



Audacy

# Seattle

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.

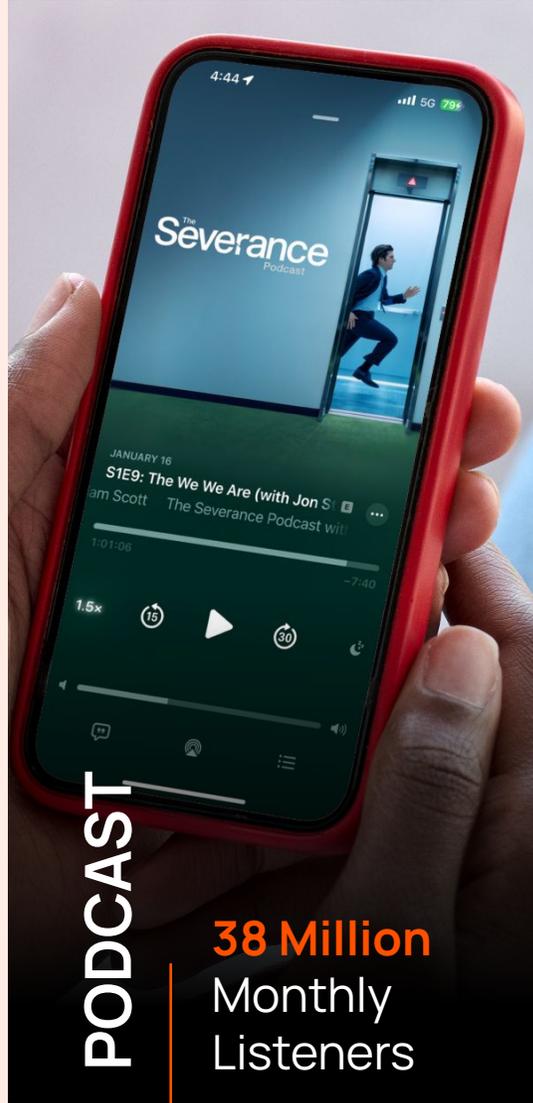
## BROADCAST

**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





# Seattle

The Leading Edge of Seattle Media.



# Seattle

**Seattle's only totally integrated marketing partner,** delivering across on-air, digital and experiences

**A team of influencers** who mirror the market, exemplify the distinctly Seattle lifestyle spectrum and support local communities and the businesses who depend on them

**Experienced marketing professionals** who lead with partners' objectives to activate plans with proven performance

**Diverse station formats that include market icons as well as market innovators,** owning unique positions in Seattle's audio landscape

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## MUSIC



## Powerful Reach

**2.88M+**

Monthly  
Listeners <sup>1</sup>

**1.27M+**

Monthly Digital  
Touchpoints <sup>2</sup>

**870k+**

Monthly  
Stream TLH <sup>2</sup>

**625k+**

Social Media  
Followers <sup>2</sup>

Source:

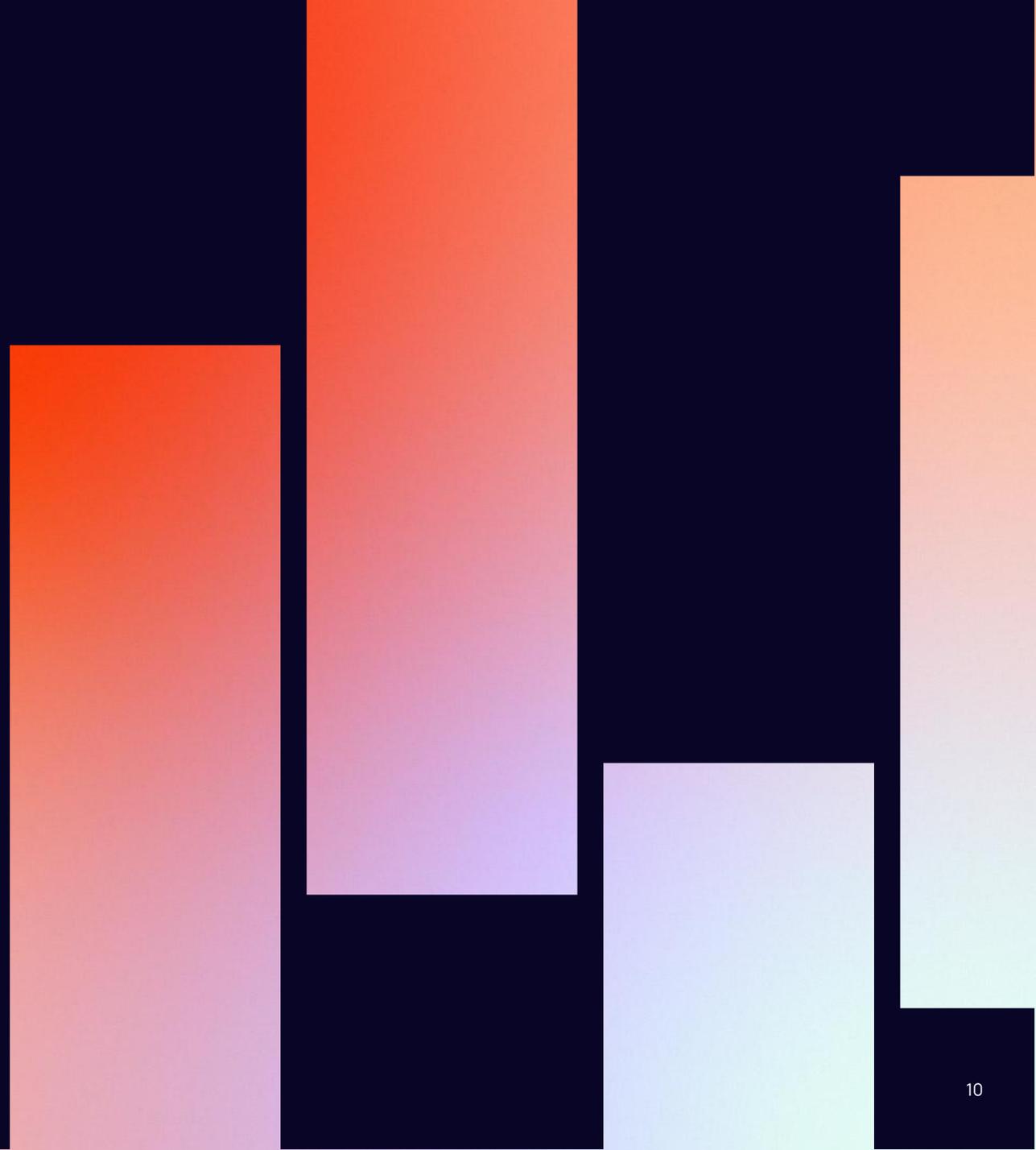
1. Nielsen Audio; M-Su 12m-12m May23-May24 P6+

2. Streaming, Social media, Database, Touchpoints Average (May23-May24).



# Seattle

Our Brands



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	OPT-IN DATABASE <sup>2</sup>
<b>CLASSIC HIP HOP</b>	<b>ADULTS 25-49</b>	<b>759,900</b>	<b>37,200+</b>	<b>46,200+</b>	<b>7,560+</b>

## CURATED CONTENT

- **Fun, fresh, upbeat, delivering a new sound for Seattle** listeners.
- **100% Throwbacks**, playing music Seattle's other stations aren't; with almost no crossover.

## ENGAGED AUDIENCE

- **Delivers a powerful consumer**—growing families with growing incomes and spending habits to match, living in the suburbs, playing in the city.

## INFLUENTIAL VOICES



**TIFFANY WARNER**  
WEEKDAYS 6AM-10AM



**SUGA RAE**  
WEEKDAYS 10AM-2PM



**ERIC POWERS**  
WEEKDAYS 2PM-6PM



**HOT MUSIC**  
WEEKDAYS 6PM-11PM

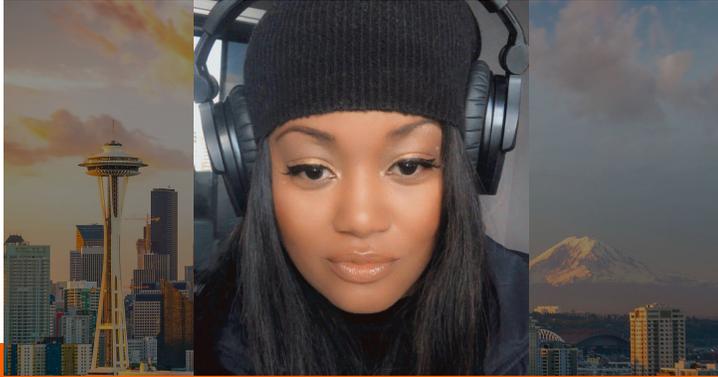


Source:

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2. Streaming, Social media, Database, Touchpoints Average (May23-May24).

