



# Portland

2026



# Audacy is

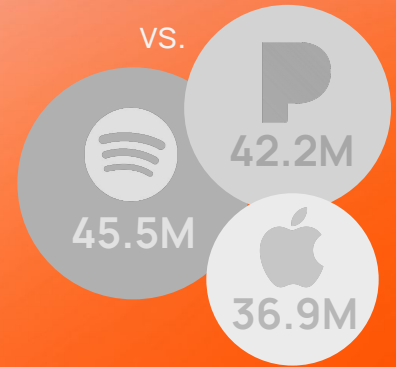
a leading, multi-platform audio content and entertainment company.

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

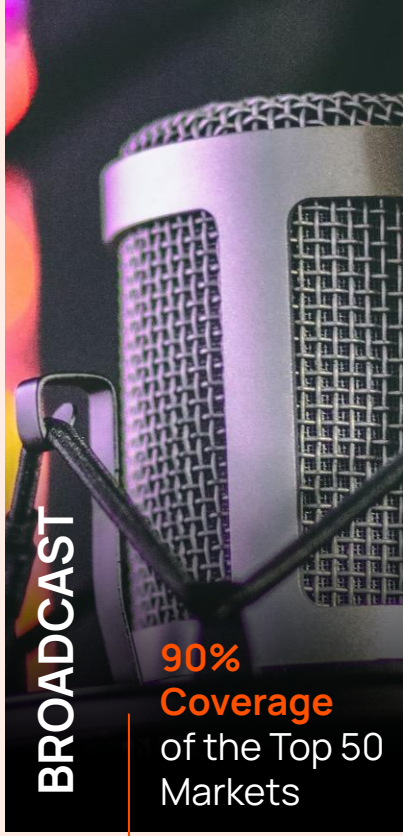


Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cumc, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas 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



