



Audacy

# Houston

2026



# Audacy is

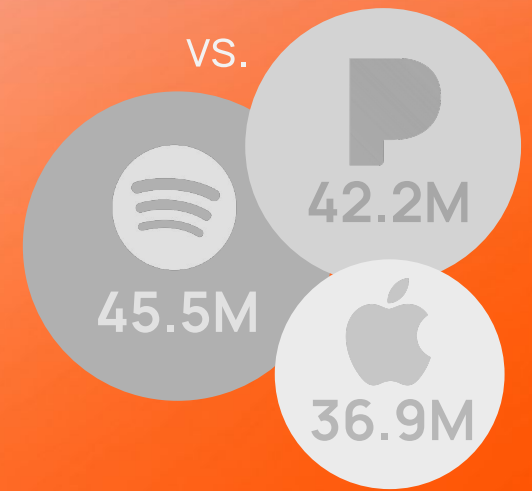
a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

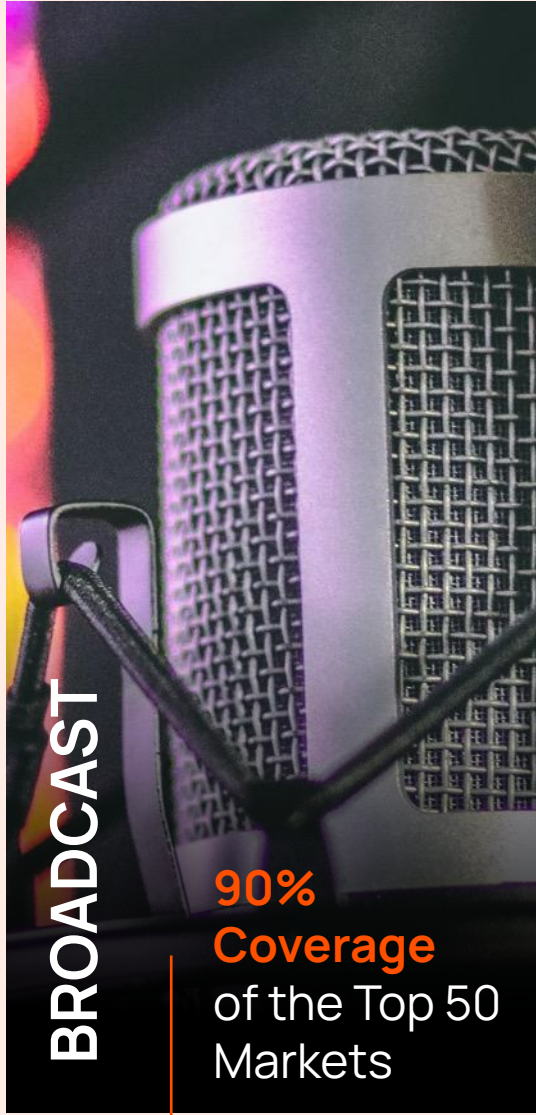
# 200 Million Listeners Monthly



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

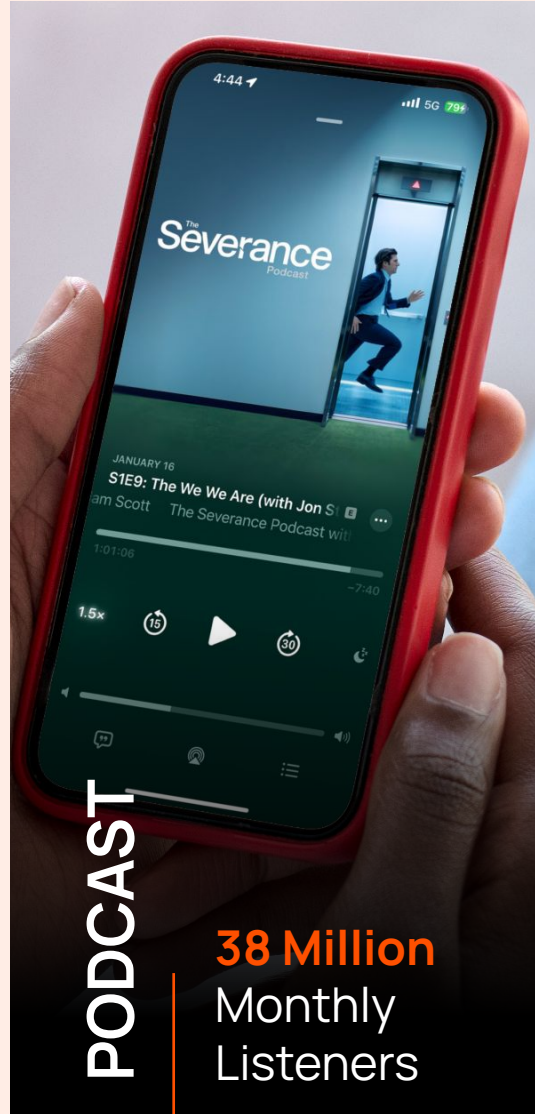


