



Audacy

# St. Louis

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

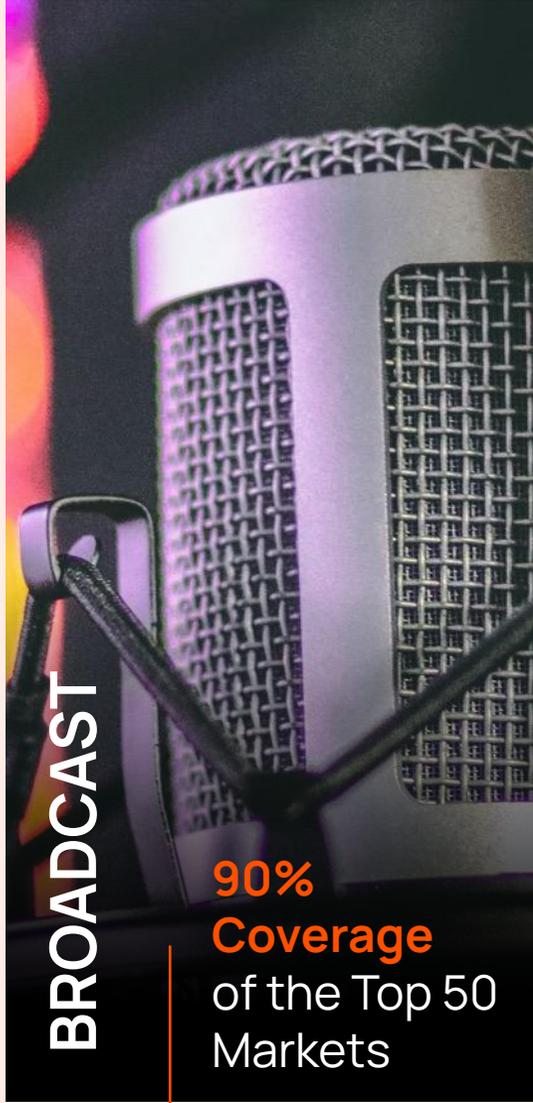
# 200 Million Listeners Monthly



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

## 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



Claritas

Chartable



DEEP  
ROOT



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



Megaphone

neustar

podlights

Quantcast



snowflake



VERITONE



VERITONIC





# St. Louis

Connecting Brands to Fans as the #1  
Creator of Live and Local  
Entertainment and Information in St.  
Louis.

# St. Louis

**Massive weekly reach across St. Louis' most influential audiences:** More than 1 out of every 2 St. Louisans tune in to our stations (KEZK, KFTK, KMOX, KYKY, WFUN, WHHL) every week

**We are deeply connected to charity support,** and partner with major cause-based events & organizations. Winner of a 2017 NAB Crystal Award for KMOX's charitable work in support of our community

**Complete 360° capability** to influence consumers over the air, everywhere online and engage directly on-site

**Our stations reach across demographics and geography** truly mirroring the demographics of the St. Louis market. Our formats provide the soundtrack, news, sports and entertainment that our community craves.

**Committed to our clients' success** as your local partner. We're from here too. We are invested in your success and the growth of the St. Louis area

**Audacy now super serves the African American community** with the #1 and #2 stations in the market

Connecting brands with audiences in meaningful, engaging ways.



# Market Overview

## NEWS



## MUSIC



**2.16M+**  
Monthly Listeners

**1.1M+**  
Monthly Streamers

**512K**  
Monthly Streaming TLH

**375K+**  
Social Followers

**89K+**  
Opt-in Database



# “St. Louis’s #1 station for R&B from the 80’s, 90’s & 2000!”

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	AVG HOMEPAGE VIEWS	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>URBAN</b>	<b>ADULTS 25-54</b>	<b>561,500</b>	<b>22,868</b>	<b>111,717</b>	<b>140,000+</b>	<b>23,000</b>	<b>4,328+</b>

## CURATED CONTENT

- **Rickey Smiley Morning Show**, Every morning, millions of Americans in nearly 60 cities listen to Rickey Smiley and his 6 outrageous cast members on “The Rickey Smiley Morning Show.” His interviews with major celebrities, social political awareness and trademark prank phone calls have made Smiley one of the most listened to radio personalities in history.

