



Audacy

# Twin Cities

2026



# Audacy is

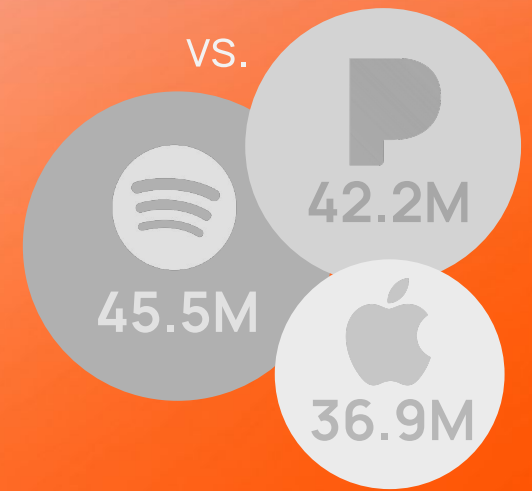
a leading, multi-platform audio content and entertainment company.

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

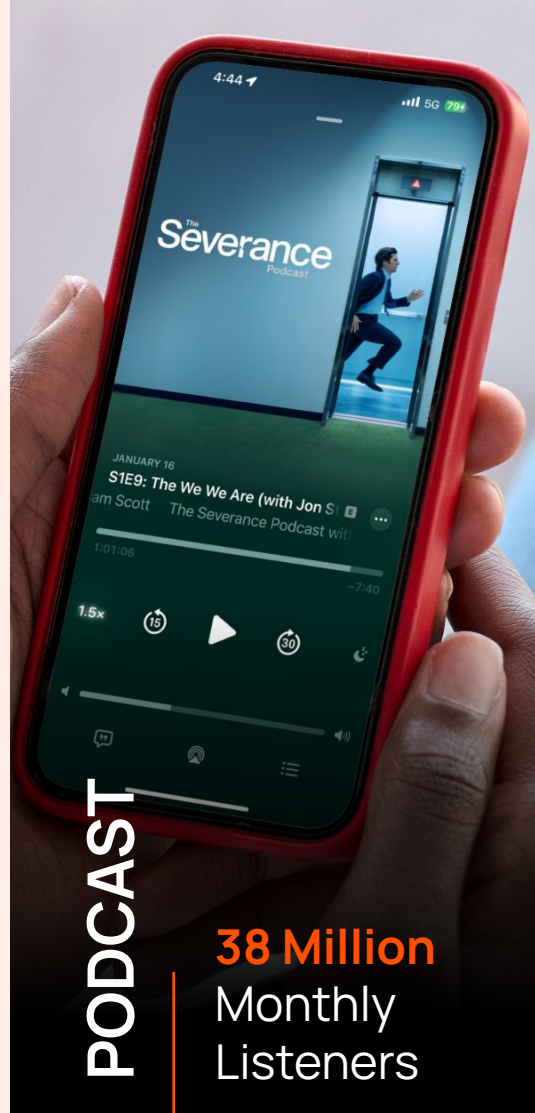


# One Audio Home. A Universe of Content.



**BROADCAST**

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



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

**94M+**  
Combined U.S. Monthly Audience



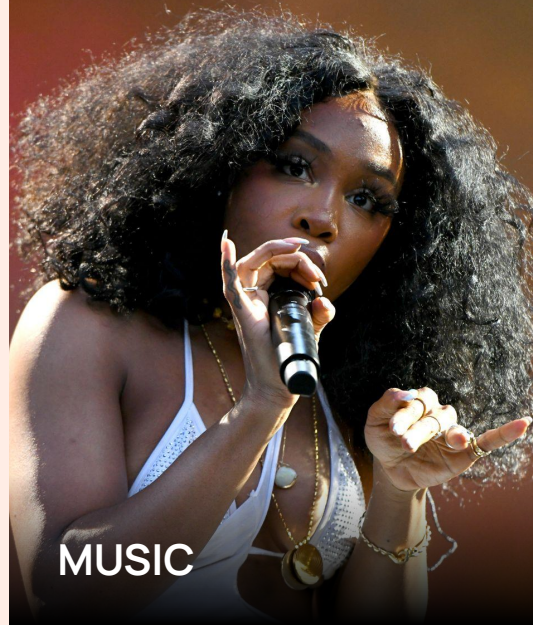
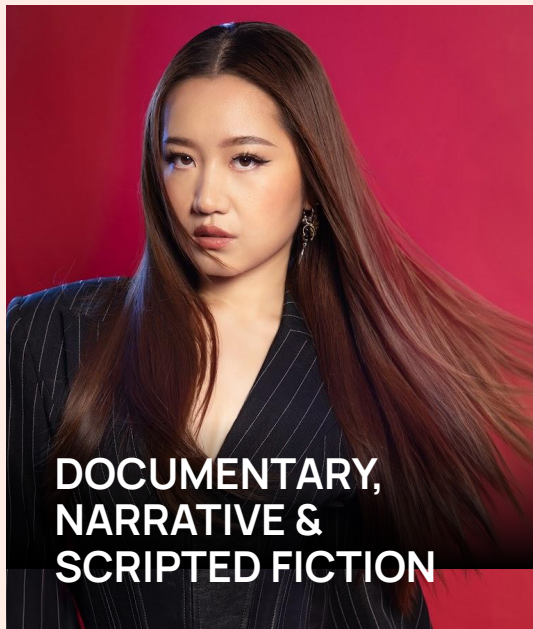
**EVENTS**