# Engagement Through Connection, Passion, Experiences



## TIFFANY WARNER

A Tacoma-native and Pacific Northwest airwave vet, Tiffany began her radio career as a traffic reporter eventually leaving the rain to pursue her dreams (and sunshine) in California. After a stint reporting all things Hollywood in LA, the Nighttime Diva returned to the Seattle airwaves. Tiffany's infectious laugh can be heard from 6a-10a each weekday on HOT 103.7, getting the PNW through the first half of their workday!



## ERIC POWERS

The radio voice Seattle knows and loves - Born and raised in Seattle and self-proclaimed "Mayor of Lake City." As an 80's teenager with a burning passion for music and radio, Eric started a pirate station. His initiative opened the doors to Nathan Hale High School's radio program KNHC/C-89FM which launched his career.



## COMMERCIAL FREE FRIDAYS

We're starting the weekend early on HOT 103.7 with non-stop throwbacks all day long, 100% commercial free. It's basically a 3-Day Weekend! Join Tiffany, Suga Rae and Eric Powers every Friday and pump up the jam!



# Seattle's ONLY Rock-and-Talk Station – The Best of Both Worlds

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	OPT-IN DATABASE <sup>2</sup>
<b>ACTIVE ROCK</b>	<b>A &amp; M 18-54</b>	<b>862,600</b>	<b>395,500+</b>	<b>261,900+</b>	<b>16,830+</b>

## CURATED CONTENT

- **Owned the Seattle Rock scene since 1971**, celebrating 50 years in 2021
- **Unique format** with a brand new show in AMD and top-rated talk show in PMD and great rock all day long.
- **Most innovative use of live audio** – Live Day now in its 10th year

## ENGAGED AUDIENCE

- **Listeners are Seattle**; #1 share across key male demos: M18-49 & M25-54<sup>3</sup>.
- **Engaged, intentional and curious audience**: 1 million+ digital touch points monthly

## INFLUENTIAL VOICES



**THE DALY MIGS SHOW**  
WEEKDAYS 6AM-10AM



**RYAN CASTLE**  
WEEKDAYS 10:30AM-2PM



**The Mens Room**  
WEEKDAYS 2PM-7PM



**JOLENE**  
WEEKDAYS 6PM-10PM

Source:

1. Nielsen Audio; M-Su 6a-12m May23-May24 P6+

2. Streaming, Social media, Database, Touchpoints Average (May23-May24).

3. Nielsen Audio: M-Su 6a-12m May23-May24; Multiple Demos



# Engagement Through Connection, Passion, Experiences



## MENS ROOM BEER

Enjoy a Mens Room IPA or a 20th Anniversary Lager! Now it's 2nd year Mens Room beer from Black Raven continues to sell around 1,000 cases every single week. Over the last 10+ years our listeners have helped raise north of \$1,000,000 for your local Fisher House Locations where military and veteran families can stay free of charge while a loved one is in the hospital by simply doing what we love to do... DRINK BEER.



## KISW EVENTS

The Rock of Seattle knows how to throw a party! Throughout the year KISW hosts thousands of Rockaholics at our various events, including Live Day, Halloween Hullabaloo, Totally Acoustic Christmas, and more! Dedicated fans come from all over the puget sound to engage with our talent, learn about our sponsors, and headbang along with our favorite bands.



## THE MENS ROOM

Celebrating 20 years in 2025, The Mens Room was born one evening in a dark bar during an argument over tater tots in 2004. The hosts, Miles Montgomery, Steve "The Thrill" Hill and Thee Ted Smith, as well as producer Mike Hawk joined forces to create a radio show to entertain audiences with no-holds barred, no-topic-off-limits conversation, laughter, and anecdotes. The Mens Room continues to have the #1 share in key adult and men's demos.



