



Audacy

# Las Vegas

2026



# Audacy is

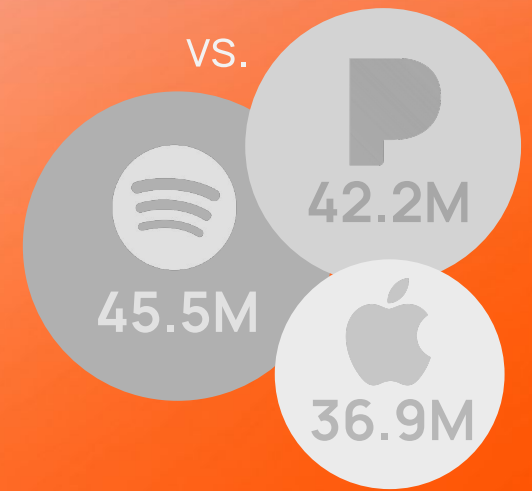
a leading, multi-platform audio content and entertainment company.

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



AUDACY REACHES

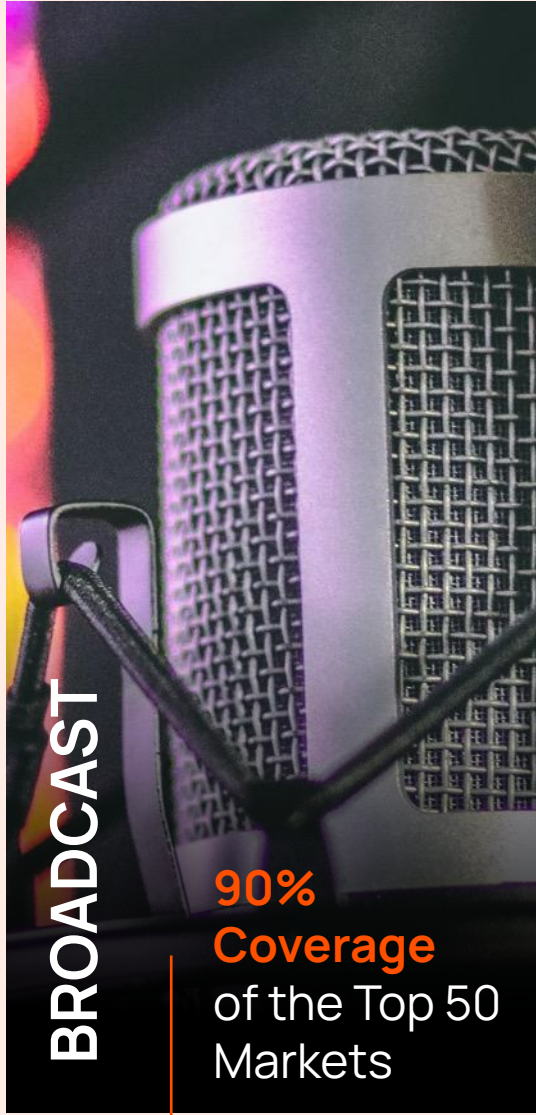
# 200 Million Listeners Monthly



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