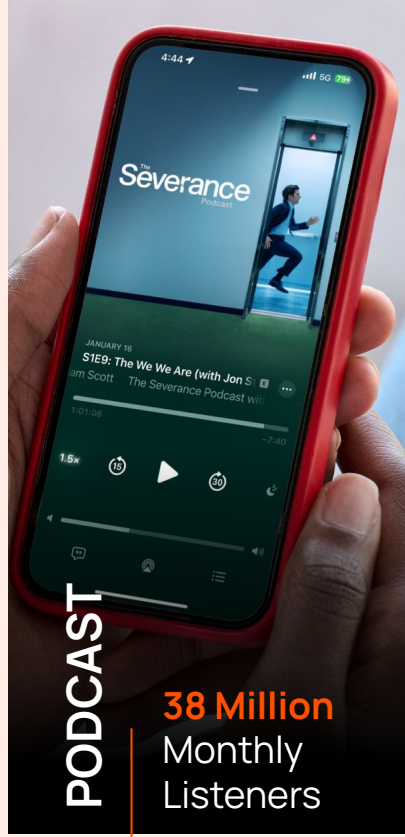


# One Audio Home. A Universe of Content.




**BROADCAST**

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



**PODCAST**

**38 Million**  
Monthly  
Listeners



**DIGITAL**

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

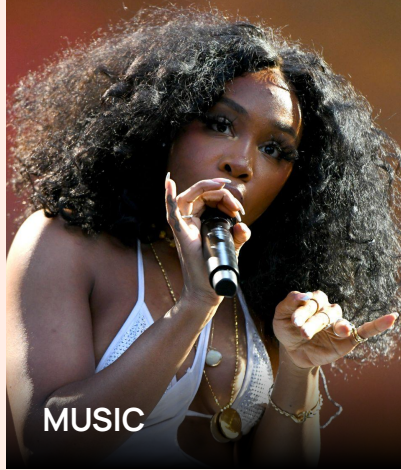


**EVENTS**

**Countless**  
Once-in-a-  
Lifetime  
Memories

<sup>2</sup> 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

podsigns

Quantcast



snowflake



VERITONE

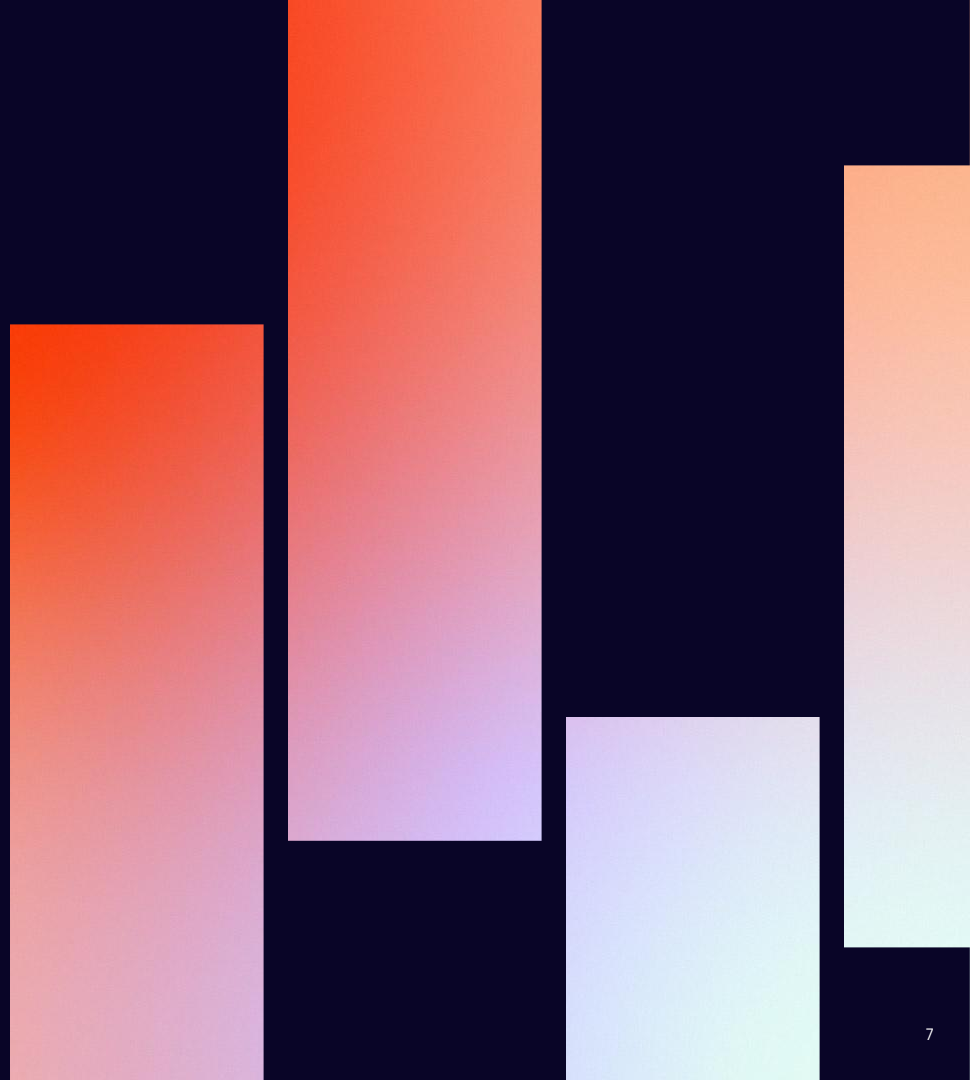
VERITONIC





# Portland

Live. Local. Perfectly Portland.



# Portland

**Six distinct station formats** mirror the diverse, nuanced and quirky Portland lifestyles

**The ONLY radio cluster with live and local programming** in every daypart

**On air personalities** are true Portland insiders with big influence on air, in the community, and socially

**One of a kind fan events** deliver high engagement and cultural resonance in an area proud of its offbeat and niche interests

**We are a partner not a vendor**, creating customized, integrated campaigns and solutions including Smart Reach Digital products

Connecting brands with audiences  
in meaningful, engaging ways.





We Know  
What  
Makes  
Portland  
Unique



## A Walk On The “Weird” Side

- Hip, laid back city, proud of the slogan, “Keep Portland Weird”
- Progressive politics, indie vibe, and flair for the offbeat, with events like naked bike rides and costumed adult soapbox derby

## Growing...Up.

- Portland is one of the **fastest growing cities** in the U.S.
- **Young, well-educated population**, attracted by growing tech industry, liberal lifestyle and plentiful recreation, from forests to festivals
- **Corporate revolution:** Big brands and agencies embracing alternative creativity in a new approach to traditional business

## Beer, Bands And Bikes

- **More microbreweries than any city in the world** and a robust street food scene make a great complement to the city’s laid back attitude
- **Vibrant music scene hinges on music discovery**, being home to legendary genre pioneers and breakout artists and bands
- **Bikes are big:** as a hobby and mode of transportation – and help Portland’s keep its status as one of America’s Greenest Cities

# Market Overview

## SPORTS



## MUSIC

## Powerful Reach

**3.3M+**

Monthly  
Listeners

**419k+**

Monthly  
Stream TLH

**275k+**

Social Media  
Followers

**28k+**

Opt-In  
Database

# Portland's #1 Sports Talk: All Sports, No Filter

FORMAT

**SPORTS TALK**

TARGET DEMO

**MEN 25-54**

MONTHLY LISTENERS

**681,800**

MONTHLY STREAM TLH

**203,400+**

SOCIAL FOLLOWERS

**23,500+**

## CURATED CONTENT

- The FAN is **Portland's home for local sports**, partnering with U of O Athletics, Timbers MLS, Thorns NWSL, Fire WNBA & Seahawks NFL.
- **Fun, Informative and entertaining!** We are a sports bar on the radio.
- **Our Prime lineup**, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling male filter talk.