## ENGAGED AUDIENCE

- The Lou is a one-stop shop for reaching college educated, working African Americans in St. Louis with annual listener retail spending power is over \$5 Billion
- Clearly defined relationship with our audience, delivering A18-44 (54%) and A25-54 (66%) with live and local content<sup>1</sup>
- From boutique events of 600 to large consumer events of 25,000+, The Lou creates legacy concerts and events with staying power in St. Louis.
- Best way to reach active, employed, commuting African-Americans in ST. LOUIS 40% of AA25-54 in St. Louis listen to The Lou each week
- Core artists include Ne-Yo, Usher, Kem, Alicia Keys, India Arie, Charlie Wilson, H.E.R., Ledisi, Brandy and more.

## INFLUENTIAL VOICES



**RICKEY SMILEY MORNING SHOW**  
WEEKDAYS 5AM-10AM



**MISHELAE**  
WEEKDAYS 10AM-3PM



**TONY SCOTT**  
WEEKDAYS 3PM-7PM



**D2thaC**  
SUN. - THURS. 7PM-12AM

# Influencing Lifestyles and Trends for the Urban Community

## CUMULATIVE AUDIENCE SPECS

- **187,400** Unique Listeners
- **85,900** of which consider 95.5 First
- **16,000** listen to 95.5 EXCLUSIVELY!

## STATION LINE UP

- M-F 5A-10A The Tom Joyner Show
- M-F 10A-3P Isis M. Jones
- M-F 3P-7P Tony Scott
- M-T 7P-12A Al B. Sure! Love & R&B
- Sat-Sun 3P-7P Tony Scott
- Sun 6A-12P Mary Tillman

## 95.5 FOR THE LOU™ HIGHLIGHTS (Ratings / Share)

- #1 AA Adults 25-54 M-Su 6a-12m
- #2t Adults 35-54 M-F 7p-12m
- #2 AA Women 25-54 M-F 6a-12m
- #2t Adults 21-49 M-F 3p-7p

## AUDIENCE COMPOSITION

- Female **54%**
- Male **44%**

## ETHNIC COMPOSITION

- Black **97%**
- Other **3%**

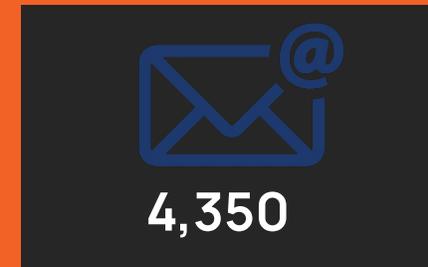
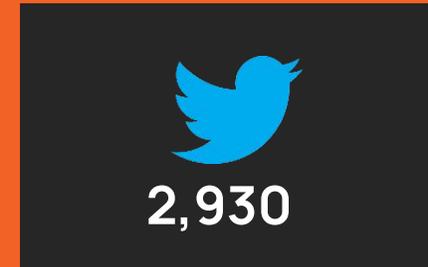
## MEDIAN AGE

- Avg. **52 years old**
- Weekly Avg. **47 years old**

## LISTENER PROFILE

- 21-49 **78%**
- 25-54 **82%**
- 35-64 **85%**

## FOOTPRINT METRICS



## KEY SITE METRICS

Page Views **140,601**  
 Uniques **80,660**  
 Mobile Visits **5,718**



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
NEWS/TALK	MEN 35-64	199,400	9,331	72,909	20,750	16,330+

## CURATED CONTENT

- FM Talk 97.1 is St. Louis' last word for news and opinion delivered by the most influential personalities to St. Louis' most loyal, passionate and engaged audience.

## ENGAGED AUDIENCE

- **FM Talk 97.1** listeners are engaged with current events and active in their communities.
- **FM Talk 97.1** listeners are well-educated, upper-income professionals with the disposable income to spend in your business.
- **FM Talk 97.1** listeners feel a strong connection to the station and its personalities. Our listeners respond to the advertising they hear on FM Talk 97.1!