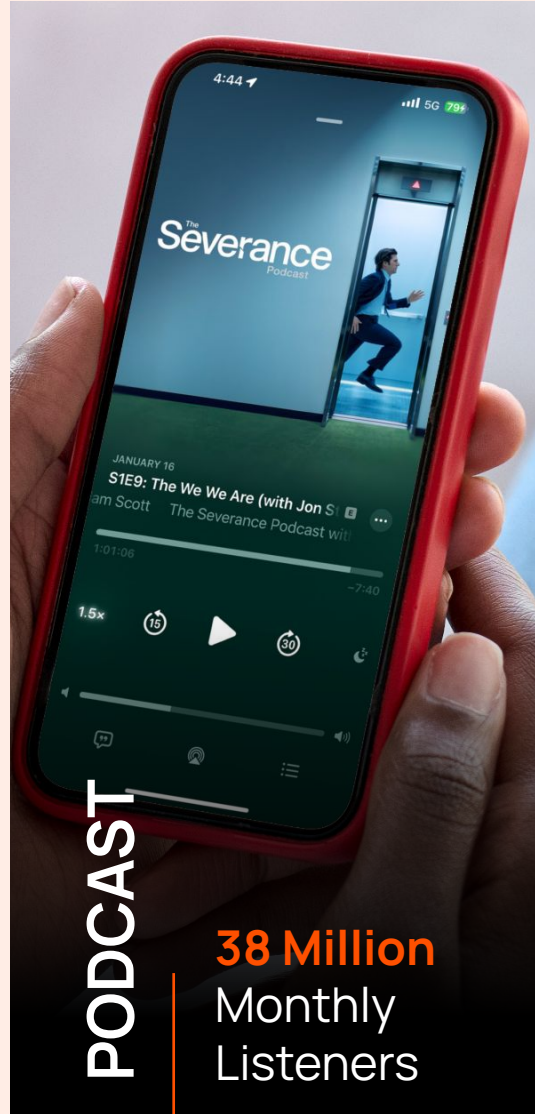


# One Audio Home. A Universe of Content.



**BROADCAST**

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



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

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



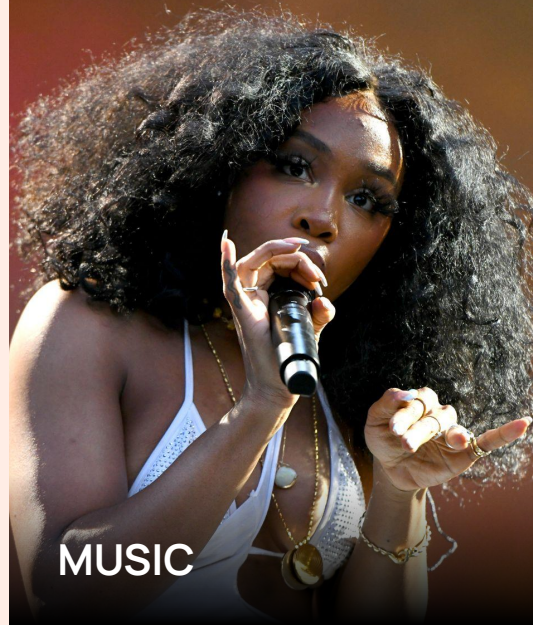
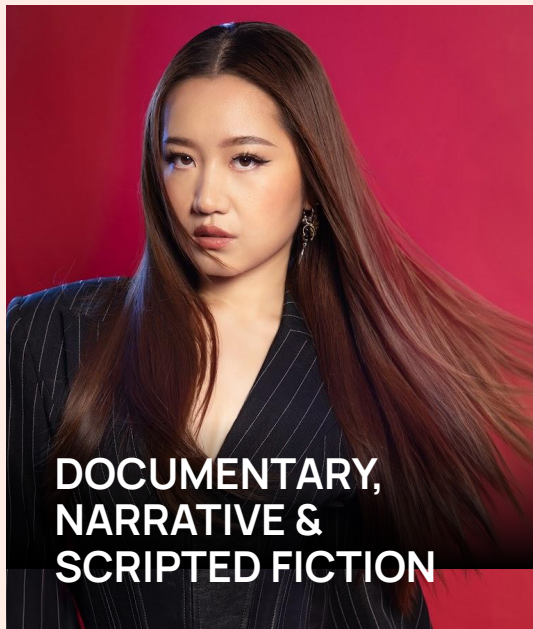
**EVENTS**