## ENGAGED AUDIENCE

- **Portland's most engaging local hosts**, Dirt & Sprague, The Firm of Harris & Marang, Happy Hour with Luke Andersen and Primetime with Isaac & Suke.
- **910 ESPN is Portland's ESPN Radio**, serving top-rated national shows and sports content.



## INFLUENTIAL VOICES



**DIRT & SPRAGUE**  
WEEKDAYS 6AM-10AM



**THE FIRM OF HARRIS & MARANG**  
WEEKDAYS 10AM-1PM



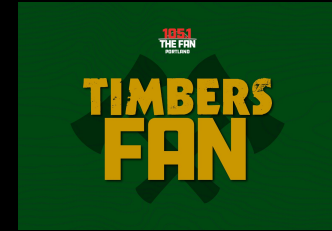
**DUCK INSIDER**  
WITH JOEY MAC  
WEEKDAYS 1PM-2PM



**HAPPY HOUR WITH LUKE ANDERSEN**  
WEEKDAYS 2PM-3PM



**PRIMETIME WITH ISAAC & SUKE**  
WEEKDAYS 3PM-7PM



**TIMBERS FAN!**  
TUESDAYS 7PM-8PM

### 105.1 WEEKEND LINEUP:

Sports Saturday  
with Rashad & Joe  
Saturdays 9a-11a

### 910 ESPN LINEUP:

Unsportsmanlike  
Weekdays 3a-7a  
The Rich Eisen Show  
Weekdays 7a-12p

Freddie & Harry  
Weekdays 12p-4p  
Amber & Ian  
Weekdays 4p-7p

910 ESPN-Portland also includes  
ESPN nights and weekends and top  
play-by-play including the NFL,  
College Football, the NBA and MLB.



# Engagement Through Connection, Passion, Experiences



## PRIME LINEUP

As the original home for sports radio in Portland, The FAN is the most hyper-local station in the market. Familiar and trusted local talent, Primetime with Isaac and Suke has been the market's most popular show since 2006. The FAN is fun, Informative and entertaining! We are a sports bar on the radio, offering one of the nation's best platforms for organic sales and programming integration that punches through! Our Prime lineup, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling pop culture talk.



## HOME OF THE OREGON DUCKS

While the Oregon Ducks can be found on a variety of different TV Networks, only The FAN carries all 12 Ducks Football Games, including The Big Ten Championship Game, Any Ducks Bowl Games and The College Football Playoff & Championship Game. Plus, as of 2025, FAN & ESPN now cover Men & Women's Basketball and Men's Baseball! Oregon Ducks on the radio is adaptable to fit the weekend plans of every Ducks fan. Ducks on the radio reaches this passionate fan base whether they are driving to/from Autzen for home games or stuck with weekend plans during games.



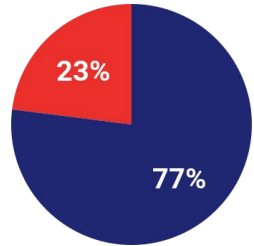
## LONGEST-RUNNING ON THE WEST COAST

The FAN has provided listeners and advertisers with the top network and play-by-play content. The FAN has been ESPN Radio's only Portland home since it began, and today offers "The Worldwide Leader in Sports" to the northwest on both The FAN and sister station 910 ESPN-Portland. In addition to the Oregon Ducks, The FAN and ESPN-Portland are the market's home for Portland Timbers, Portland Thorns, Portland Fire, Seattle Seahawks Football, The NBA, Major League Baseball, and the top college football and basketball games each week.