## INFLUENTIAL VOICES



WEEKDAYS 5A - 9A



WEEKDAYS 9A - 12P



WEEKDAYS 12P - 3P



WEEKDAYS 3P - 6P





# “Today’s Best Music Mix” St. Louis’ only Hot AC 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>	OPT-IN DATABASE <sup>3</sup>
<b>HOT AC</b>	<b>WOMEN 25-54</b>	<b>828,300</b>	<b>8,922</b>	<b>65,182</b>	<b>51,969</b>	<b>22,000+</b>

## CURATED CONTENT

- **Y98 plays upbeat current hits in a family-friendly environment.**  
You never have to worry about the context your message will air within.

## ENGAGED AUDIENCE

- The **Y98 audience** is college-educated, white collar professionals and managers, upper-income Adults 25-49, especially Women 25-49.
- The **Y98 audience** are super-consumers, upper-income women who spend more as they establish their careers, households and purchasing habits. Why target women? Because women account for **85% of all consumer purchases** across all major categories, from Automotive to Healthcare.
- **Y98 features the Bret Mega Morning Show.** A show built with members in all stages of their lives who have fun and share an extension of their lives through their social media that amounted to 16.7 million views on Instagram in 2024.
- In 2024, The Bret Mega Show consistently were atop the ratings leaderboard with women and persons
- Some notable moves:
  - In 2022, AM Drive ranked 9th with 18-49F and 25-54F → in 2024, The Bret Mega Show was **#1** with 18-49F and **#2** with 25-54F
- Y98 plays music from the mid 2000’s through today with compelling content and fun promotions targeted at an active 28 (25-34) year old female.

## INFLUENTIAL VOICES



**The Bret Mega Show**  
WEEKDAYS 6AM-10AM



**Jake**  
WEEKDAYS 3PM-7PM



**Julie**  
WEEKDAYS 10AM-3PM

# The Voice of CITY SC



BROADCAST SHARE  
W35-54

**12.9 - #1**

BROADCAST SHARE  
W25-54

**9.7 - #1**

BROADCAST SHARE  
M35-64

**9 - #3**

BROADCAST SHARE  
P35+

**7.2 - #4**

GENDER BREAKDOWN

**M-58% | F-42%**

LARGEST AGE DEMO

**30-49 - 47%**

HOME OWNERSHIP

**85%**

## HOME OF CITY SC

- Y98 is the broadcast play by play home for CITY SC, with announcers Joey Zanaboni, Dale Schilly and Jen Seiss
- 104.1 FM KMOX supports the CITY SC partnership through additional in depth curated content, including a weekly hour long CITY SC Show hosted by Jen Seiss

## CITY SC TRENDS ALIGN WITH Y98

- In 2024, CITY SC saw the fans get younger, gaining 22% of new fans under the age of 30
- The female representation has increased, with 42% of the overall are female, 47% of new fans are female
- The fanbase shows strong family dynamics with
  - 94% are homeowners
  - 49% have children and average family size of 4.3 members
  - And 91% of fans agree that CITY is family-friendly
- Diverse fanbase showing an 87% growth amongst African Americans

## CITY SC + Y98 IN THE COMMUNITY

- Since the Inaugural season, Y98 and KMOX host the Soccer Showcase, a tour around St. Louis that our talent host feature CITY SC players and invite fans to come out and meet n greet them
- Very up close and personal experience taking the brands to the fans



# “The BEST Mix of ‘80s Through Today”

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>AC</b>	<b>WOMEN 35-54</b>	<b>1,276,900</b>	<b>7,471</b>	<b>90,416</b>	<b>16,699</b>	<b>20,970+</b>

## CURATED CONTENT

- **KEZK has been St. Louis’ exclusive Adult Contemporary station for over 30 years.** Consistently one of the top stations for women, KEZK features well-known live and local personalities with decades’ long relationships with the KEZK audience.
- **For 15 consecutive years KEZK has been The Official Christmas Station!** From Thanksgiving to Christmas, KEZK plays 100% Christmas favorites, dominating the airwaves during the make-or-break season for most retailers and entertainment venues!

