphia.
- KYW Newsradio is committed to leading the conversation about the issues that matter the most to people in our region - delivering credible, timely and reliable information.
- Leading station for content integration.
- Home of the KYW Newsradio 24 Hour Traffic Center.

ENGAGED AUDIENCE

- A Philadelphia staple, transcending generations of devoted listeners.
- KYW listeners are diverse: +36% more likely to be Black/African American.
- They are also part of the community: +72% donate to charity.

INFLUENTIAL VOICES

Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024,

Engagement Through Connection, Passion, Experiences

KYW NEWSRADIO 24 HOUR TRAFFIC CENTER

As iconic as the KYW Newsradio brand and jingle are in Philadelphia, Traffic on the Twos is another Philadelphia institution.

The KYW Newsradio 24 Hour Traffic Center provides advertisers with the opportunity to include their message in our brand with special entitlements, Travel Time Updates, Traffic on the Now and other customized traffic opportunities.

CONTENT INTEGRATION AND APPOINTMENT LISTENING

KYW Newsradio is rich with information. Our specialty is embedding our client's messaging into our on-air brand through unique content integration.

From 3 Things To Know, All Local, Week in Philly, Morning Sports with Dave Uram, and our Summer and Winter Weather programs - to name a few – your brand is elevated by the association and integration into our impeccable programming.

WORLD-CLASS PROGRAMS IMPACTING COMMUNITIES

KYW Newsradio regularly recognizes the many contributions and accomplishments of exceptional people in our region through our on-air programs, podcasts and signature events; GameChangers, Bridging Philly, Newstudies and more.

To celebrate the specific contributions that these people make in our community, KYW highlights exceptional leaders, entrepreneurs, change makers and up-and-comers in Philadelphia.

B101 (WBEB-FM)

Relax and Unwind

FORMAT	TARGET DEMO	MONTHLY LISTENERS[1]	MONTHLY STREAMING CUME[2]	SOCIAL FOLLOWERS[3]	OPT-IN DATABASE[3]
ADULT CONTEMPORARY	ADULTS 25-54	2,430,300	143,514	165,069	27,491

CURATED CONTENT

- Delivers a fresh, engaging listening experience playing top hits in a family friendly environment. It's the destination on the dial with more of the music that makes you feel good.
- Advertiser-friendly environment that super serves the workday audience.
- Live and local on-air talent immersed in the community through their love of Philly, passion for music, social interaction and lifestyle plays.
- The Kathy Romano Show will set the tone for a feel-good start to the day in Philadelphia. Kathy is a beloved voice in the Philadelphia market and will bring her signature wit, warmth and local charm to the show every weekday morning!

ENGAGED AUDIENCE

- B101 has been Philadelphia's most listened to radio station for 14 straight years. The B101 brand delivers an unmatched record of consistency!
- The leading station in the country for Christmas Music and Philadelphia's Official Christmas Music Station, reaching an average of more than 1.5 million listeners during the Holidays. That's just about one out of every three people in the region.
- The dominant leader in the market when it comes to reaching women, with a super family friendly environment. If you wouldn't find it on Main Street in Disney World, you won't find it on B101.

INFLUENTIAL VOICES

KATHY ROMANO
WEEKDAYS 6AM-10AM, 10AM-12NOON

BOBBY SMITH
WEEKDAYS 6AM-10AM

LAURA BOSS
WEEKDAYS 6AM-10AM

BILL TAFROW
WEEKDAYS 12PM-7PM

Sources: 1. Nielsen Audio; Weekly Listeners M-Su 6a-12a Jan24-Hol24 P6+ Cume. 2. Facebook, Google, Amperwave, Twitter, Second Street – November 2024

Engagement Through Connection, Passion, Experiences

THE KATHY ROMANO SHOW

The newest addition to B101 - The Kathy Romano Show! The highly anticipated morning show is co-hosted by Kathy Romano and Bobby Smith with Laura Boss as the executive producer. Listeners can expect engaging conversations, fresh lifestyle content, and fun, family-friendly features crafted for the B101 audience. Romano will drive the show's content, setting the tone for a feel-good start to the day in Philadelphia. Kathy is a beloved voice in the Philadelphia market and will bring her signature wit, warmth and local charm to the show every weekday morning!