**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



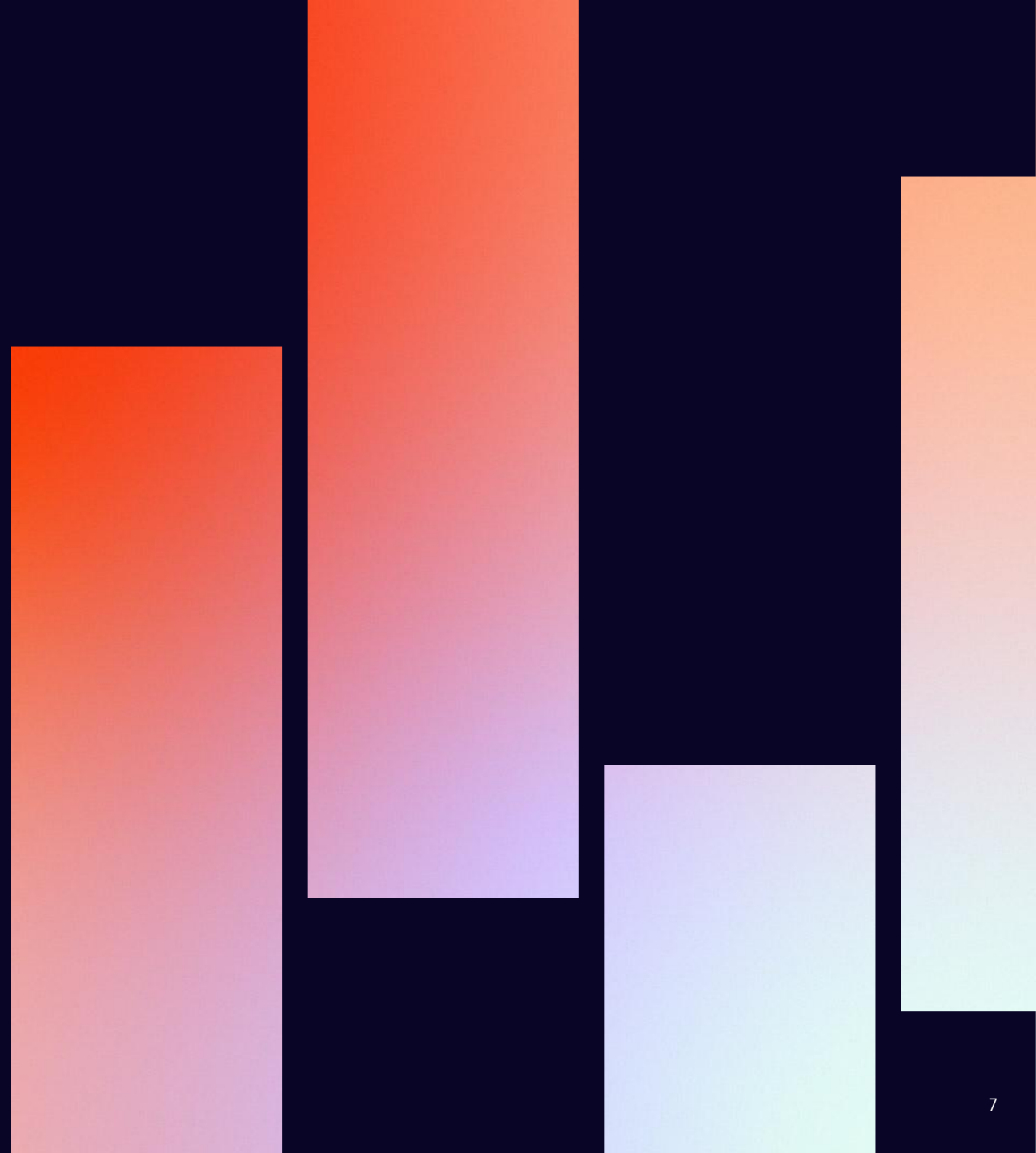
VERITONIC





# Las Vegas

The Pulse of the Real Las Vegas.



# Las Vegas

**A variety of station formats serve the diverse Las Vegas local community** as well as the thriving visiting and transient population from all over the country and the globe.

**Dedicated to the everyday Las Vegas community,** serving residents through cause-driven initiatives and helping business owners reach marketing goals.

**Second to none in event activations,** with marquee programs including the 26<sup>th</sup> annual Chet Buchanan Show 98.5 KLUC Toy Drive which provided assistance for 110+ local area non-profit organizations and their families in need for 2024.

**Embedded in the true Las Vegas Community,** with the only local hosts in news/talk and personalities who have lived in the market for years and are active in the local scene and causes.

Connecting brands with audiences  
in meaningful, engaging ways.



# We Know What Makes Las Vegas Unique

## MORE THAN SIN CITY

- Las Vegas is the no. 1 American destination for conventions and trade shows. Home to three of the 10 largest convention centers in the U.S., nearly 5 million business decision-makers visited the city that means business.
- While Las Vegas is globally renowned for its hotel and entertainment industries, "The Strip" only employs 5% of all Las Vegas metro area residents. Vegas is home to several thriving job sectors including logistics, manufacturing, mining and aerospace.
- Las Vegas is a city of families! The Clark County School District is the 5th largest school district in America, educating more than 324,000 students K-12.
- Las Vegas' natural beauty rivals the bright lights and glamour of The Strip. Locals looking for a break enjoy hiking and the great outdoors like the Valley of Fire, Lake Mead and Red Rock Canyon.

## GAME ON

- With elite attractions enticing 41.6 million visitors to the city in 2024, Las Vegas stands with New York City, Los Angeles and Chicago among the top travel destinations in the nation.
- Visitors spend heavily in a city built on world-class entertainment and customer service. Tourists injected nearly \$88 billion into Las Vegas coffers in 2024 and broke several additional records in 2023.
- Everyone comes to Vegas! With more than 58.4 million enplaned/deplaned passengers last year, McCarran International Airport is among the world's busiest airports, ranking 7th in the U.S. for total passenger traffic just behind JFK and LAX.