# One Audio Home. A Universe of Content.



**BROADCAST**

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



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

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



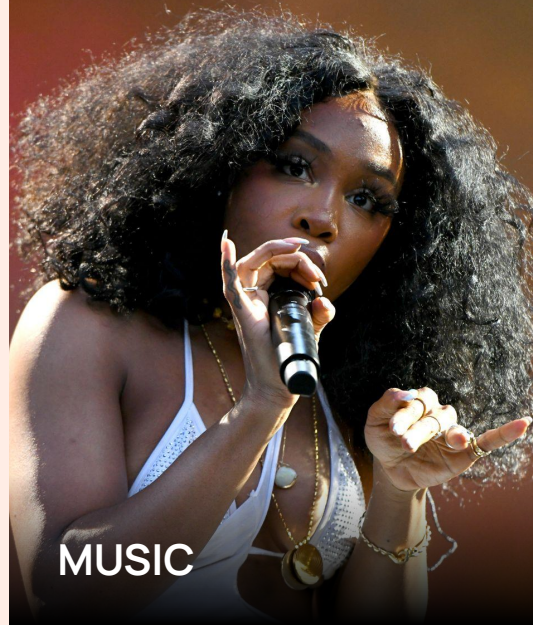
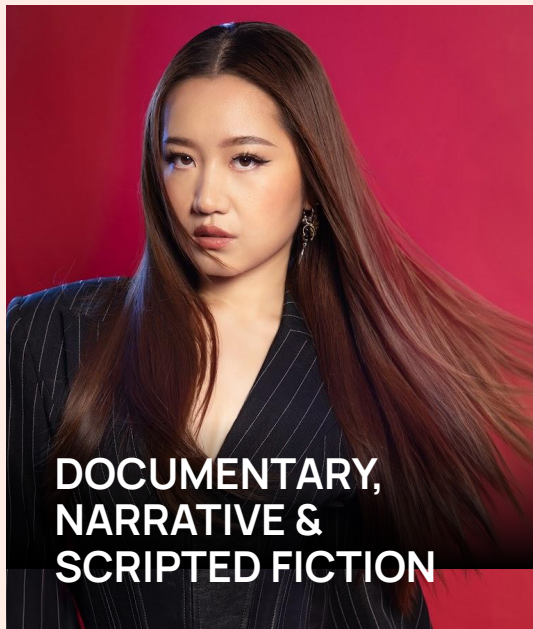
**EVENTS**