PHILADELPHIA'S OFFICIAL CHRISTMAS MUSIC STATION

B101.1 delivers Christmas music to listeners each holiday season, reaching 1.6M+ weekly with a variety of holiday programs, including The Santa Show, Best Christmas Ever and the music-filled 36 Hours of Christmas.

B101's signature holiday event is the Christmas Choir Competition. This local program awards grants to local school music programs and showcases School Choirs on the air and through performances with the Philly Pops at the Kimmel Center.

THE BIGGEST FEMALE MUSIC STATION IN PHILADELPHIA

Philadelphia's most listened to radio station, B101.1 consistently reaches around one million people weekly, an astounding 20% of the of the total Metro population.

Women make up 56% of B101's audience. B101 is the best marketing tool to reach and engage with Women in the Delaware Valley.

SPORTSRADIO 94WIP (WIP-FM)

The Undisputed Voice of the Philadelphia Sports Fan

FORMAT	TARGET DEMO	MONTHLY LISTENERS[1]	MONTHLY STREAMING CUME[2]	SOCIAL FOLLOWERS[2]	OPT-IN DATABASE[2]
SPORTS	MEN 25-54	1,853,300	1,652,106	477,300	23,386

CURATED CONTENT

- Leading sports talk radio station in Philadelphia, and one of the area's most iconic brands[1].
- The biggest sports teams in Philadelphia call 94WIP their exclusive radio home: The Philadelphia Eagles and the Philadelphia Phillies.
- A line-up of big-name, knowledgeable and passionate personalities that keep the rabid sports audience engaged.
- Produces iconic fan engagements that have become Philadelphia traditions– Birds Town Hall, Turkey Bowl, WIP Tailgate Zone, NFL Draft Party, and many more.

ENGAGED AUDIENCE

- More than 3M residents in the metro watched, listened to, or attended an Eagles game or Phillies game in the past year.

INFLUENTIAL VOICES

JOE DECAMARA & JON RITCHIE
WEEKDAYS 6AM-10AM

HUGH DOUGLAS & JOE GIGLIO
WEEKDAYS 10AM-2PM

IKE REESE, SPIKE ESKIN & JACK FRITZ
WEEKDAYS 2PM-6PM

JACK FRITZ
WEEKDAYS 6PM-7PM

Sources: 1. Nielsen Audio; Weekly Listeners M-Su 6a-12a Jan24-Hol24 P6+ Cume. 2. Facebook, Google, Amperwave, Twitter, Second Street – December 2024

SPORTSRADIO 94WIP (WIP-FM)

Engagement Through Connection, Passion, Experiences

EAGLES RADIO NETWORK

94WIP airs the Philadelphia Eagles play-by-play broadcast with legendary announcers Merrill Reese and Mike Quick.

Having access to the broadcast rights of the Eagles allows advertisers to have the invaluable opportunity to have their commercial messages integrated pre, in and/or post-game.

ALL LIVE & LOCAL PRIME LINE-UP

Beginning with The WIP Morning Show with Joe Decamara & Jon Ritchie, followed by 94 WIP Midday's with Hugh Douglas & Joe Giglio, and rounded out by Ike, Spike & Fritz in the Afternoons, the WIP prime line-up is all live and all local.

Each daypart features an ex-NFL player/former Eagles star – Jon Ritchie, Hugh Douglas and Ike Reese. Their extensive knowledge from a player perspective perfectly complements their analytical counterparts in Joe Decamara, Joe Giglio and Spike Eskin. There's no better place to listen to Philly sports than on 94 WIP.