## A SPORTING SPIRIT

- Las Vegas remains a premier national destination for marquee sporting events and in 2023 saw Formula 1, the NFL Pro Bowl Games, NCAA Men's Basketball Regional, Super Bowl LVIII (end of 2023-2024 season) and more in addition to a rich tradition of championship boxing, the UFC, the World Series of Poker, NASCAR, National Finals Rodeo, USA Rugby Sevens and the Professional Bull Riders World Finals.
- Las Vegas continues to be the fastest growing professional sports market both wildly popular with tourists and growing a #VegasBorn fanbase of our own thanks to early successes by both our back to back WNBA World Champion Aces and Stanley Cup champion NHL Golden Knights!

## LOCALS HIT THE JACKPOT

- Locals know the truth...Las Vegas outgrew its glitzy, debaucherous reputation long ago. With its surprising affordability and 24/7/365 access to everything from entertainment to diapers to takeout and everything in-between, Clark County as a whole remains one of the fastest growing counties in the United States.

**320**

Days of  
Sunshine  
a year

**Lowest  
Taxes**

In the  
nation

**5.99M+**

Convention  
delegate visits  
in 2024

**150,211**

Hotel/Motel  
rooms



# Digital Listening Audience

**553k+**

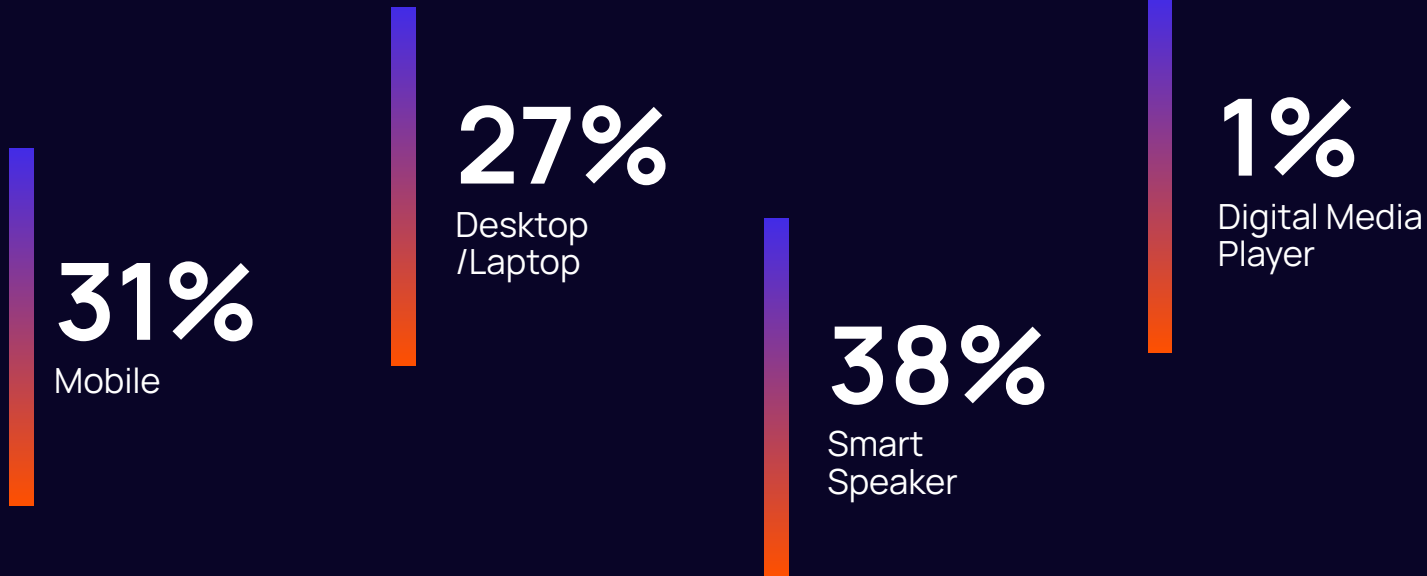
Digital Monthly Listeners

**1,500+**

Streaming Stations

**4,000+**

Podcasts



AUDIENCE	COMPOSITION
P 18-24	6%
P 25-54	66%
P 55+	28%
Male	55%
Female	45%
College +	46%
HHI 100k+	31%
HHI 50K+	64%
Has Children	46%
Hispanic	3%
AfAm	6%
Multicultural	15%

# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

**1.39M+**

Weekly  
Listeners <sup>1</sup>

**232k+**

Monthly Stream  
TLH <sup>2</sup>

**175k+**

Social Media  
Followers <sup>2</sup>

**126k+**

Monthly Website  
Views <sup>2</sup>

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Website views Average (Jun-Dec 2023).



FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	MONTHLY WEBSITE VIEWS <sup>2</sup>
<b>HOT AC</b>	<b>ADULTS &amp; WOMEN 25-54</b>	<b>291,000</b>	<b>88,100+</b>	<b>50,200+</b>	<b>37,900+</b>

## CURATED CONTENT

- **Home to Mercedes in the Morning**, a local influencer for over 25 years, with many awards and honors including:
  - Best Radio On-Air Personality Talent from The 21st Silver State Awards
  - Radio Personality Award from The 14th Annual Athena International Awards and Women in Entertainment & Media
- **Plays the best music variety** ranging from 90's, 00's and today

## ENGAGED AUDIENCE

- The clear cut **#1 Morning Show for W25-54**<sup>3</sup>
- **#1 Market Leader** for Adults & Women 25-54<sup>3</sup>
- **Leading Market talents** that carry notable weight beyond radio as television & social media influencers
- Home to some of the largest, family-based events in the city including Hop-N-Shop (12k+ attendees) and GhostWalk (15k+ attendees)

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).

3. Nielsen Audio; M-F 6a-10a Jan23-Dec23 W25-54, A25-54

## INFLUENTIAL VOICES



**MERCEDES IN THE MORNING**  
M-F 5A-10A



**MIX MUSIC**  
M-F 10A-2P



**HEATHER COLLINS**  
M-F 2P-7P



**TRAFFIC & WEATHER W/ MITCH KELLY**  
M-F 6A-10A & 3P-6P

# Engagement Through Connection, Passion, Experiences



## HOP-N-SHOP

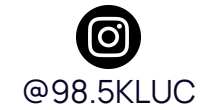
Las Vegas' largest Easter Egg Hunt and family event draws parents and their children to dozens of egg hunts and family-targeted merchants with games and prizes. It's complete free for families to participate and boasts one of the largest events in the city every year!



## FOUR CORNERS FOOD DRIVE

September is Hunger Action Month and you'll find Mix 94.1 leading the community in an incredible food drive to help raise funds for community food bank Three Square. With a little help from community partners and celebrity guests, the call is out to our city to help Three Square feed those in Las Vegas struggling with food insecurity.

# Las Vegas' #1 Hit Music Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	MONTHLY WEBSITE VIEWS <sup>2</sup>
<b>TOP 40</b>	<b>ADULTS 18-44</b>	<b>258,100</b>	<b>34,400+</b>	<b>85,300+</b>	<b>12,700+</b>

## CURATED CONTENT

- **Las Vegas' longest running Top 40 station** with over 50 years of brand identity
- **Community connected** talent leading the charge on numerous local causes
- **Home of the 98.5 KLUC Toy Drive**, the largest single-location toy drive in the U.S. taking place for the last 24 consecutive years and benefiting thousands of local families

## ENGAGED AUDIENCE

- **Consistently a top 3 performer** with Adults & Women 18-34 & 18-44<sup>3</sup>
- **Median audience** age of 37
- **51% of audience fall within key demo** Adults 18-44

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).

3. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 Multiple Demos

## INFLUENTIAL VOICES



**MUSIC IN THE MORNINGS**  
M-F 6A-10A



**MIKALAH GORDON**  
M-F 10A-2P



**BRU**  
M-F & SAT 3P-7P



**TINO COCHINO SHOW**  
M-F 7P-11P



**MICAH**  
SAT 10A-12P



**JB KING**  
SAT 12P-3P  
SUN 10A-2P



**TRAFFIC & WEATHER  
W/ MITCH KELLY**  
M-F 6A-10A & 3P-6P

# Engagement Through Connection, Passion, Experiences



## TOWN SCARY

Town Scary is one of the largest Halloween events in Las Vegas! This safe trick-or-treat event hosted at the storefronts of Town Square brings approximately 30,000 people and offers parents and their children an evening of fun, prizes and of course a lot of candy!



## TOY DRIVE

The 98.5 KLUC Toy Drive is the largest, single-location toy drive in the country running for 19 consecutive years. 98.5 KLUC's morning personality lives atop a 30-foot scaffold while broadcasting for 12 straight days. Listeners, celebrities and local business just in the past three years have donated \$1,328,334 in cash and gift cards, 20,592 bikes, and have filled 92 semi trucks with toys, all to benefit Help of Southern Nevada.