**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



LiveRamp



Megaphone

neustar

podlights

Quantcast



snowflake



VERITONE



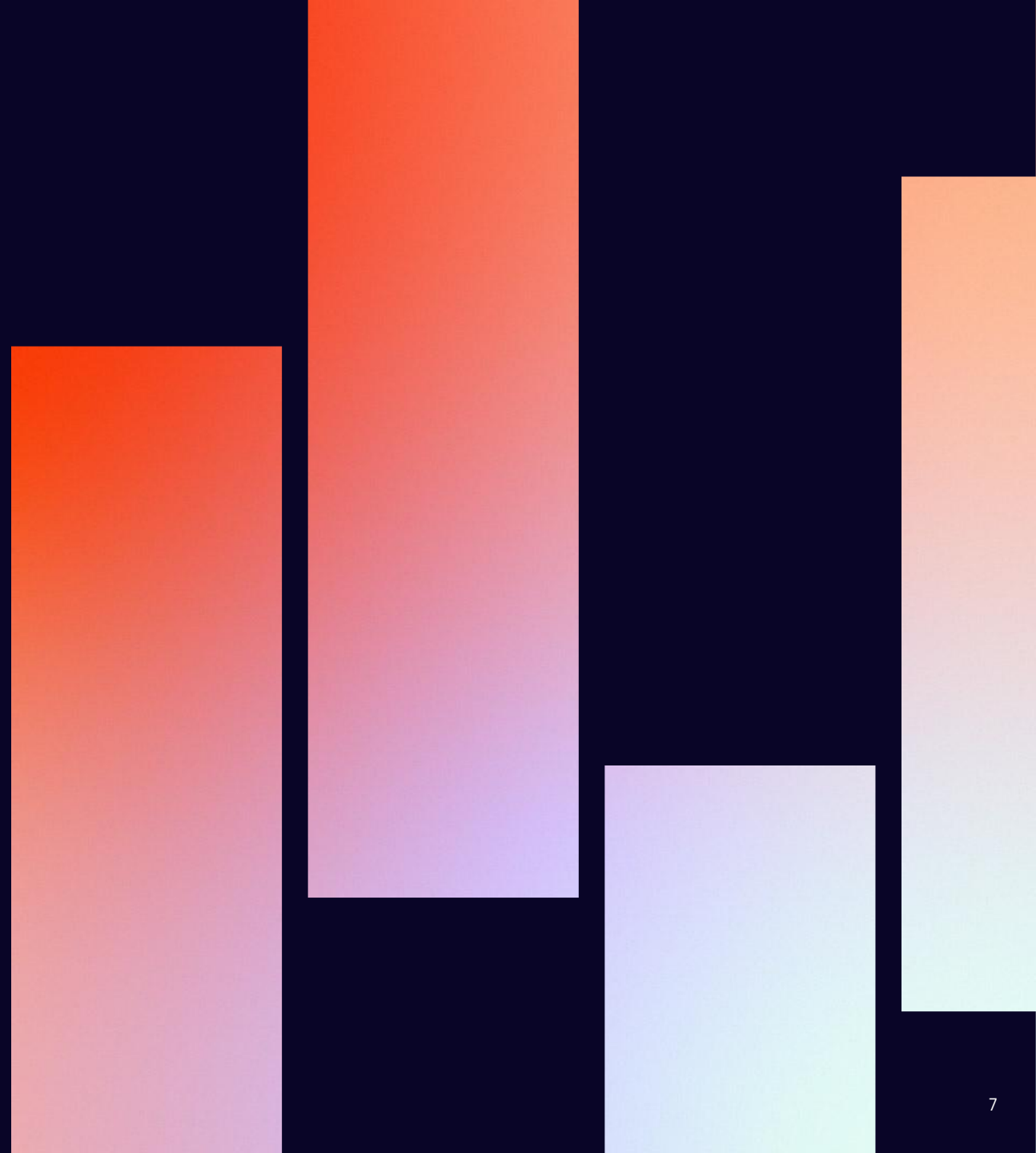
VERITONIC





# Twin Cities

Live. Local. Influencing Minnesota.