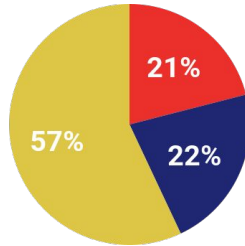
# The FAN Listener Demographics

Target Demo: Men 25-54

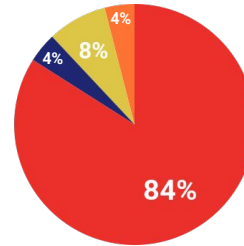
## GENDER



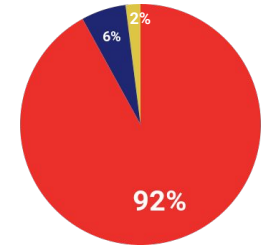
## EDUCATION



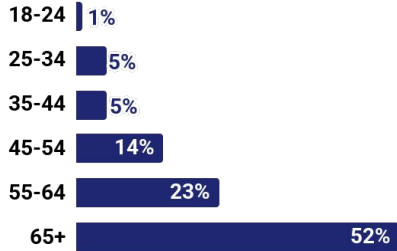
## CHILDREN



## HOME OWNERSHIP



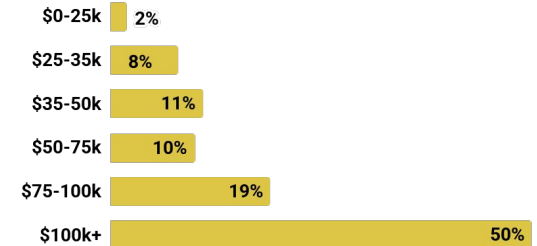
## AGE



## EMPLOYMENT



## INCOME



# Portland's Only True Classic Rock Station and Iconic Lifestyle Brand



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
<b>CLASSIC ROCK</b>	<b>A &amp; M 25-54</b>	<b>754,100</b>	<b>58,260+</b>	<b>22,686+</b>	<b>4,800+</b>

## CURATED CONTENT

- **Massively popular and influential lifestyle brand:** station branded paraphernalia always sells out.
- **Unrivaled, legendary status in market** offers opportunities for partners to borrow and build credibility.
- **Classic Rock Lover's station:** deep genre knowledge that speaks to a generation spanning socioeconomic groups

## INFLUENTIAL VOICES



**TERRY BOYD'S WORLD**  
WEEKDAYS 5:30AM-9AM



**JOLENE**  
WEEKDAYS 9AM-2PM



**GREG GLOVER**  
WEEKDAYS 2PM-6PM



**REMY MAXWELL**  
WEEKDAYS 6PM-10PM

# Engagement Through Connection, Passion, Experiences



## THE MUSIC

Portland loves to ROCK and for nearly 50 years KGON has been the destination for those Portland rock fans to get the music they love. From the early days of Jimi Hendrix and Led Zeppelin to the hard rock superstars of the 80's like AC/DC and Guns n' Roses, to the music explosion from the Pacific Northwest in the early 90's, KGON has been here for it all. Generations of lifelong rock music fans call KGON "my radio station."



## THE PERSONALITIES

The thing that sets KGON apart from other stations and connects it with its audience is its personalities. Terry Boyd has been entertaining northwest Oregon and Southwest Washington for decades. PNW rock radio icon Jolene, Portland's very own Greg Glover, and the legendary Remy Maxwell round out the day. They all have one purpose day in and day out: To Entertain.



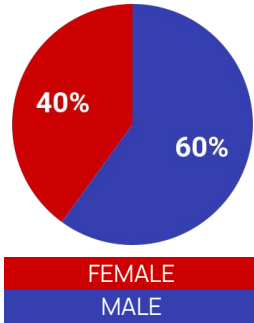
## COATS FOR KIDS

Temperatures are dropping across Oregon again, which means it's time for kids to start bundling up before they leave the house. But for some of them, it's not as easy as throwing on a jacket. That's why we've partnered with the Portland Firefighters Association and Operation Warm for Coats for Kids.