PHILLIES RADIO NETWORK

94WIP is home to the Philadelphia Phillies play-by-play broadcast. Before and after every Phillies game, during the Leading Off & Final Out programs, Jack Fritz dissects that day's game, minutes before the first pitch and minutes after the final out.

These shows break down pitching matchups, trends and the hot topics before and after the game. Leading Off and Final Out are the "voice of the fans" pre and post game shows.

BIG 98-1 (WOGL-FM)

“The Most Optimistic, Positive Position on the Dial”

FORMAT	TARGET DEMO	MONTHLY LISTENERS[1]	MONTHLY STREAMING CUME[2]	SOCIAL FOLLOWERS[3]	OPT-IN DATABASE[3]
Classic Hits	Adults 25-54	1,638,000	15,000	44,200	15,301

CURATED CONTENT

- In format for more than 30 years, BIG 98-1 plays the biggest hits of the ‘70s, ’80s, and ‘90s and is the most optimistic, positive station on the dial!
- BIG 98-1 is home to legendary artists like Michael Jackson, Journey, Prince, Hall & Oates, Aerosmith, Bon Jovi, Billy Joel, Madonna, Guns ‘n’ Roses and many more!
- The Coop Show in morning drive is filled with content integration features like Philly Feud and Facebook Fights.
- The BIG 98-1 Loves Our Kids Radiothon has raised millions of dollars through generous donations of our listeners for the Child Life Services Department of CHOP.

ENGAGED AUDIENCE

- BIG 98-1 reaches a nearly perfect 50/50 split of men and women.

INFLUENTIAL VOICES

COOP
WEEKDAYS 6AM-10AM

RENEE TAYLOR
WEEKDAYS 10AM-2PM

NIKO
WEEKDAYS 7PM-12AM

Sources: 1. Nielsen Audio; Weekly Listeners M-Su 6a-12a Jan24-Hol24 P6+ Cume. 2. Facebook, Google, Amperwave, Twitter, Second Street – December 2024

Engagement Through Connection, Passion, Experiences

COOP IN THE MORNING

The Coop Show is the next generation of BIG 98-1 legends. With features like Philly Feud, In The Know, Happy Headlines, Dad Joke Tuesday and Say What Story of the Day, Coop is sure to keep listeners engaged and entertained during their morning commute.

Don't be surprised to hear a guest appearance from one of his adorable children – Jude, Lennon or Cash – every now and then.

Loves Our Kids RADIOTHON

BIG 98-1 LOVES OUR KIDS RADIOTHON

For two days in December, BIG 98-1 broadcasts live from the Children's Hospital of Philadelphia and switches from its usual format to air stories about the families and children at CHOP. We educate listeners about the miracles that happen every day in their own backyard.

During the past 20 years, BIG 98-1 listeners have donated millions of dollars to help CHOP. The money raised from the Radiothon goes directly to the Child Life Services department.

20th ANNUAL CAR SHOW

Car enthusiasts from around the Delaware Valley will gather for the 20th Annual BIG 98-1 Car Show. Every May, the event is held on the American Heritage Credit Federal Union's headquarters on Red Lion Road in Northeast Philadelphia.

All car clubs, individuals and families are welcome to enjoy the display of hundreds of cars, vendors, crafts, food, drinks and plenty of activities in the Family Fun Zone!

TALK RADIO 1210 WPHT (WPHT-AM)

Philadelphia's Talk Radio Leader

FORMAT	TARGET DEMO	MONTHLY LISTENERS[1]	MONTHLY STREAMING CUME[2]	SOCIAL FOLLOWERS[2]	OPT-IN DATABASE[2]
NEWS / TALK	ADULTS 35+	297,600	212,211	26,180	3,605

CURATED CONTENT

- Philadelphia's Talk Radio leader and the region's town hall for engaging debate and insightful conversation; Top choice of talk radio stations among adults 35+
- Local line-up of first class talent throughout prime every weekday, anchored by Nick Kayal in the Mornings and Rich Zeoli in the Afternoons.
- Charitable work with Veterans includes a 1210 WPHT Radiothon benefitting the Travis Manion Foundation and other specialty programs.

