



Audacity

# Baltimore

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

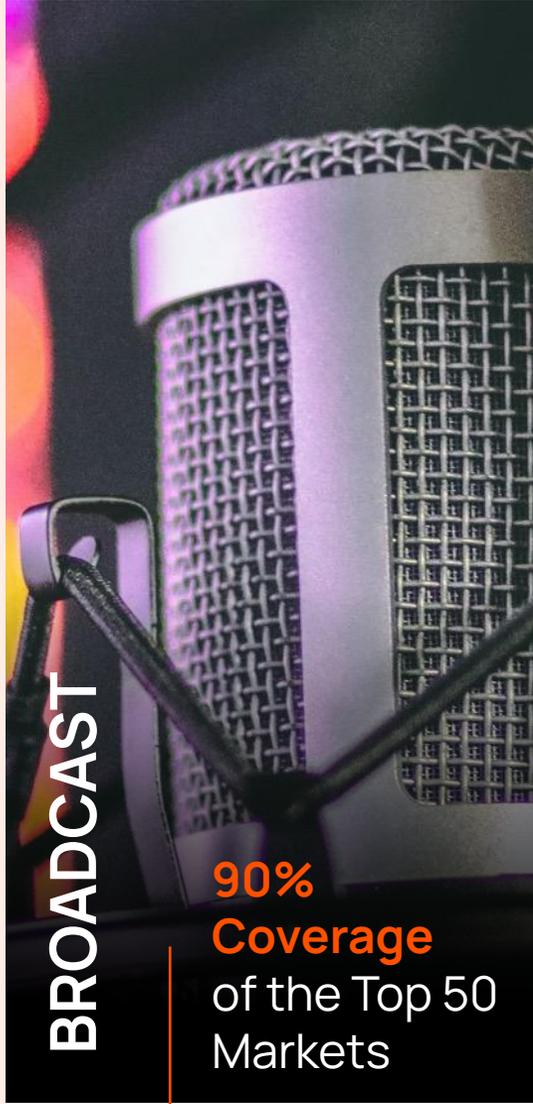
# 200 Million Listeners Monthly



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



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



snowflake



VERITONE®



VERITONIC





# Baltimore

Live. Local. Built for Charm City.



# We know what makes Baltimore unique

## WE KNOW WHAT MAKES BALTIMORE UNIQUE

- A fascinating maritime past with historic ships docked at the Inner Harbor along with waterfront communities like Fell's Point provide the welcoming ambiance of a seafaring town
- Nicknamed the "city of neighborhoods," Baltimore is home to literally hundreds of different districts with diverse communities throughout the city.
- Played a key role in American history with more than 65,000 buildings on the National Register of Historic Places; Baltimore was home to notable authors Edgar Allen Poe, F. Scott Fitzgerald, John Dos Passos and Frederick Douglas.

## AT YOUR SERVICE

- One of the world's largest port cities, Baltimore remains a manufacturing hub but boasts a diverse pool of companies in nearly every sector imaginable from wearable fitness products (Under Armour) to e-learning tools ( Learn Behavioral)
- McCormick & Company, the largest producer of spices and related food products worldwide, is headquartered just north of Baltimore City.
- #10 in Top 20 fastest-growing Tech markets according to Time magazine

## TEAM SPIRIT

- Once the pitchers and catchers report, it's all about the orange and black as the O's return to baseball's most beautiful park at Camden Yards
- Once the leaves turn, the tailgating begins as fans turn out to support the Ravens (and cheer for another Super Bowl ring); just don't mention the Colts
- Celebrated athletes such as Cal Ripken, Jr., Michael Phelps, Kimmie Meissner, Carmelo Anthony, Harold Baines, even Babe Ruth all hail from the Baltimore area.