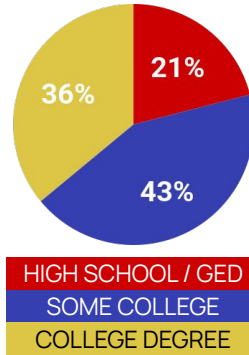
# KGON Listener Demographics

Target Demo: Adults and Men 25-54

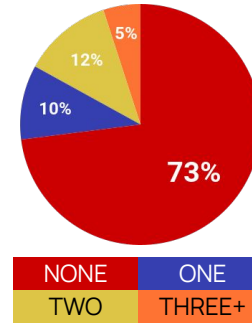
## GENDER



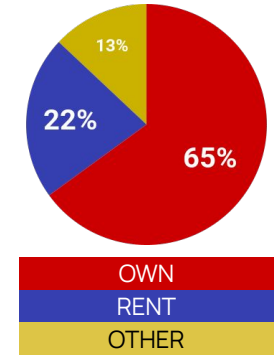
## EDUCATION



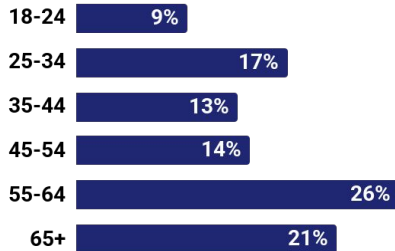
## CHILDREN



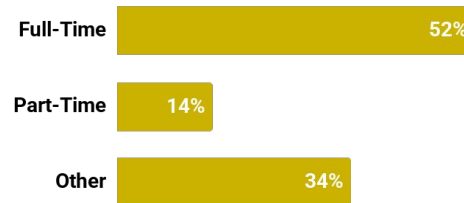
## HOME OWNERSHIP



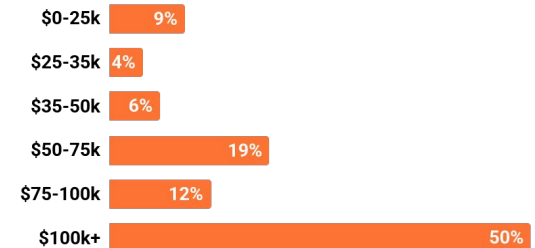
## AGE



## EMPLOYMENT



## INCOME



# Portland's ONLY True Alternative Station. Listen! Discover! Share!



FORMAT

**ALTERNATIVE**

TARGET DEMO

**ADULTS 25-54**

MONTHLY LISTENERS

**529,000**

MONTHLY STREAM TLH

**38,754+**

SOCIAL FOLLOWERS

**68,579+**

OPT-IN DATABASE

**13,000+**

## CURATED CONTENT

- **Unrivaled station captures and influences** Portland's distinct cultural essence
- **Curating the Best new Music:** famous for being first in the country to break major hits within a mix of alternative classics, and HD extension feature local music and artists
- **Legendary Concerts & Music Events** bring alternative artists and fans together for unforgettable experiences

## ENGAGED AUDIENCE

- **Loyal & Devoted Listeners:** younger, more affluent, and in acquisition mode

## INFLUENTIAL VOICES



**GREG & BISCUIT**  
WEEKDAYS 6AM-10AM



**JAYN**  
WEEKDAYS 12PM-2PM

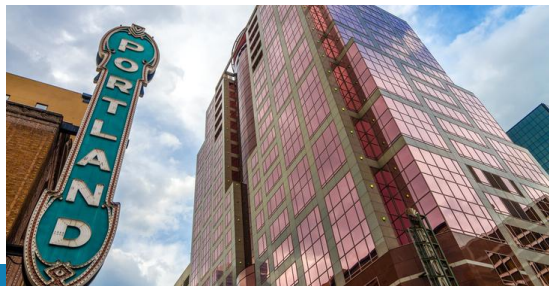


**ALTERNATIVE MUSIC PLAYLIST**  
WEEKDAYS 2PM-8PM

## PROGRAMMING FEATURES

- BOTTOM FORTY PICK
- GREG & BISCUIT WANNA KNOW
- WHAT'S THE CONNECTION
- TICKET BLITZ
- 94-MINUTE MUSIC STRETCH

# Engagement Through Connection, Passion, Experiences



## REAL, LOCAL, CONNECTED

94/7 has become a staple in the unique, weird and vibrant culture of Portland. Frequenting the same bars and dog parks, hitting the same trails and food trucks, 94/7 is always connected to Portland's communities!

Our loyal and devoted listeners are part of a family that is connected by a love of Alternative music and all things Portland.



## CURATING THE BEST NEW MUSIC

Listen! Discover! Share! 94/7 is Portland's leader in finding and playing new music. Many of your favorite songs and artists premiered on our airwaves over the years, including Portugal The Man's live worldwide premiere of "Feel It Still!"

94/7 was also the first to play...

The Killers – Somebody Told Me, Franz Ferdinand – Take Me Out, Mumford and Sons – Little Lion Man, Of Monsters and Men – Little Talks, Lorde – Royals, Bastille – Pompeii, Neon Trees – Animal, and so much more!



## LEGENDARY CONCERTS & EVENTS

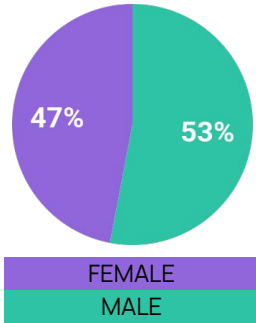
From sold out concert series to once-in-a-lifetime experiences, 94/7 is known for its legendary events. December to Remember is Portland's largest and longest running alternative concert series, packing three downtown venues. Celebrate the holidays with bands like Of Monsters and Men, The Head and The Heart, Billie Eilish, The Lumineers and more.