**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



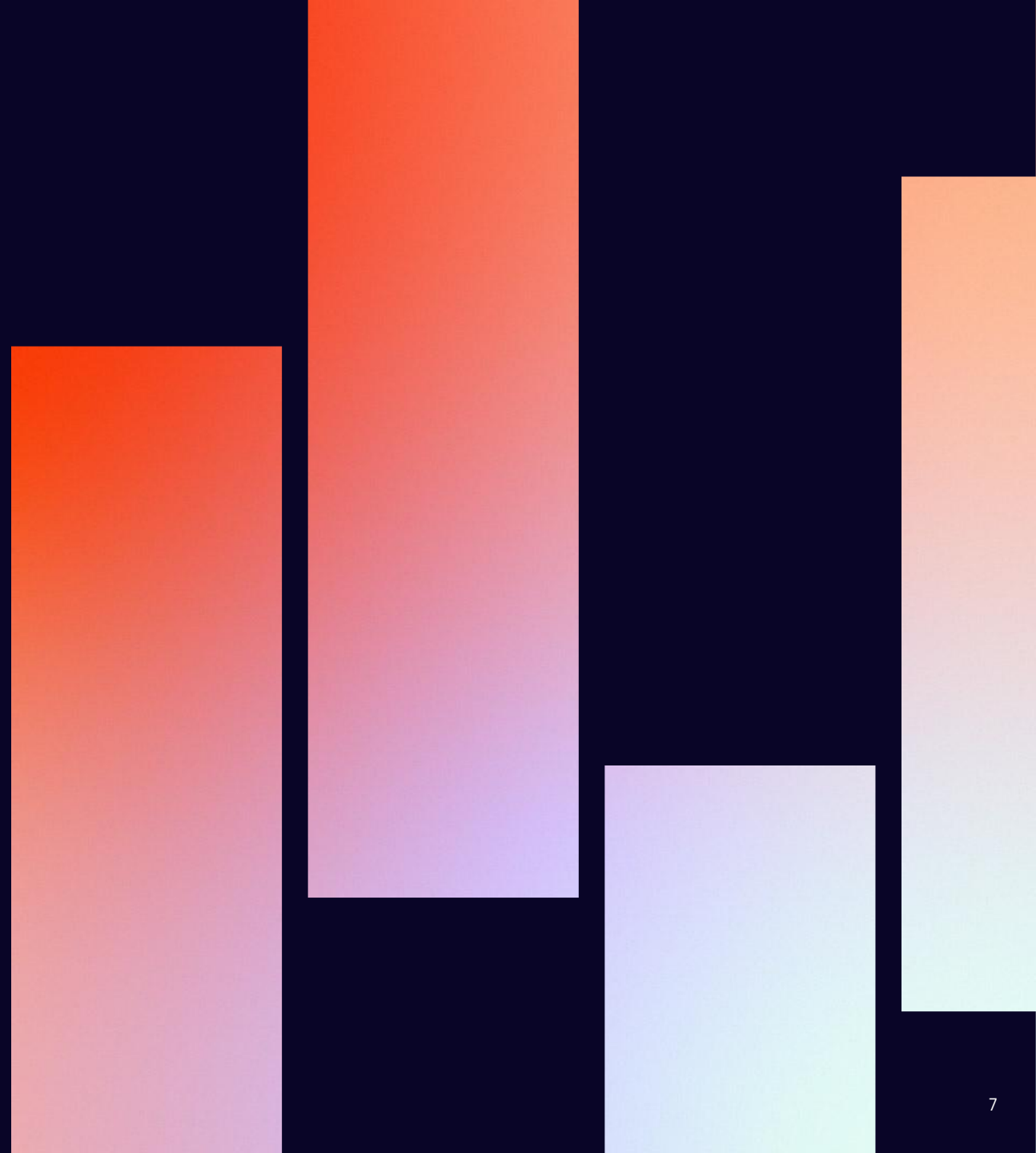
VERITONIC





# Houston

Making Community Happen.



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Making Community Happen.

**The one-stop solution to reach Houston's diverse demographics across a sprawling geographic area** with a portfolio as varied as the market

**Reaching 50% of the market**, including more Hispanic radio listeners than the local Spanish-language radio competitor

**Excelling in custom ideation focused on client objectives** with activations across on-air, online and in-the-community platforms

**Our sports are Texas-sized**, delivering college, NFL and all-things football, including Texans in English and Spanish

**Dedicated to being an integral part of the community** and leader in local events with more volume and scale than any other radio group in the Houston area

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## Powerful Reach

**4.8M+**

Monthly Listeners

**1.7M+**

Monthly Digital Users

**5.07M+**

Social Followers



# Houston's ONLY Adult Hits Station

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
<b>ADULT HITS</b>	<b>ADULTS 25-54</b>	<b>797,900</b>	<b>175,240</b>	<b>13,000+</b>

## CURATED CONTENT

- **Music as diverse as Houston itself;** hits from the 80s, 90s, 70's, and 2000s with the largest playlist in town
- **Music-intensive format** with limited commercial inventory; advertising messages stand out.