ENGAGED AUDIENCE

- Engaged and loyal audience – WPHT's stream (5.75 hours) and WPHT's over the air broadcast (5.25 hours) are the #1 and #2 stations in Philadelphia for weekly time spent listening[1].
- Reaching qualified consumers – the WPHT audience are established homeowners.
- WPHT listeners are part of the community – donating to charities and participating in local elections.

Sources: 1. Nielsen Audio; Weekly Listeners M-Su 6a-12a Jan24-HOL24 P12+ Cume. 2. Facebook, Google, Amperwave, Twitter, Second Street – December 2024

INFLUENTIAL VOICES

KAYAL AND COMPANY
WEEKDAYS 6AM-10AM

THE DAWN STENSLAND SHOW
WEEKDAYS 10AM-12PM

THE DOM GIORDANO PROGRAM
WEEKDAYS 12PM-3PM

THE RICH ZEOLI SHOW
WEEKDAYS 6PM-7PM

Engagement Through Connection, Passion, Experiences

POLITICS & PINTS

1210 WPHT's Politics & Pints events have become an audience favorite. The fun and conversational series is held at various theaters throughout the region and has brought in the likes of Donald Trump Jr., Senator Rand Paul, and author Jack Carr, to join WPHT hosts and listeners for a night of (fun) political dialogue.

A NEW PERSPECTIVE

Flanked by Kayal and Company in Morning Drive and The Rich Zeoli Show in Afternoon Drive – both shows bring a youthful and refreshing perspective to prime drivetime on Talk Radio 1210 WPHT.

Their dynamic and insightful conversations regarding important issues have been a key contributor to the station's engaged listening audience – a whopping five hours of time spent listening per week.

1210 WPHT RADIOTHON

Thanks to our dedicated audience and generous advertising partners, 1210 WPHT has raised nearly one million dollars for military-focused organizations during the past seven years.

The WPHT hosts broadcast live all day long to inspire their proud listeners to donate. The proceeds benefit the Travis Manion Foundation. TMF unites and strengthens communities by training, developing, and highlighting the role models that lead them.

THE NEW 96.5 (WTDY-FM)

Feel Good Variety

FORMAT	TARGET DEMO	MONTHLY LISTENERS[1]	MONTHLY STREAMING CUME[2]	SOCIAL FOLLOWERS[2]	OPT-IN DATABASE[2]
HOT AC	WOMEN 18-49	1,274,200	11,632	389,900	107,742

CURATED CONTENT

- Playing the best mix of today's hits, crossover favorites and a variety of Golds in a fun, upbeat environment.
- On-air talent immersed in the community through their love of animals, passion for new music, social interaction and other lifestyle plays.
- Start your mornings out with The Bret Mega Show with Bret, Hannah, AB and Kevin - a fun, unfiltered on-air family who aren't afraid to share it all.
- Mike Adam brings great energy and great music to Midday's.
- Bennett 's humor and authenticity makes his show a must-listen on the daily commute home.
- Bru is the "CEO of Radio Tik Tok", with over 3.5M followers on the platform.

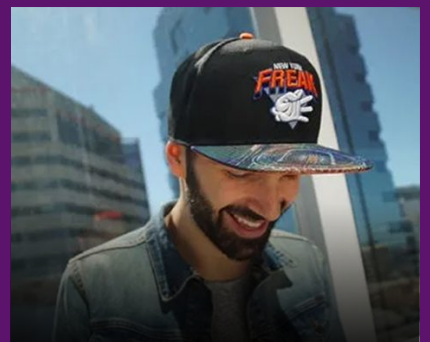
ENGAGED AUDIENCE

- The NEW 96.5 delivers a hard to reach audience - connecting with Millennials and the youthful end of Generation X.
- They are health conscious, over-indexing with activities like yoga, running, hiking, swimming, biking, and group fitness classes.
- The NEW 96.5 audience is highly active and highly diverse.