Throughout the year, 94/7 Sessions and Alterna Summer School provide intimate and exclusive experiences with Portland's favorite alternative bands.

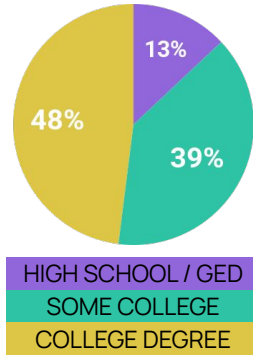
# KNRK Listener Demographics

Target Demo: Adults 18-49

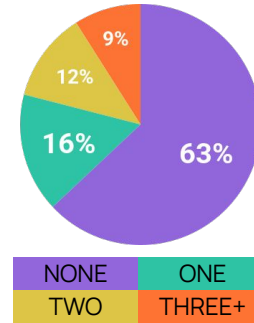
## GENDER



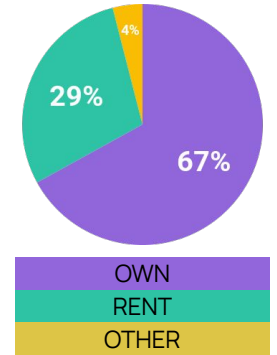
## EDUCATION



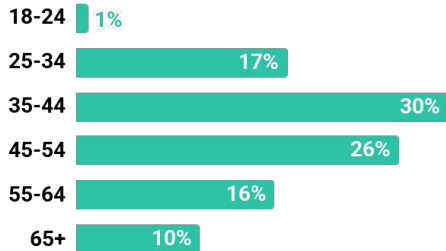
## CHILDREN



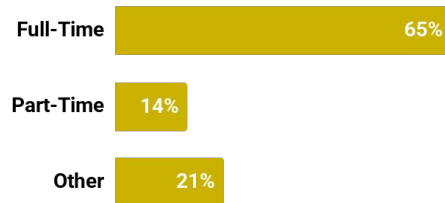
## HOME OWNERSHIP



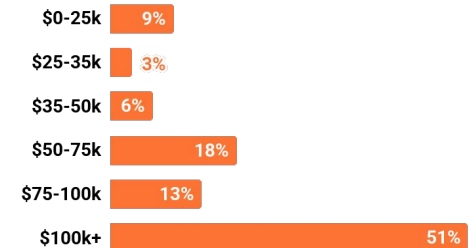
## AGE



## EMPLOYMENT



## INCOME



# Portland's #1 in Country Music: Nashville's Voice in the Northwest



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
<b>COUNTRY</b>	<b>ADULTS 18-54</b>	<b>520,300</b>	<b>69,900+</b>	<b>148,100+</b>	<b>10,700+</b>

## CURATED CONTENT

- **Local country station** with established personalities, who live in and care about the community.
- **The Portland area's best connection to Nashville** with unique artist experiences only we can provide.

## ENGAGED AUDIENCE

- **The Wolf listener** is a family oriented 38 year old working female/mother of two living in suburbs. (Primarily Clackamas, Washington & Clark Counties)
- **Honest, family friendly and fun**

## INFLUENTIAL VOICES



**DANNY DWYER IN THE MORNINGS**  
WEEKDAYS 6AM-10AM  
SATURDAYS 10A-3P



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



**KELLI**  
WEEKDAYS 3PM-7PM



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



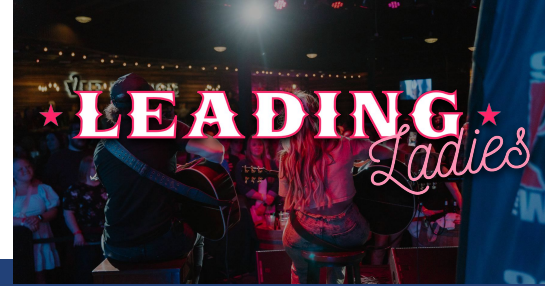
# Engagement Through Connection, Passion, Experiences



## HOT COUNTRY NIGHTS

Hot Country Nights kicks the year off with five consecutive Saturday night concerts featuring hot artists and rising stars. Year after year, Hot Country Nights series sells out before the new year begins!

Previous performances include Zach Top, Megan Moroney, Chris Lane, LoCash, Hudson Westbrook and more!



## LEADING LADIES LIVE

Another historically sold out event, Leading Ladies celebrates female country voices with an all acoustic lady-led guitar pull.