## ENGAGED AUDIENCE

- **The KEZK audience are purchase influencers.** With significant purchasing power of their own, they also influence two other generations as they advise their aging parents and also their children who are entering adulthood and establishing their own households.
- **KEZK delivers** well-educated women with disposable income in the peak of their careers. “She buys what she wants, when she wants it”. Why target women? Because women account for **85% of all consumer purchases** across all major categories, from Automotive to Healthcare.
- Core artists include Jonas Brothers, Maroon 5, Taylor Swift, Backstreet Boys, Maren Morris, Christina Aguilera and more

## INFLUENTIAL VOICES



**TRISH GAZALL**  
WEEKDAYS 10AM - 3PM



**JULIE & FRIENDS**  
WEEKDAYS 6AM - 10AM



**CHASE DANIELS**  
WEEKDAYS 3PM - 7PM



# “St. Louis’ Christmas Station”

FORMAT	TARGET DEMO	HOLIDAY LISTENERS <sup>1</sup>	HOLIDAY STREAMING TLH <sup>2</sup>	YoY HOLIDAY STREAMING TLH INCREASE	SOCIAL FOLLOWERS <sup>3</sup>
AC	P12+	821,700	676,690	18%	16,699

## CURATED CONTENT

- **For 21 consecutive years KEZK has been The Official Christmas Station!** From Thanksgiving to Christmas, KEZK plays 100% Christmas favorites, dominating the airwaves during the make-or-break season for most retailers and entertainment venues!
- **KEZK looks to be the leader during the Holiday season.** KEZK will also partner with various Holiday celebrations and grass roots market throughout the Metro with partnerships with Winter Wonderland at Tilles Park, Winterfest and Zoo Wild Lights.

## ENGAGED AUDIENCE

- **The KEZK audience are purchase influencers.** With significant purchasing power of their own, they also influence two other generations as they advise their aging parents and also their children who are entering adulthood and establishing their own households.
- **KEZK will deliver all things Christmas Spirit.** By offering Holiday experiences, such as having Santa on to host special hours to treating listeners to great gifts, supporting the Shop Local message and providing huge community outreach and awareness to those organizations in need of support and donations.