# Twin Cities

**Broad, inclusive appeal across Twin Cities lifestyles,** We reach 40% of the Twin Cities (OTA only).

**Deeply connected to our communities,** bringing engaging, local, relevant events to the Twin Cities where they live, work, and play, and partnering with charitable organizations to improve local living

**Total solutions partner,** tailoring plans to target audiences across our stations and platforms, including on-air, digital, social and in-person. We surround listeners with uniquely staged buying propositions.

**Committed to doing business with integrity –** we deliver on promises and being accountable for a premium partnership.

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## NEWS



## MUSIC



## Powerful Reach

**2M+**

Monthly Listeners

**75K**

Monthly Streamers

**424K+**

Monthly Streaming TLH

**173K+**

Social Followers

**84K+**

Opt-in Database





# Minnesota's Good Neighbor Dedicated to Local News and Information

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM HOURS	SOCIAL FOLLOWERS	OPT-IN DATABASE
<b>NEWS/TALK</b>	<b>ADULTS 35+</b>	<b>172,600</b>	<b>495,345</b>	<b>45,900+</b>	<b>37,000+</b>

## CURATED CONTENT

- Always relevant, with the topics and information that matter most locally
- Trusted talent
- Home of the MN Twins
- Traffic and weather every 30 minutes
- Featuring guest hosts and community leaders to explore the topics of diversity, inclusion and current events.

## ENGAGED AUDIENCE

- BIG REACH- WCCO has a daily cume persons of 89,900
- Minnesota's Good Neighbor for 100 years. Driving loyal listeners.

(Source: Nielsen, Sept24-Aug25, M-Su 6a-12m, P12+ ; Triton WCM: March 2025 Social Media and Database (3.7.24))



## INFLUENTIAL VOICES



Weekdays 5-6am  
**The Morning News with Steve Simpson**



Weekdays 6-9am  
**The Morning Show with Vineeta Sawkar**



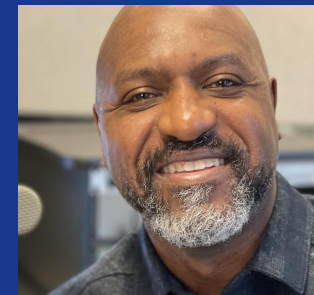
Weekdays 9am-12Noon  
**The Adam & Jordana Show**



Weekdays 12Noon-3PM  
**The Chad Hartman Show**



Weekdays 3-6pm  
**Drivetime with Jason DeRusha**



Weekdays 9PM-1am  
**The Henry Lake Show**



**Chris Schafer**  
Chief Meteorologist



**Dedicated to Local News**

# Engagement Through Connection, Passion, Experiences



## UNION GOSPEL RADIOTHON

The all day Radiothon collects donations to help people rebuild their lives by providing food, shelter, addiction recovery, education, job training, medical & dental care and children's programs. In 2020 over \$330,000 was raised for those in need. The event has raised over \$3.4M over 18 years.