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	MONTHLY WEBSITE VIEWS <sup>2</sup>
<b>RHYTHMIC AC</b>	<b>ADULTS 25-54</b>	<b>278,700</b>	<b>23,000+</b>	<b>12,500+</b>	<b>13,600+</b>

## CURATED CONTENT

- **Throwback Hits** from 90s to the mid 2010s with a mix of current releases
- **The original in the format**, our recipe is often imitated but our performance and success cannot be duplicated
- **Local Talent** with deep ties to Las Vegas Strip night light and Las Vegas professional/college sports

## ENGAGED AUDIENCE

- **Consistently a top 3 performer** Adults 18-34, 18-49, 21-49, 25-54<sup>3</sup>
- **An educated bunch** with more than 54% having some level of College and/or Grad School in their background. Combined with over-indexing audiences P35-49 and you're reaching them at their peak earning potential years.

Source:  
 1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+  
 2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).  
 3. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 Multiple Demos

## INFLUENTIAL VOICES



**DJ CO1**  
 M-F 10A-2P  
 SAT 12P-6P



**BOJO**  
 M-F 2P-7P  
 SUN 12P-6P



**THROWBACK HITS**  
 M-F 7P-10P



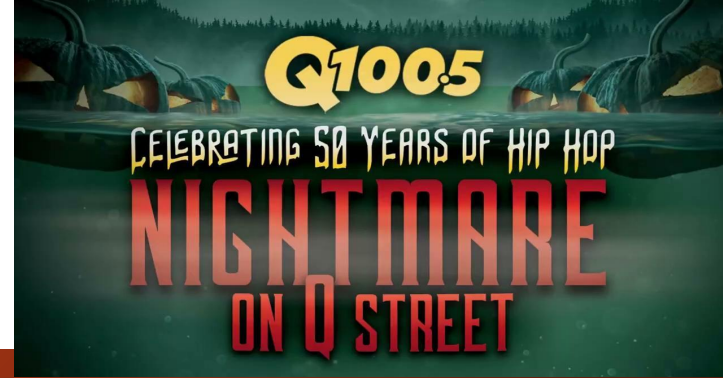
**SLOW JAMS WITH R DUB**  
 M-TH 10P-12P

## Engagement Through Connection, Passion, Experiences



### SLOW JAMS WITH R DUB

Slowjams with R Dub hits the Q100.5 airwaves every night, seven days a week. A mix of old and new R&B love songs and an outlet for listeners to call in and dedicate to that special someone.



### NIGHTMARE ON Q STREET

Q 100.5's annual Throwback Concert is the market's fastest growing audience's BIG NIGHT OUT with celebrated artists and hits spanning the last three decades of hit music.

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	MONTHLY WEBSITE VIEWS <sup>2</sup>
<b>NEWS/TALK</b>	<b>ADULTS 35-64</b>	<b>41,200</b>	<b>51,800+</b>	<b>5,900+</b>	<b>15,400+</b>

## CURATED CONTENT

- **KDWN features some of the nation's leading names** in the news and talk space offering a daily perspective on current events, news, financial updates, sports and entertainment and yes, the political landscape.
- **We carry them live** while it's happening so listeners can be part of the conversation while it's relevant.

## ENGAGED AUDIENCE

- **Loyal listeners**, hearing your commercial as part of the content they are raving fans of.

## INFLUENTIAL VOICES



**BRIAN KILMEADE**  
M-F 6A-9A



**MARKLEY, VAN CAMP & ROBBINS**  
M-F 9A-12N



**SEAN HANNITY**  
M-F 12N-3P



**JIMMY FAILLA**  
M-F 3P-6P



**STEVE SANCHEZ**  
M-F 6P-8P



**DR. DALIAH SHOW**  
M-F 8P-10P



**INTO THE PARANORMAL**  
M-F 10P-12A



**THE OTHER SIDE OF MIDNIGHT**  
M 1A-5A | TUE-FRI 12A-5A



**ANOTHER SIDE OF MIDNIGHT**  
SA-SU 12A-3A



**BULOVA SUNDAYS WITH SINATRA**  
SUNDAYS 8P-10P



**TRAFFIC & WEATHER**  
M-F 6A-10A & 3P-6P



**NASCAR LOCAL RACE COVERAGE**

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).





FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAM TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>2</sup>	MONTHLY WEBSITE VIEWS <sup>2</sup>
<b>NEWS/TALK</b>	<b>ADULTS 35-64</b>	<b>55,300</b>	<b>68,700+</b>	<b>10,600+</b>	<b>132,000+</b>

## CURATED CONTENT

- In the world of "fake news," KXNT is Las Vegas NewsTalk station that **listeners trust for their news and information.**
- **Home to Las Vegas information hallmarks:** weather and traffic together on the 5's, news at the top and bottom of the hour, and The Bloomberg Business Report during morning drive.