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	OPT-IN DATABASE <sup>2</sup>
<b>COUNTRY</b>	<b>ADULTS 25-49</b>	<b>713,600</b>	<b>193,800+</b>	<b>169,000+</b>	<b>19,860+</b>

## CURATED CONTENT

- **Seattle's** country station.
- **#1** with Adults 25-54 & Adults 18+, **#2** with Men & Women 25-54 & 18+<sup>4</sup>
- **Seattle Wolf** nominated for **2024 ACM** Major Market Station of the Year
- **The Morning Wolfpack** nominated for **2024 CMA** Major Market Personality of the Year

## ENGAGED AUDIENCE

- **Wolf listeners engage more through social media**, with over 169,000 social followers and a 6% average facebook engagement rate - 100x higher than the national average
- **The Wolf continually sells out their annual events** - Throwdown, New Country Night Out, Hometown Holiday, Operation K9 Companion Concert

Source:

1. Nielsen Audio; M-Su 6a-12m May23-May24 P6+

2. Streaming, Social media, Database, Touchpoints Average (May23-May24).

3. Socialinsider Data 2022 Social Media Industry Benchmarks, Media Industry: 0.06%

4. Nielsen Audio: Ranker/Average Share, Jan23-Dec23, M-Su 6a-12m, Multiple Dayparts Used

## INFLUENTIAL VOICES



**THE MORNING WOLFPACK**  
WEEKDAYS 5AM-10AM



**KATIE & COMPANY**  
WEEKDAYS 12N-3PM



**COOP**  
WEEKDAYS 3PM-7PM



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



# Engagement Through Connection, Passion, Experiences



## THROWDOWN

The best party of the summer, Throwdown! The freshest artists come to the Pacific Northwest for a day of incredible country music. Previous performers include Kane Brown, Tim McGraw, Cole Swindell and in 2025 Jordan Davis will headline the annual event.

## HOMETOWN HOLIDAY

Hometown Holiday is a unique concert experience that puts some of Country's most exciting artists share the stage. Known in Nashville as a Guitar Pull, this style of show is up close and personal, with the added element of artist stories and anecdotes. Past performers includes Luke Combs, Brothers Osborne, Jordan Davis, Kelsea Ballerini, Bailey Zimmerman and so many more!

## COMMUNITY FOCUSED

100.7 The Wolf is committed to serving those who served our country. Active Duty Military, Veterans and their families all receive a Wolfpack giveback throughout the year. From Military Breakfasts to February's 10k for the Troops valentine's card campaign to Operation K9 Companion in November where we raise money to provide fully trained service dogs for Vets suffering from PTSD. Over the past 4 years over \$1 Million Dollars has been raised to provide life saving service dogs.

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	OPT-IN DATABASE <sup>2</sup>
<b>ALT</b>	<b>ADULTS 27-39</b>	<b>970,500</b>	<b>120,600+</b>	<b>91,200+</b>	<b>13,530+</b>

### CURATED CONTENT

- The Alternative station that **made Seattle famous** for its music scene.
- **Reimagining Radio** with on-air, on-line, experiential platforms and the two-minute promise (#2MP).

### ENGAGED AUDIENCE

- **Delivers** music fans who are smart, tech savvy, early adopters and hard to capture anywhere else; **complete 360° engagement** gives them the personal touch they crave.

### INFLUENTIAL VOICES



**GREG R**  
WEEKDAYS 6AM-10AM



**CHRISTY TAYLOR**  
WEEKDAYS 10AM-3PM



**IAN CAMFIELD**  
WEEKDAYS 3PM-7PM



**THE END MUSIC**  
WEEKDAYS 7PM-12AM

Source:  
 1. Nielsen Audio; M-Su 6a-12m May23-May24 P6+  
 2. Streaming, Social media, Database, Touchpoints Average (May23-May24).

# Engagement Through Connection, Passion, Experiences



## WORLD FAMOUS ENDESESSIONS

EndSessions are synonymous with exclusive concerts in Seattle. Twenty years, hundreds of sessions and thousands of fans have been up close and personal to everyone from Green Day to Lumineers to Coldplay. These events are free and open to the public.

## ALTERNATIVE MORNINGS

Greg is nerd..loud and proud. In fact, Mornings on The End features hourly 'Nerd Talk' updates on Greg's favorite geek themed stories of the day. Greg also keeps listeners up-to-date on Seattle's headlines with his daily News segment. Bonus - Greg also hosts the Full 90 Soccer Time Podcast, which features a weekly look at The Sounders!