**1814**

Year Star Spangled Banner written in Baltimore

**#33**

America's Top 100 Cities (Resonance '24)

**#11**

Top 50 States for Employment (U.S. News & World Report, '24)



# Baltimore

**Reaching the spectrum of the Baltimore Metro area demographics like no one else** – delivering over 1.5 million radio listeners in the market (40% of the Baltimore population)

**Developing custom, out-of-the-box, multi-media campaigns** utilizing radio, digital, social media, events and sports to drive success

**Advanced digital capabilities – with scale** – including creative development, programmatic, email marketing and analytics

**Delivering loyal sports fans with the leading sports talk in the Baltimore market** with top-rated Baltimore Baseball Tonight; Baltimore Gameday Uncensored; Westwood One NFL and ESPN MLB coverage; and home to the University of MD Athletics

**More active in the community with deep local connections**, bringing brands to fans at concerts, charitable activities, event and promotions

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## Powerful Reach

**1.7M**

Monthly Listeners

**36K+**

Monthly Streamers

**352K**

Monthly Streaming TLH

**148K+**

Social Followers

**66K+**

Opt-in Database



# Baltimore's Flagship Sports 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>SPORTS</b>	<b>MEN 35-64</b>	<b>246,600</b>	<b>76,971</b>	<b>242,654</b>	<b>69,340</b>	<b>5,889</b>

## CURATED CONTENT

- **Baltimore's only local sports station**, talking Ravens, Orioles and Terps around the clock, all year.
- Exclusive home of the **University of Maryland Athletics**.
- Talking **Baltimore Ravens 24/7** in the fall with three-hour pre-game, two-hour post-game shows, and Monday Morning QB to recap the action.
- Home to Westwood One's NFL coverage including Play-Offs & Super Bowl plus NCAA Tournament, Golf majors, Olympics and Soccer World Cup; and ESPN's MLB and NBA coverage
- Delivers a targeted, passionate, engaged consumer – 62% of the audience is 35-64 and 73% are men. In addition, over 72% are P1's who listen to WJZ-FM more than any other station in Baltimore.<sup>1</sup>

## ENGAGED AUDIENCE

- **Delivers a targeted, passionate, engaged consumer** – 65% of the audience is 35-64 and 71% are men. In addition, over 1/3 are P1s, listeners who tune in to WJZ-FM more than any other station in Baltimore.<sup>3</sup>

## INFLUENTIAL VOICES



**BIG BAD MORNING SHOW**  
WEEKDAYS 6AM-10AM



**VINNY & HAYNIE**  
WEEKDAYS 10AM-2PM



**INSIDE ACCESS**  
WEEKDAYS 2PM-6PM

WEEKENDS: Baltimore Gameday Uncensored, University of Maryland Athletics

# Engagement Through Connection, Passion, Experiences



## COVERING THE HOMETOWN TEAMS

For the most baseball and football coverage, fans tune to 105.7 The Fan. *Baltimore Baseball Tonight* breaks down each evening's match as well as provides updates on all the happenings around the league. From Draft Day to Training Camp all the way up to the Big Game, *Baltimore Gameday Uncensored* provides the most Ravens coverage with pre and post game coverage, and analysis throughout the week.

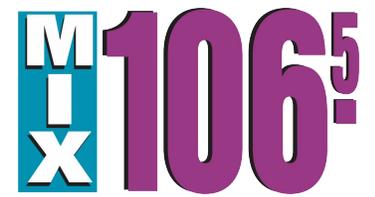
## HOME TO MD TERPS SPORTS

105.7 The Fan is the home for University of Maryland Athletics broadcasting football, basketball and even LAX games throughout the year.

## ALL LIVE. ALL LOCAL.

Live and local is the mantra of 105.7 The Fan. We speak for and to the local sports fan in Baltimore. With Ed Norris (ex Baltimore police commissioner), Vinny Cerrato (ex Washington Redskins GM), Ryan Ripken (former MLB Player) and Femi Ayanbadejo (analyst and ex Raven), we have the sports opinion covered from all angles, speaking with listeners about their favorites teams . . . Ravens, O's and Terps.