## ENGAGED AUDIENCE

- **Delivers the coveted affluent baby boomers and generation X influencers** with 72% of our audience P35+
- **Affluent households** with the station indexing 117 for HHI between \$100k-\$150k

## INFLUENTIAL VOICES



**GLENN BECK**  
M-F 6A-8A



**ALAN STOCK**  
M-F 8A-9A



**THE DANA SHOW**  
M-F 9A-12N



**ERICK ERICKSON**  
M-F 12N-3P



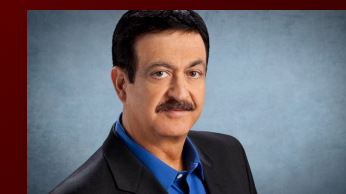
**MARK LEVIN**  
M-F 3P-6P



**WILL CAIN COUNTRY**  
M-F 6P-7P



**THE RAMSEY SHOW**  
M-F 7P-10P



**COAST TO COAST A.M.**  
M-F 10P-2A



**TRAFFIC & WEATHER**  
M-F 6A-10A & 3P-6P

Source:  
 1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+  
 2. Streaming, Social media, Database, Touchpoints Average (2023 YTD).

# Las Vegas' Wagertainment Station



FORMAT

## SPORTS/ WAGERTAINMENT

TARGET DEMO

## MEN 35-64

WEEKLY LISTENERS <sup>1</sup>

## 1,800

SOCIAL FOLLOWERS <sup>2</sup>

## 5,240+

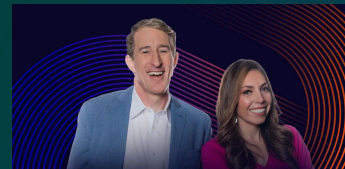
### CURATED CONTENT

- The biggest names in sports betting, hottest takes, insider info and more are home on TheBET.
- TheBET is Las Vegas's home for San Diego Padres baseball!

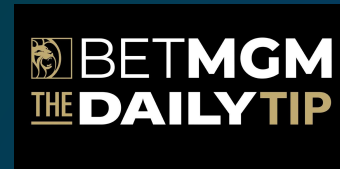
### ENGAGED AUDIENCE

- Sports audiences are locked in to the discussion and/or play by play
- TheBET fan is a passionate and brand-loyal consumer.
- TheBET connects advertisers with consumers on an emotional level via shared passion point and the universal love of sports.

### INFLUENTIAL VOICES



MAGGIE AND PERLOFF  
WEEKDAYS 3AM-6AM



THE DAILY TIP  
WEEKDAYS 6AM-9AM



BET SWEATS  
WEEKDAYS 9AM-12PM



YOU BETTER BET  
WEEKDAYS 12PM-4PM



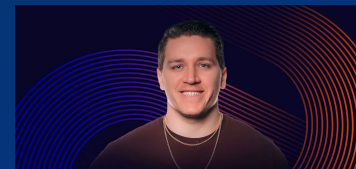
BETMGM TONIGHT  
WEEKDAYS 4PM-8PM



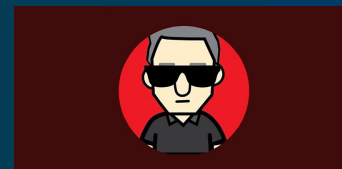
THE SPORTING TRIBUNE  
TODAY  
WEEKDAYS 8PM-9PM



THE BART WINKLER SHOW  
WEEKDAYS 10PM-11PM



PAT BOYLE  
WEEKDAYS 11PM-3AM



THE SATURDAY SPORTS BEAT  
WITH TONY CORDASCO  
SATURDAYS 8AM-9AM



LAS VEGAS' HOME HOME  
FOR SAN DIEGO  
PADRES BASEBALL



TRAFFIC & WEATHER  
W/ MITCH KELLY  
WEEKDAYS 6AM-10AM/3PM-6PM

Source:  
 1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+  
 2. Streaming, Social media, Database, Touchpoints Average (2023 YTD).