## MINNESOTA STATE FAIR

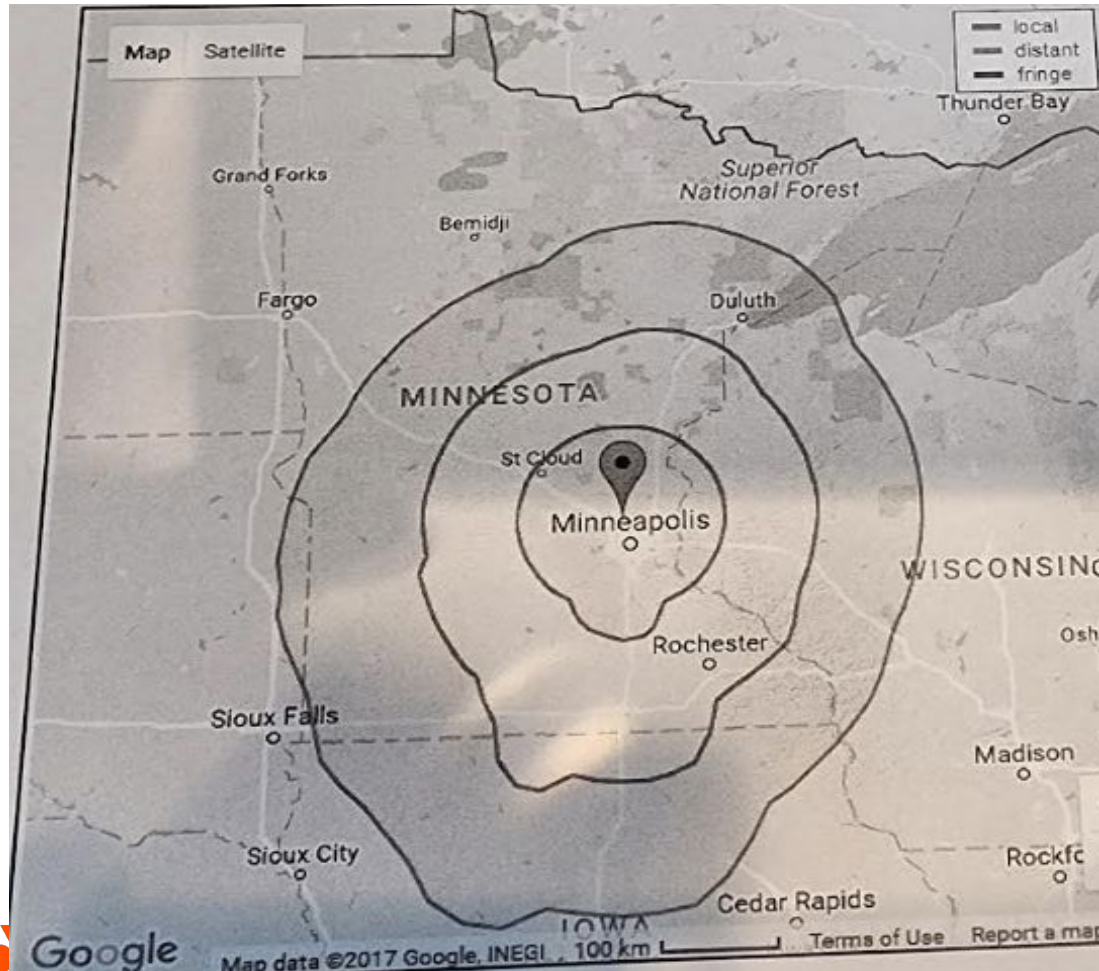
830 WCCO is host to thousands of Minnesota State Fair goers who visit the station's booth. Listeners enjoy hours of entertaining, live broadcasts, engaging interactive games, talent appearances, station merchandise and more.

## LET'S KICK HUNGER DAY

In 2021, the 13<sup>th</sup> Annual Let's Kick Hunger Day Radiothon raised a record breaking \$544,974 to benefit Second Harvest Heartland. Fighting hunger in the Midwest for more than three decades, Second Harvest Heartland is among the nation's largest, most effective hunger-relief organizations. The overall fundraising total is over \$2.5 million since 2009.

# WCCO-AM Coverage Map

## WCCO Radio Reaches 83% of Minnesota's Total Population!



Below are populations based on counties within the metro\*

- Minnesota  
**4,736,390 (+4%)**
- Wisconsin  
**310,422**
- Iowa  
**53,738**

Source: 2020 Census

# Twin Cities' Favorite Country Music Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM HOURS	SOCIAL FOLLOWERS	OPT-IN DATABASE
<b>COUNTRY</b>	<b>ADULTS 25-54</b>	<b>265,300</b>	<b>91,419</b>	<b>75,000+</b>	<b>36,000+</b>

## CURATED CONTENT

- Thunder & PT weekdays 6a-10a
- Katie Neal delivers a daily 10-3pm
- Scotti Kay brings fun to the drive home weekdays 3p-7p
- Rob & Holly have hot new country artists on EVERY night 7-12midnight
- Minnesota Twins Flagship Station
- Super weekend Programming enhancements including Coop's Rockin' Saturday Night and Kelly Ford's 90's Country
- Custom Audacy Live events throughout the year just like we did at Christmas with Jelly Roll and Thanksgiving with Lainey Wilson

(Source: Quantcast, Triton, Vibes, Nielsen Sept24-Aug25, M-Sun 6a-12m; P12+)

## INFLUENTIAL VOICES



**SCOTTY K**  
WEEKDAYS 6AM-10AM



**KATIE & COMPANY**  
WEEKDAYS 10AM-3PM



**PT**  
WEEKDAYS 3PM-7PM



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

# Engagement Through Connection, Passion, Experiences



## HOMETOWN OF THE WEEK

Proud of where we call home, PT will be celebrating a new Minnesota Hometown every week!