Sources: 1. Nielsen Audio; Weekly Listeners M-Su 6a-12a Jan24-Hol24 P6+ Cume. 2. Facebook, Google, Amperwave, Twitter, Second Street – December 2024

INFLUENTIAL VOICES

THE BRET MEGA SHOW
WEEKDAYS 6AM-10AM



MIKE ADAM
WEEKDAYS 10AM-2PM

BENNETT
WEEKDAYS 2PM-7PM

BRU
WEEKDAYS 7PM-10PM

THE NEW 96.5

The NEW 96.5 offers access to a hard-to-reach audience – Millennials. Each week, over 500,000 people listen to 96.5 because it's the station that the biggest stars in pop music call home! The median age is 32 years old. Our audience is as likely to live in Center City as they are to own a first home in the suburbs with two vehicles in the driveway. They're tech-savvy, they value convenience, and they spend more than six hours a week on social media.

TREMENDOUS REACH

The NEW 96.5 has quickly become one of the fastest growing stations in Philadelphia, playing Today's Hits with a full line-up of lively and relatable talent throughout the day.

Silk Sonic, Ariana Grande, Adele, Dua Lipa Taylor Swift, Post Malone, Olivia Rodrigo, Khalid, BTS, Doja Cat, The Weekend - all of today's biggest pop stars call 96.5 home.

THE BRET MEGA SHOW

Start your mornings out with The Bret Mega Show. Bret, Hannah, AB and Kevin - a fun, unfiltered on-air family who aren't afraid to share it all. From personal stories to listener confessions, they bring real talk, big laughs, and unforgettable memories. You can join in on the fun every weekday morning and also follow along with them daily on social media.

BENNETT'S BUDDIES

Every week our friends at the PSPCA bring 96.5 a furry friend to be featured as part of Bennett's Buddies!

Afternoon host, Bennett, has been instrumental in helping many pets get adopted through The NEW 96.5's Bennett's Buddies program. There is nothing sweeter than finding an animal their new fur-ever home.

Key Ownership Programs & Opportunities

ACTIVATIONS

- WIP Birds Town Hall
- WIP Tailgate Zone
- WIP Turkey Bowl
- WPHT Politics & Pints
- Stotesbury Cup Regatta

CAUSE MARKETING TIE-INS

- BIG 98-1 Loves Our Kids Radiothon benefiting Children's Hospital of Philadelphia (CHOP)
- Annual WPHT Radiothon benefiting The Travis Manion Foundation
- The NEW 96.5 Bennett's Buddies (PSCPA)

UNIQUE FEATURES

- KYW Newsradio: The All-Local
- KYW Newsradio: Rewind
- KYW Newsradio: The Week in Philly
- KYW Newsradio: Storm Center
- KYW Newsradio: Summer Weather Watch
- KYW Newsradio: Shore Traffic
- WIP: Text Line
- WIP: Go Birds Podcast
- WOGL: Philly Feud
- WOGL: Happy Headlines
- WOGL: Dad Joke Tuesday
- WPHT: Guest Line
- WTDY: Oh Snap! Throwback
- WTDY: The Phil In
- WBEB: Impossible Question
- WBEB: Beat The Bee
- WBEB: Best Summer Ever
- WBEB: Best Christmas Ever

SPORTS PARTNERSHIPS & FAN ACTIVATION

- Philadelphia Eagles Radio Network
- Philadelphia Phillies Radio Network
- Go Birds! Podcast
- High Hopes: A Phillies Podcast
- Clap Your Hands Podcast
- South Philly Sauce Podcast
- WIP Daily Podcast
- 1-on-1 with Matt Leon Podcast
- Philadelphia Sports Fan of the Week

COMMUNITY EMPOWERMENT

- KYW Newsradio's GameChangers
- B101.1's Christmas Choir Competition
- KYW Newsradio's Bridging Philly

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

Audacy

Philadelphia

The Market Leader in Live,
Original, Local Audio Content.