# Baltimore's Favorite Family Friendly 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>ADULTS 25-54</b>	<b>566,500</b>	<b>8,881</b>	<b>59,836</b>	<b>76,373</b>	<b>7,653</b>

## CURATED CONTENT

- Baltimore's Hot AC radio station for over **30 years**, specializing in an intensive music mix, combined **with local entertainment, news, weather and traffic** provides an entertaining format.
- One of the **most active radio stations** in the Baltimore Community.
- Creator of the John Hopkins Radiothon bringing over **\$1.5MM in annual charitable contributions**.

## ENGAGED AUDIENCE

- Delivering an audience of **educated, working women with children**. Over 60% are women, over 60% are 25-54, and over half are employed full time<sup>4</sup>! Plus, over 40% have 1+ children in HH and over 30% have a college degree<sup>4</sup>
- WWMX reaches **on the go, commuting, close to point of purchase listeners!** Over 93% of Mix listening takes place out of the home.<sup>1</sup>

## INFLUENTIAL VOICES



**KRAMER & JESS**  
WEEKDAYS 6AM-10AM



**CORINNA DELGADO**  
WEEKDAYS 10AM-2PM



**MIKE ADAM**  
WEEKDAYS 2PM-7PM

# Engagement Through Connection, Passion, Experiences



## RAISING MILLIONS FOR KIDS

Each Year MIX 106.5 hosts a Radiothon benefiting the Johns Hopkins Children's Center. The station has raised more than \$30 million to date thanks to listeners' generosity.



## WE LIVE, WORK AND PLAY HERE

WWMX's personalities are part of the Baltimore community. Most have been on the air in the local market for 20 years or more sharing their life experiences with the audience.



## BRINGING TOP ARTISTS TO BALTIMORE...

From annual holiday concerts to more intimate shows in the Up Close Studio, Mix has been host to some of the nation's top contemporary artists. Past artists include Teddy Swims, Benson Boone, One Republic, Fitz and The Trantrums, Train, Andy Grammer, Gavin DeGraw, Goo Goo Dolls, Hailee Steinfeld, and Niall Horan to name a few.

# Charm City's At Work Radio 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>ADULT CONTEMPORARY</b>	<b>A 35-64</b>	<b>1,014,500</b>	<b>8,234</b>	<b>87,348</b>	<b>15,599</b>	<b>2,764</b>

## CURATED CONTENT

- Mainstream AC station, **“Playing Variety from the 80s to Now.”**
- **Very active in the community** supporting numerous charitable events including *Bundle Up Baltimore* for the homeless and *We Can Survive* for breast cancer awareness.

## ENGAGED AUDIENCE

**#1 for office listening**; Reaching decision-making business owners and working Marylanders.

- 60% aged 35-64 are full-time employed<sup>4</sup>
- 56% | 44% female | male<sup>4</sup>
- 18% are small business owners or decision makers for their employer<sup>4</sup>
- 43% have HHI income of \$100,000+<sup>4</sup>

During the holiday's, Today's 101.9 is Baltimore's Christmas Music Station, **delivering over 1.2 Million** consumers during the peak holiday season.

## INFLUENTIAL VOICES



**GREG & GINA**  
WEEKDAYS 5:30AM – 9AM



**MARIA DENNIS**  
WEEKDAYS 9AM – 2PM



**TOM COOK**  
WEEKDAYS 2PM – 7PM

Source: 1. Nielsen Audio, P12+, Spring 24, 4 Week Cume, Mon-Sun 6a-6a 2. Triton Digital July 2024, Total Listening Hours 3. Sprout 2024 4. Nielsen Scarborough, Market/Release: Baltimore, MD 2022 Release 1 Total (Jan 2021 - Jan 2022), Base: Total Adults 18+, Projected: 2,378,828, Respondents: 2,543.

# Engagement Through Connection, Passion, Experiences



## THE SOUNDTRACK TO THE WORK DAY

Many area businesses enjoy the variety of hits from the 80s through today enough to play WLIF over their sound system. The station, and our personalities, have become a daily at-work mainstay...and sometimes we drop in on loyal listeners to liven up their day.