# “St. Louis’s #1 station for Hip Hop.”



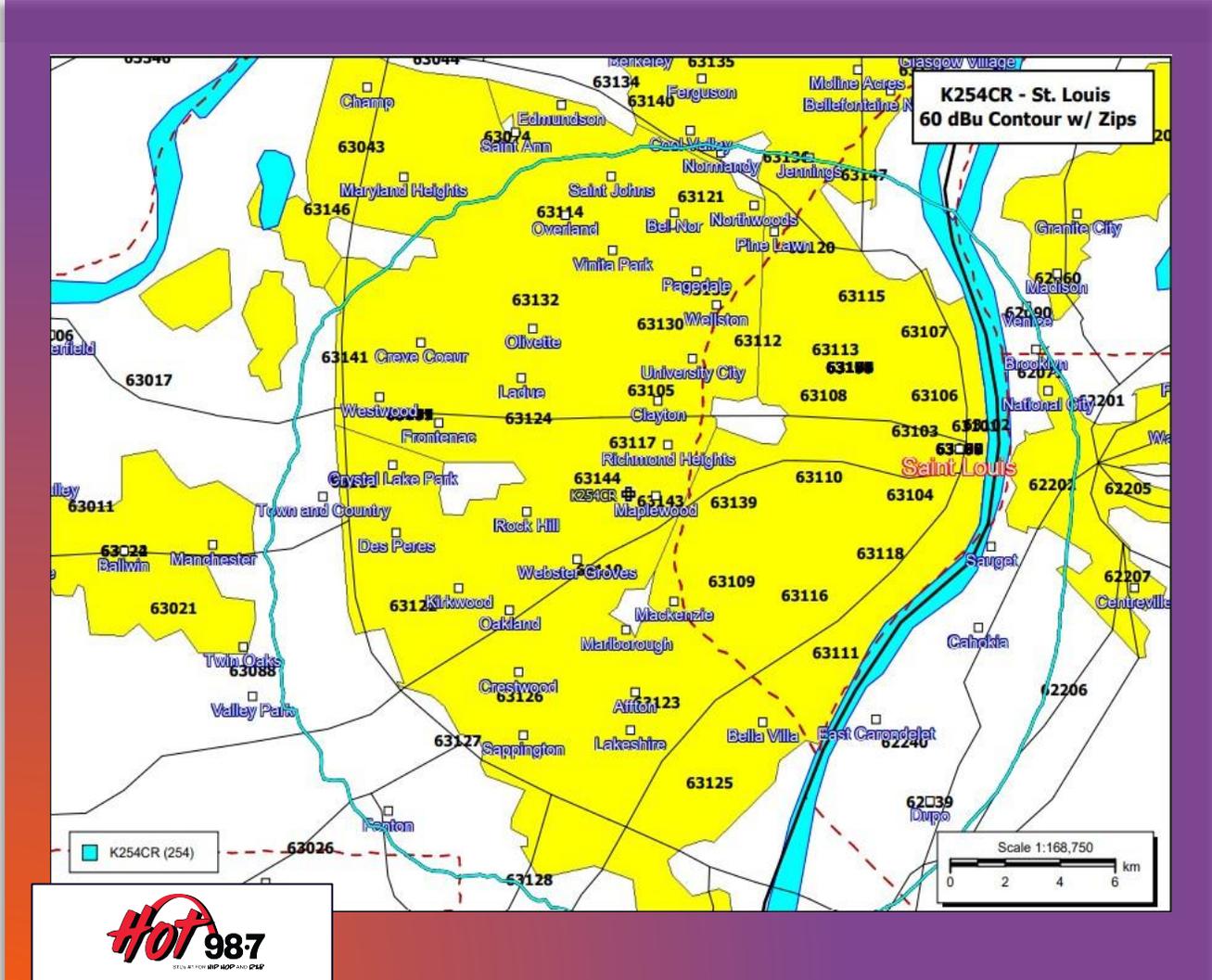
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HIP HOP	ADULTS 18-49	129,700	5,907	23,831	126,000+	239,472	6,000+

## CURATED CONTENT

- HOT 104.1 is the ONLY home for Hip Hop in St. Louis, featuring today’s hottest and newest music
- November 24th, 2025 marks the 20th Anniversary of the station
- The over the air is focussed on providing a great playlist that fans can enjoy all day long
- The social platforms combine to provide news and a hub for culture

## ENGAGED AUDIENCE

- WHHL reflects St. Louis’s multi-cultural lifestyle appealing to a hip and engaged audience of people each week
- The #1 source for Hip Hop in the market, showcasing energy, excitement and entertainment that supersedes it prime target demo and zip codes in the St. Louis Metro
- Daily Cume reaches approximately 90,000 contemporary, active adults
- Core artists include Chris Brown, Drake, Cardi B, 2 Chainz, Mulatto, Lil Baby, Megan Thee Stallion, Rod Wave, Big Sean and more.



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



# “The Voice of St. Louis” For Over 100 Years

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>NEWS/TALK</b>	<b>MEN 35-64</b>	<b>724,000</b>	<b>38,555</b>	<b>236,370</b>	<b>124,014</b>	<b>5,970+</b>

## CURATED CONTENT

- **Heritage Station on the FM** KMOX will celebrate 100 years as The Voice of St. Louis on December 24, 2025 and will continue to air its content on BOTH 1120 AM and 104.1 FM
- **America’s Sports Voice** Sports is a major part of KMOX. St. Louis is a Sports Town, KMOX is the home of top tier sports content and talk, not to mention the play by play. KMOX is the flagship station of the St. Louis Cardinals and SLU Billikens. KMOX also airs the Kansas City Chiefs and is a major content contributor for CITY SC
- **Award Winning News** KMOX’s newsroom of seasoned reporters and experts provide local information St. Louisans rely on. Our robust team includes specialties in politics, the law, technology, virtual consumer, and the market’s only health and religion editor. We’re trusted for both breaking news and in-depth digging. KMOX has been recognized with the regional Edward R. Murrow award for best newscast nine years running.