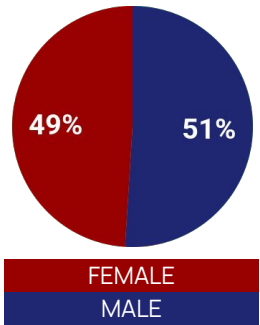
Previous performances include Ashley Cook, Maddie & Tae, Meghan Patrick, Priscilla Block and more!



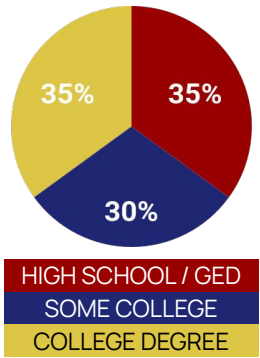
# KWJJ Listener Demographics

Target Demo: Adults 18-54

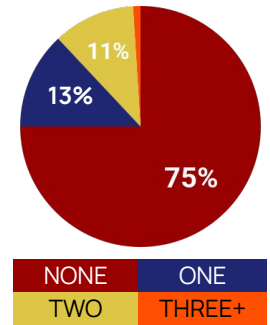
## GENDER



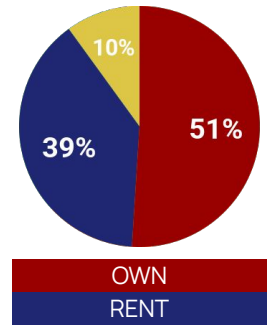
## EDUCATION



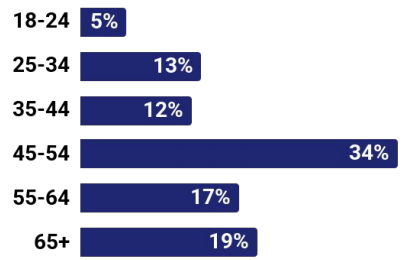
## CHILDREN



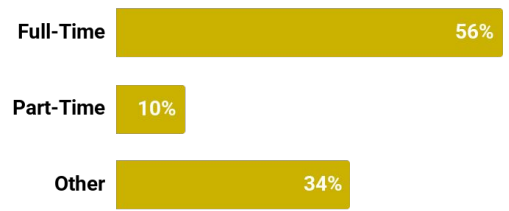
## HOME OWNERSHIP



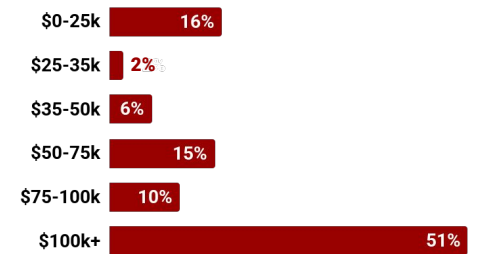
## AGE



## EMPLOYMENT



## INCOME



# Upbeat & Feel-Good, Charlie is your favorite playlist!

FORMAT

ADULT HITS

TARGET DEMO

ADULTS 25-54

MONTHLY LISTENERS

817,400

MONTHLY STREAM TLH

49,300+

SOCIAL FOLLOWERS

12,500+

## CURATED CONTENT

- **Charlie is a station that everyone can agree to,** reaching over 360k listeners each week!
- **It's an upbeat, feel-good station** that provides great music for our listeners and an uncluttered environment for our advertisers, Charlie is your favorite playlist. Tune in and have fun! In the words of our listeners, "Whenever I turn on Charlie it makes me smile!"

## INFLUENTIAL VOICES



CHARLIE PLAYLIST  
24/7/365

## FEATURES

**All Music Workday**  
Weekdays 8:30-12n

**Charlie's Grab Bag**  
Monday-Thursday

**Daily One Hit Wonders**  
Monday-Thursday 7:30a & 4:30p

**Everything 80's Weekends**  
Friday-Sunday

# Engagement Through Connection, Passion, Experiences



## EVERYTHING 80'S WEEKEND

Charlie takes you back to the glory days of MTV, big hair, Parachute pants and Pop Rocks!!!

Let your weekends come alive with the music of Duran Duran, Madonna, Prince, The Cars, ZZ Top, Huey Lewis and The News, Michael Jackson and many many more...

It's one big party on the Radio .. dance all day and dance all night reliving your wildest 80's memories.. EVERYTHING 80's weekends, Ray Bans recommended!

## PORTLAND'S FUN CHRISTMAS STATION

This is not your Grandma's Christmas Music Station... This is where Santa and the reindeers come to party and fill up on Egnog before they leave the North Pole....yeah!! Every year Charlie puts the SPIRIT in Christmas spirit... fun, upbeat, energetic Christmas songs that will turn your nose as red as Rudolph's.

Christmas music does not mean 'snooze fest' on Charlie.. it's ho! Ho! Ho! How about some fun under the mistletoe!!