## ENGAGED AUDIENCE

- **An audience of almost a million listeners every week**
- 70% of the audience is employed full or part time
- Over half of our listeners maintain a **household income of over \$100k**



**GREGO**  
WEEKDAYS 6AM-7PM

# Houston's New Country

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
<b>COUNTRY</b>	<b>ADULTS 25-54</b>	<b>571,700</b>	<b>142,462</b>	<b>214,000+</b>

## CURATED CONTENT

- **Award-winning Country Station**
  - 2024 ACM Major Market Morning Show of the Year, Frito & Katy
  - 2019 ACM Major Market Station of the Year
  - 2019 ACM Major Market Personalities, Rob + Holly
- Houston's longest running country station, playing artists like Luke Combs, Jellyroll, and Megan Moroney.
- Broadcast partner of the **Houston Livestock Show & Rodeo** and the **Houston Texans**
- **The home of the original Ten Man Jam**, Houston's largest one-day concert event running 25 years long

## ENGAGED AUDIENCE

- **Delivers a quality family-oriented consumer**; 40% of listeners have children in the home under the age of 18; 67% of our listeners are adults in their 20's, 30's and 40s , and over half the audience have a household income of over \$75,000.

## INFLUENTIAL VOICES



**KATIE & COMPANY, WITH KATIE NEAL**  
WEEKDAYS 10AM-3PM



**NICK RUSSO**  
WEEKDAYS 3PM-7PM



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



# Houston's #1 Spanish Hits Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
<b>SPANISH HITS/CONTEMPORARY</b>	<b>A 18-49</b>	<b>473,100</b>	<b>42,520</b>	<b>108,000+</b>

## CURATED CONTENT

- **Playing the Spanish-language hits** from artists like Shakira, Bad Bunny, Karol G, and Peso Pluma.
- Get your morning started off with the fun and energy of **Mega en Tus Mañanas** with Gerry, Cindy Burbano, and Valentin.
- Spanish-language home for the **Houston Texans** play-by-play.
- Three-time **Marconi Award Winner**.

## ENGAGED AUDIENCE

- Delivering Houston's Hispanic community, **with more Latinos listening to Mega** than any other Spanish format station in Houston; **Listeners are bicultural, 70% are bilingual.**
- With **over 58% of the audience having one or more children at home**, Mega is very family-oriented.
- Reaches **on the go, commuting, close to point of purchase listeners!**
- **Active in the community, raising more money for charity** than any other radio station in town

## INFLUENTIAL VOICES



**MEGA EN TUS MAÑANAS**  
WITH GERRY, CINDY & VALENTIN  
WEEKDAYS 5AM-11AM



**LIZ**  
WEEKDAYS 11AM-3PM



**LORENA**  
WEEKDAYS 3PM-7PM



**SHOBOY SHOW**  
WEEKDAYS 7P-11P



# From 90's to Now



FORMAT

**HOT AC**

TARGET DEMO

**WOMEN 25-54**

WEEKLY LISTENERS

**721,500**

MONTHLY STREAMS

**113,000**

SOCIAL FOLLOWERS

**50,000+**

## CURATED CONTENT

- **Entertaining Houston's busy women with hits from the 90s to now** - from current hits of today and favorite throwbacks from back in the day! You'll hear artists like Adele, Justin Bieber, Taylor Swift, Ed Sheeran, Panic at the Disco, NSYNC and Destiny's Child!
- The award winning, Dana Cortez Show, entertains in mornings!