## ENGAGED AUDIENCE

- The KMOX audience is the most affluent audience in St. Louis. KMOX listeners enjoy above-average income, and education with disposable income for purchasing luxury goods, home improvement, travel, entertainment and investments.

## PRIMETIME LINEUP

### TOTAL INFORMATION AM WEEKDAYS 5AM-9AM

*Up to the minute news/information, traffic & weather and sports*  
Featuring: Debbie Monterrey, Tom Ackermann and Megan Lynch

### THE CHRIS & AMY SHOW WEEKDAYS 9AM-12PM

Featuring: Chris Rongey and Amy Marxkors

### THE GASHOUSE GANG WEEKDAYS 12PM - 1PM

Featuring: Chris Rongey, Tom Ackermann, Kevin Wheeler, Bernie Miklasz and Oli Marmol

### THE DAVE GLOVER SHOW WEEKDAYS 1PM - 5PM

Featuring: Dave Glover, Rachael Zimmerman and Kevin Wheeler

### REDBIRD RUSH HOUR WEEKDAYS 5PM-6PM

Featuring: Kevin Wheeler, Matt Pauley and Bernie Miklasz

### SPORTS OPEN LINE WITH MATT PAULEY WEEKDAYS 6PM-8PM

# “The Voice of St. Louis” For Over 100 Years

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## VOICE OF THE CARDINALS

- **Heritage Partnership** KMOX and the Radio Network built Cardinals Nation and the generational tradition of baseball in St. Louis
- **Consistency over the past 50 years** is Cardinals baseball on KMOX. Cardinals and KMOX are a Blue Chip stock and are #1 in recognition and have an iconic footprint in the region with advertisers who consistently see results, despite of the team record because of the loyal fanbase
- **Listenership on KMOX** nearly doubles during Cardinals season and pulls from all other stations and demographics in the market. Games can be heard for free on: 1120 AM, 104.1 FM and streams live on the KMOX audio stream from Cardinals pre-game through post game show, this includes all commercials that air during the broadcast

## CARDINALS FANDOM

- Cardinals fans are engage and deeply connected with the brands that support their team. Increased trust, positive perception and higher excitement lead to real action as consumers are more likely to hear your message than see it. Fans remember the advertisers that support their teams and reward them for it.
- The Cardinals are a family experience

## KMOX SPORTS



Tom Ackerman



Matt Pauley



Bernie Miklasz



Chris Rongey



Kevin Wheeler

## CARDINALS NETWORK



John Rooney



Ricky Horton



Mike Claiborne

# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- Wine & Chocolate
- Kegs and Eggs / Opening Day Rally
- St. Louis Uncorked
- Pet-A-Palooza
- Y98 Mistletoe Show
- Bikes for Tykes

## SPORTS PARTNERSHIPS & FAN EVENTS

- Flagship Station for St. Louis Cardinals
- Flagship Station for St. Louis Blues
- Radio Broadcast Home to the 100th PGA Championship
- Missouri Valley Conference Tournament Partner

## CAUSE MARKETING TIE-INS

- Susan G. Komen Race For The Cure
- USMC Toys For Tots
- Pedal the Cause
- Go! St. Louis
- Musial Awards
- Cardinals Care Winter Warm-Up
- “An Evening With the Cardinals”  
– National Children’s Cancer Society
- Humane Society of MO “Bark in the Park”
- APA Canine Carnival
- Leukemia and Lymphoma Society  
“Light the Night” and “Hunt for the Cure”
- 45 Year Partner of the Great Forest Park Balloon Race
- Voice of Caring Public Affairs Program
- Old Newsboys Day

## COMMUNITY EMPOWERMENT

- Girls on the Run – St. Louis
- TEDx St. Louis Women
- Live Inspired: An Evening with John O’Leary
- St. Louis County Parks Signature Partnership
- Beggin’ Pet Parade, Benefiting Open Door Animal Sanctuary
- CVC “Be a Tourist” Citywide Program
- Sing for Siteman
- St. Louis Zoo Signature Partnership
- KMOX Student of Achievement Program
- Women of Achievement



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



# St. Louis

Connecting Brands to Fans as the #1 Creator of Live and Local Entertainment and Information in St. Louis