## WORLD PREMIERE

Discovering new music fuels passion among fans craving for that new song that will be on their life's soundtrack. Listeners rely on Audacy stations to introduce them to songs that will define their season, their year, their life. World Premiere is a multimarket, multiplatform feature premiering a brand-new song each month from a music superstar. The feature gives fans access to the most anticipated songs from music juggernauts across formats as soon as they drop on Audacy.



## Inside The Wolf Den

WOLF's Country for a Cause is the exclusive station concert featuring top country acts. Previously featured talent includes: Scotty McCreery, Swon Brothers, Rae Lynn, Thomson Square, Brett Elderidge, Ashley Monroe, Frankie Ballard, among others. The event benefits the Jane Brattain Breast Center.

# Twin Cities' Music Station Playing What We Want

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM HOURS	SOCIAL FOLLOWERS	OPT-IN DATABASE
<b>ADULT HITS</b>	<b>ADULTS 25-54</b>	<b>531,600</b>	<b>80,580+</b>	<b>20,700+</b>	<b>12,000+</b>

## CURATED CONTENT

- The variety station for music lovers: JACK is all about the music.
- JACK FM'S Saturday Night Party Train features rock, pop, and alternative party hits from the past six decades.

## ENGAGED AUDIENCE

- Top 5 station in the Twin Cities with Persons 18 to 49 and Person 25 to 54 middays, evenings, and weekends.
- Listeners are active in the community.
- JACK-FM continues to be the station of choice for adults in the Twin Cities, reaching over 254,000 Adults 25-54 each week\*.

\* Sept24-Aug25, PPM M-Su 6a-12m P25-54.

(Sources: Nielsen, Sept24-Aug25; M-Sun 6a-12m; P12+ ; Triton WCM: March 2024 ; Social Media and Database (3.1.24)

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



## INFLUENTIAL VOICES



**REMY MAXWELL**  
WEEKDAYS 3PM-6PM

# Engagement Through Connection, Passion, Experiences



## SATURDAY NIGHT PARTY TRAIN

JACK FM'S Saturday night Party Train bangs out 8 straight hours of back to back party tracks from The Stones, to Eminem, to Van Halen, to Prince, To Rage Against The Machine, to Michael Jackson, to Aerosmith, and everything in between. Simply put, if it's a party song from the late 60's to now, we'll play it! Rock, pop, alt, dance, EDM, Hip Hop, New Wave, Active Rock all mixed together. It's a party experience like none other.

## MINNESOTA STATE FAIR

JACK FM is host to thousands of Minnesota State Fair goers who visit the station's booth. Listeners enjoy hours of entertaining, live broadcasts, engaging interactive games, talent appearances, station merchandise and more.

## THE HEART PRESENTED BY JACK FM

Rock From The Heart is an annual rock concert benefiting Aortic Health in Minnesota founded by Pete and Amy Johnson. It takes place the last weekend in February.

# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- Let's Kick Hunger
- Minnesota State Fair

## CAUSE MARKETING TIE-INS

- Let's Kick Hunger Day
- Union Gospel Mission Radiothon

## UNIQUE FEATURES

- WCCO: 24/7 News, Sports, Traffic & Weather
- WCCO: Live coverage of the MN Timberwolves and Twins baseball
- WCCO: Studio Naming Rights
- WCCO: Weather
- WCCO: "Life in the Pack" with Henry Lake.
- WCCO: Business News with Bloomberg
- WCCO: Smart Gardens
- WCCO: Sports Desk
- KMNB: Super weekend Programming enhancements including Coop's Rockin" Saturday Night and 90s Country on Sunday Mornings hosted by Heather Froglear
- KMNB: 90s Country, hosted by Heather Froglear
- KMNB: Country Countdown
- KMNB: Friday Night Artist Takeovers
- KZJK: Saturday Night Party Train
- KZJK: The Two Hour Non Stop Ride With Remy
- KZJK: 40 minutes of back to back non stop JACK
- KZJK: Remy's Live in the 5, 55
- KZJK: JACK FM'S Kickstart, an hour and a half of back to back non stop JACK
- Cambria Gallery on 7th Partnership

## SPORTS PARTNERSHIPS & FAN EVENTS

- Twins Baseball
  - Pre-In-Post Game Commercial Inventory
  - Ancillary Program Features Available
- Custom Audacy Live events throughout the year like Totally Private where we fly a winner and 4 friends to Nashville to see a private acoustic show from superstars like Luke Bryan, Lady A, Dan + Shay and Lainey Wilson





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



# Twin Cities

Live. Local. Influencing Minnesota.