FORMAT

**REGIONAL MEXICAN**

TARGET DEMO

**HISPANIC ADULTS**

WEEKLY LISTENERS <sup>1</sup>

**88,100**

SOCIAL FOLLOWERS

**214,900+**

## COMMUNITY DRIVEN WITH AN ENGAGED AUDIENCE

- **Fiesta 98.1** reaches more than 300,000 people via radio & social media
- **We serve and inform our local community** while providing an entertaining, innovative, **resourceful** and unique platform; giving **more** to our listeners.
- **Las Vegas' Hispanic population has increased 146%** since 2000
- **1 in 3 people** in Las Vegas are Hispanic

## INFLUENTIAL VOICES



**DON CHETO**  
M-F 5A-11A & SAT 5A-10A



**LA MADRINA**  
M-F 11A-3P



**EL TORITO - ROGELIO REGALDO**  
M-F 4P-6P



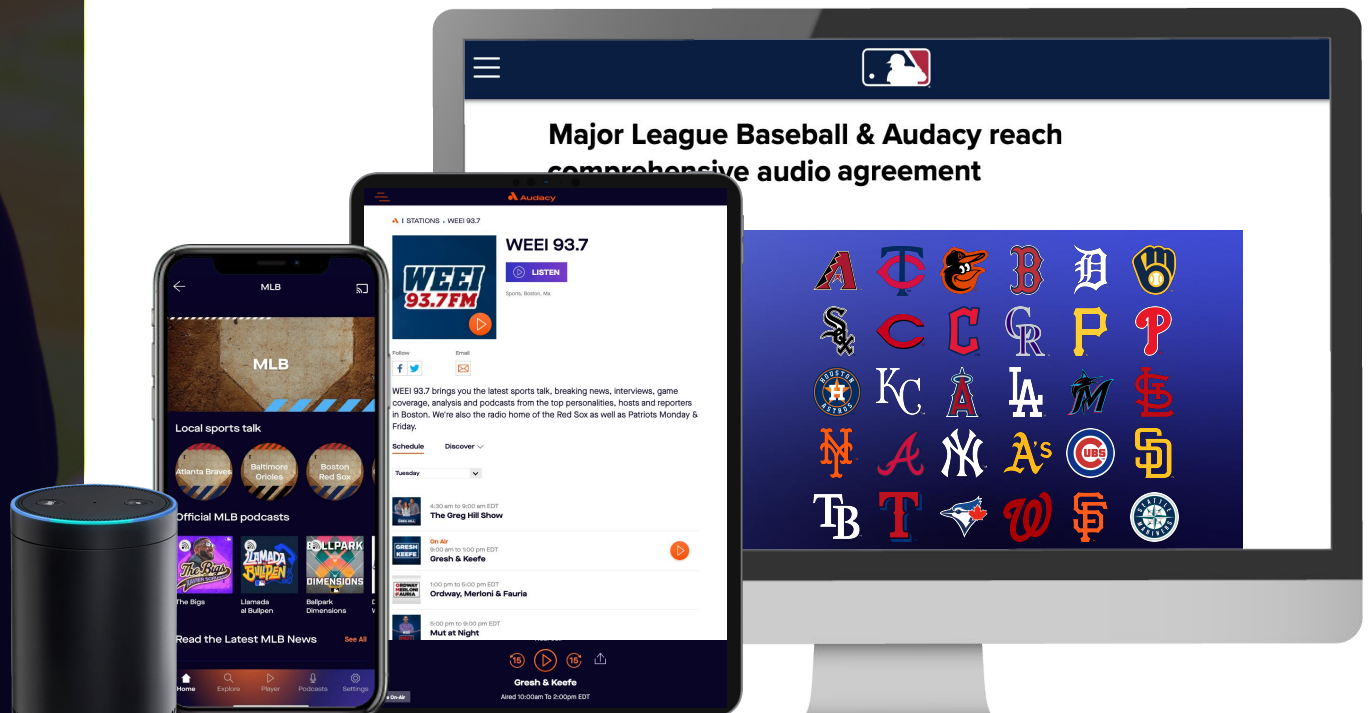
**KARLIOPPY PERALTA**  
M-F 6P-10P

# Audacy is the Official Digital Audio Partner of Major League Baseball



## Reach baseball fans in the Las Vegas area, no matter what team they cheer for!

Get access to **4,860** regular-season MLB games plus postseason games via the MLB In-App PxP, Audacy Sports Streaming Network and Audacy+MLB Podcast Sports Network.



# Key Ownership Programs & Opportunities

## SIGNATURE EVENTS & PARTNERSHIPS

### Q1

- Love Affair (concert)

### Q2

- Walk For Wishes
- Hop N Shop

### Q3

- Mix 94.1's Four Corners Food Drive
- Candlelighters 5K

### Q4

- Socksgiving
- Nightmare on Q Street
- Ride For Kids
- Town Scary
- KLUC Toy Drive
- Veterans Day Parade
- Noon Years Eve
- New Years Eve (Las Vegas Strip)



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



Audacy

# Las Vegas

The Pulse of the Real Las Vegas.