## WLIF CARES ABOUT WHAT COUNTS

Today's 101.9 gives back to the community. Whether they're collecting coats and blankets for the homeless with *Bundle Up Baltimore* or supporting events such as *Say Yes To The Dress Again for House of Ruth*, *A Woman's Journey* with Johns Hopkins Medicine or *We Can Survive* for Breast Cancer Awareness, Today's 101.9 cares about what matters to the listeners.



## BALTIMORE'S CHRISTMAS CELEBRATION DESTINATION

WLIF delivers holiday cheer better than any other station in the market, whether playing Continuous Christmas Music for over 1.2 million consumers, testing listeners' holiday knowledge with the Christmas IQ, celebrating the local traditions during "Christmas in Maryland" or providing the backdrop to Christmas celebrations with commercial free Christmas from noon Christmas Eve through Christmas night.

TheBET 1300AM (WJZ-AM)

# Baltimore's Home for "Wagertainment" Fans



FORMAT

**SPORTS**

TARGET DEMO

**MEN 35-64**

MONTHLY LISTENERS<sup>1</sup>

**9,100**

SOCIAL FOLLOWERS<sup>2</sup>

**4,624**

## CURATED CONTENT

- The biggest names in sports betting, hottest takes, insider info and more are home on 1300AM TheBET.

## ENGAGED AUDIENCE

- 21% of this audience is affluent with household income in excess of \$100k<sup>3</sup>
- 1300 AM TheBET fan is a passionate and brand-loyal consumer.
- 1300AM TheBET connects advertisers with consumers on an emotional level via shared passion point and the universal love of sports.

## INFLUENTIAL VOICES



**THE DAILY TIP**  
WEEKDAYS 3AM-6AM



**Bet QL DAILY**  
WEEKDAYS 6AM-9AM



**JIM ROME**  
WEEKDAYS 9AM-12PM



**YOU BETTER YOU BET**  
WEEKDAYS 12PM-3PM



**THE PLAYMAKERS**  
WEEKDAYS 3PM-5PM



**BetMGM TONIGHT**  
WEEKDAYS 5PM-8PM



**CBS SPORTS RADIO**  
WEEKDAYS 8PM-3AM



**SATURDAY SPORTS BEAT**  
SATURDAYS 8AM-10AM



# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- Audio Zone at Cross Street Market
- Baltimore Gameday Uncensored Live from Horseshoe Casino
- FANniversary
- Towsontown Festival
- MD State Fair
- Deck The Hall Ball

## SPORTS PARTNERSHIPS

- Baltimore Baseball Tonight
- Baltimore Gameday Uncensored
- University of Maryland Athletics
- Westwood One's NFL Coverage including Sunday Night, Monday Night and Thursday Night Football; NFL Playoffs; & Super Bowl Broadcast
- ESPN's MLB Coverage

## UNIQUE FEATURES

- Cluster: Music Sponsorship
- Cluster: Weather Sponsorship
- Cluster: Traffic Sponsorship
- WJZ-FM: What's Trending Segment
- WJZ-FM: The Commish's Baltimore
- WJZ-FM: Update from the Castle
- WJZ-FM: Inside The Warehouse
- WJZ-FM: Fan Flash
- WJZ-FM: Text of the Day
- WJZ-FM: Inside Access Six-Pack
- WWMX: Mega Prize Minute
- WWMX: Group Therapy
- WWMX: Weekend Sponsorship
- WWMX: Friday Throwback
- WLIF: College of Knowledge
- WLIF: Coffee Break
- WLIF: Commercial Free Hour
- WLIF: Ticket Thursday Giveaways
- WLIF: The Pulse

## CAUSE MARKETING TIE-INS

- Johns Hopkins Children's Radiothon
- First Responders' Fridays
- All Paws Home
- DogFest
- March for the Animals Radiothon
- Bundle Up Baltimore
- We Can Survive Breast Cancer Awareness
- Helping Up Mission



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



# Baltimore

Live. Local. Built for Charm City.