## ALL MUSIC & COMMERCIAL FREE

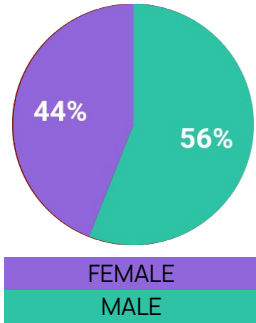
Charlie is the one Station that everyone in the office can agree on... nothing but the hits from the start of your workday until the end.. it's no wonder Charlie is the #1 Station to listen to at work.... And why wouldn't you??

Every week day and every weekend its nothing but music from 9am-Noon.. no commercials, no jibber jabber or obnoxious DJ's... JUST MUSIC... The All Music Workday.. 9 til Noon EXCLUSIVELY on Charlie!

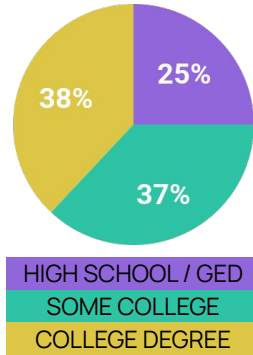
# KYCH Listener Demographics

Target Demo: Adults 25-54

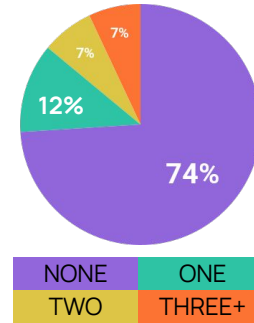
## GENDER



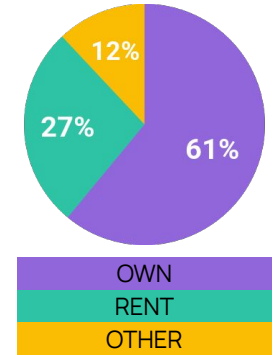
## EDUCATION



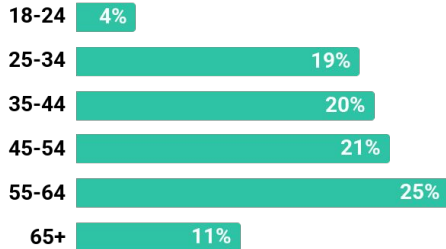
## CHILDREN



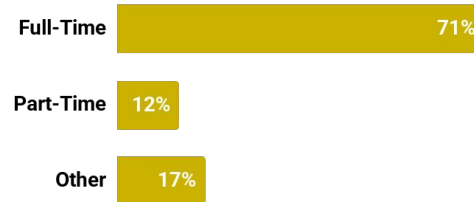
## HOME OWNERSHIP



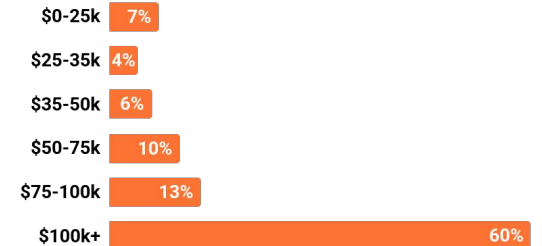
## AGE



## EMPLOYMENT



## INCOME



# Key Ownership Programs & Opportunities

## CONCERTS & LIFESTYLE EVENTS

- Golf Classic - 105.1 The FAN
- FAN Madness - 105.1 The FAN
- December to Remember - 94/7fm
- Hot Country Nights - 99.5 The Wolf
- Leading Ladies Live - 99.5 The Wolf

## UNIQUE INTEGRATED SPONSORSHIPS

- Studio Sponsorships
- Show Sponsorships
- Coats for Kids - Cluster
- Sessions - 94/7fm
- Alterna Summer School - 94/7fm
- Charlie Christmas - 97.1 Charlie FM

## SPORTS PARTNERSHIPS

- Oregon Ducks Football
- Portland Timbers
- Portland Thorns
- Portland Fire
- Seahawks Football
- Football Fridays
- Branded Reports
- Branded Weeks
- FAN Sports Desk
- FAN Podcasts
- FAN Text Line
- Pro Football Challenge
- Stat or Story
- Daily Ticker
- Mail Sack
- Web Gems
- Poll Question
- Primetime Stock Watch
- In The News
- The Club

## CAUSE MARKETING TIE-INS

- Breast Cancer Awareness
- Doernbecher's Children's Hospital
- I'm Listening
- MyMusicRx
- Operation Warm
- Oregon Music Hall of Fame
- Salvation Army's Veterans & Family Center
- Union Gospel Mission
- Vitalogy Foundation





# Portland

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