## A PASSION FOR MUSIC

The End is all about the music, with weekly and monthly features celebrating the music our listeners love. The End's Locals Only program showcases local bands from around the Pacific Northwest, including a featured Locals Only Artist/Band of the month. Plus, every week, The End features 'The Song of the Week'...a fresh tune that we think you would like to hear.

# Seattle's Best Variety from the 90s, 2000s & Now



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	OPT-IN DATABASE <sup>2</sup>
<b>MAINSTREAM AC</b>	<b>WOMEN 30-45</b>	<b>659,700</b>	<b>123,400+</b>	<b>57,500+</b>	<b>8,630+</b>

## CURATED CONTENT

- **Music that moves her.** From nostalgic throwbacks to today's chart-toppers, Emma 94.1 curates the perfect mix to power her day. It's the soundtrack to her life, the rhythm of her heart.

## ENGAGED AUDIENCE

- **Seattle's Power Players:** Moms 30-45
- **Emma 94.1 delivers access to a highly desirable audience.** These women are at the prime of their spending power, shaping their families and their communities.
- **They're tech-savvy, community-minded, and trendsetters.** They're the heart of the Pacific Northwest, and they're listening to Emma.

## INFLUENTIAL VOICES



**MASON MOUSSETTE**  
WEEKDAYS 2PM-7PM

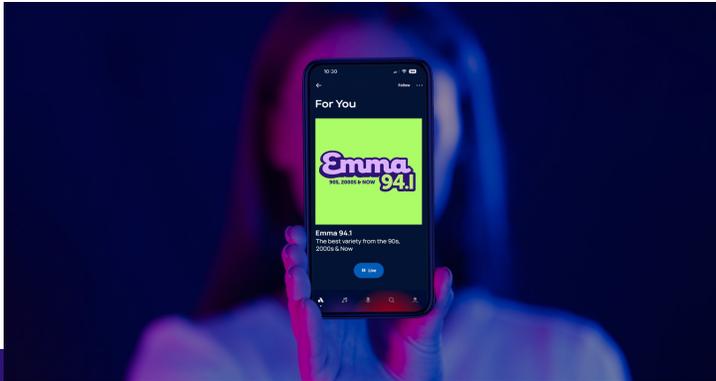


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# Engagement Through Connection, Passion, Experiences



## MEET EMMA, THE HEART OF THE PNW

Emma 94.1 is the brand that speaks directly to the active, smart, and fun-loving Northwest Moms. We're here to make their busy lives a little brighter and a lot more fun.

## ELEVATE YOUR BRAND

Seattle's women are decision-makers, influencers, and brand advocates. Reach them where they're truly engaged – with Emma 94.1. We offer custom sponsorships, entitlements and unparalleled access to this dynamic audience.

## THE BEST OF THE PAST, THE BEST OF NOW

We're mixing your favorite 90s and 2000s hits with today's chart-toppers for a fresh, upbeat sound that's uniquely Seattle. Emma 94.1 is more than just radio; it's a journey of musical rediscovery. Tune in and experience the difference.

# Key Ownership Programs & Opportunities

## CONCERTS & EVENTS

- Miles Montgomery Classic - KISW
- Throwdown - Wolf
- Halloween Hullabaloo - KISW
- Live Day! - KISW
- Hometown Holiday - Wolf
- Unwrapped: An Acoustic Holiday

## UNIQUE INTEGRATED SPONSORSHIPS

- Studio Sponsorships
- Show Sponsorships
- Station Entitlements
- Fundraising Campaigns:
  - Seattle Rock Day
  - Kicks for Kids
  - Operation K9 Companion
  - Coats for Kids

## CAUSE MARKETING TIE-INS

- American Foundation for Suicide Prevention
- Bike MS
- Breast Cancer Awareness
- Diversity Employment Career Fair
- Essential Worker's Weekend
- Gender Justice League
- Hospitality Workers GoFundMe
- I'm Listening
- Mary's Place
- Melodic Caring Project
- Northwest Battle Buddies
- Operation Warm
- Puget Sound Fisher Houses
- S.M.A.S.H.
- Salvation Army
- South Sound Charity Run
- United Way of King County
- WA State Nurses Association

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



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