## ENGAGED AUDIENCE

- This family-focused, college-educated, affluent audience are always on the go with a busy house of consumers: **over half of the listeners having one or more children in their home.**
- 58% have a household income of \$75K+
- Large hispanic audience with 46%



**THE DANA CORTEZ SHOW**  
WEEKDAYS 6AM-9AM



**JAGGER**  
WEEKDAYS 9A-1P



**JESSIE WATT**  
WEEKDAYS 1P-6P



**SEAN MACK**  
WEEKDAYS 6PM-10PM



# Houston's Sports Leader for 30 years



FORMAT

SPORTS

TARGET DEMO

MEN 25-54

MONTHLY LISTENERS

157,100

MONTHLY STREAMS

549,190

SOCIAL FOLLOWERS

535,000

## CURATED CONTENT

- The most sports content in the market created from live and local sports talk professionals, focused exclusively on Houston
- **Payne and Pendergast, In The Loop, and The Drive** each lead their respective daypart as Houston's highest-rated sports talk shows, and have all received national recognition as one of the country's top sports programs in their time slot.
- **Flagship of the Houston Texans** a team that over 2.8 million Houstonians have either watched/attended or listened to this year.

## ENGAGED AUDIENCE

- Delivers an educated, professional and affluent audience that is 73% male, an audience that is hard to reach any other place but SportsRadio 610. They are married, empty-nesters, who live active lifestyles with disposable incomes:
  - 76% own their home
  - 67% earn \$75K+
  - 95% consume SportsRadio outside of their home while on the go commuting, and ready to make purchasing decisions.



SETH PAYNE & SEAN  
PENDERGAST  
WEEKDAYS 6AM-10AM



REGINALD ADETULA &  
JOHN LOPEZ  
WEEKDAYS 10AM-2PM



CLINT STOERNER &  
RON HUGHLEY  
WEEKDAYS 2PM-6PM



SHAUN BIJANI &  
PATRICK CREIGHTON  
WEEKDAYS 8PM-10PM

# The BetQL Network: Wagertainment



FORMAT

**SPORTS**

TARGET DEMO

**MEN 25-54**

WEEKLY LISTENERS<sup>1</sup>

**11,400**

## AUDACY IS A LEADER IN SPORTS

- **BetQL: Wagertainment** - the cross-section of sports-wagering and entertainment
- The foundation and growth of a live, linear, digital audio network that features **sports betting content and expert analysis**.
- Featuring a **compelling line up of daily shows**, weekend programming, and special programming surrounding key games and seasons.
- **Offers listeners a fully interactive sports experience** with on air coverage on air, and on Audacy.com and the Audacy App, as well as OTT Video Partners & Twitch.



BetMGM "THE DAILY TIP"  
WEEKDAYS 5AM-8AM



BetQL DAILY  
WEEKDAYS 8AM-11AM



BetMGM "THE DAILY TIP"  
WEEKDAYS 11AM-2PM



YOU BETTER BET  
WEEKDAYS 2PM-6PM



BetMGM TONIGHT  
WEEKDAYS 5PM-9PM



Source: Nielsen Audio; M-Su 6a-12m MAR21 P6+ Cume.

# Key Ownership Programs & Opportunities

## SIGNATURE EVENTS & PARTNERSHIPS

### Q1

- Super Bowl Radio Row
- Bull Honky Tonk
- Astros Spring Training
- Houston Livestock Show & Rodeo

### Q2

- East End Street Fest
- 1Thing Day
- 10,000 for the Troops
- PRIDE

### Q3

- Kids Read Radiothon
- Hispanic Heritage Month
- Football Friday
- Reaction Monday

### Q4

- Ten Man Jam
- Mega Radiothon
- Texas Bowl
- Football, cont.

## CAUSE MARKETING TIE-INS

- Barbara Bush Houston Literacy Foundation
- Rebuilding Together Houston
- Texas Children's Hospital
- DePelchin Children's Center
- MD Anderson Boot Walk to End Cancer
- Folds of Honor

## PARTNERS

- Houston Texans
- Houston Livestock Show & Rodeo
- Kinder's Texas Bowl
- Houston Hispanic Chamber of Commerce
- Texas Children's Houston Open
- Chevron Open
- Insperity Invitational



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



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Making Community Happen.

