



Atlanta

Live and Local with a Personal Touch.

2026



Atlanta

We are a total solutions partner tailoring unique plans to meet our clients' objectives across on-air, digital, social and events platforms

We deliver results through proprietary systems and processes, and our personal attention to every detail

We are committed to doing business with integrity, delivering on promises and being accountable for a premium partnership experience

Our local connections, resources and investments are backed by a leading national media brand, Audacy.

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

2.7M+

Monthly Listeners

1.5M+

Monthly Streams

750K+

Social Followers

12M+

Official MLB Streaming
& Podcast Partner
Local Impressions



The Rhythm of Atlanta



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
RHYTHMIC AC	WOMEN 25-54	1,266,400	14,000	114,565

CURATED CONTENT

- Atlanta’s **Feel Good Station** brings upbeat music you can dance too. If we were a person, we’d be the life of the party. Era Deep and focused on Fun!
- 30-year legacy** of serving music fans, local communities and charitable organizations.
- Beloved on-air personalities** consumers connect to and love to laugh with. Both homegrown and transplants – mirroring the Atlanta demographic at large.

ENGAGED AUDIENCE

- Top station in reaching all of Atlanta’s young, successful women, Hispanic and LGBTQ Community.** Top 5 station for W25-54, W18-34 and W18-49⁴; Highly successful women with college-degrees, married families and household incomes of \$75K+⁴

INFLUENTIAL VOICES



JENN HOBBY
SATURDAYS 8 - 9 AM



BRIAN MOOTE
WEEKDAYS 3 - 7 PM



THE KEVIN & TAYLOR SHOW
WEEKDAYS 6 - 10 AM



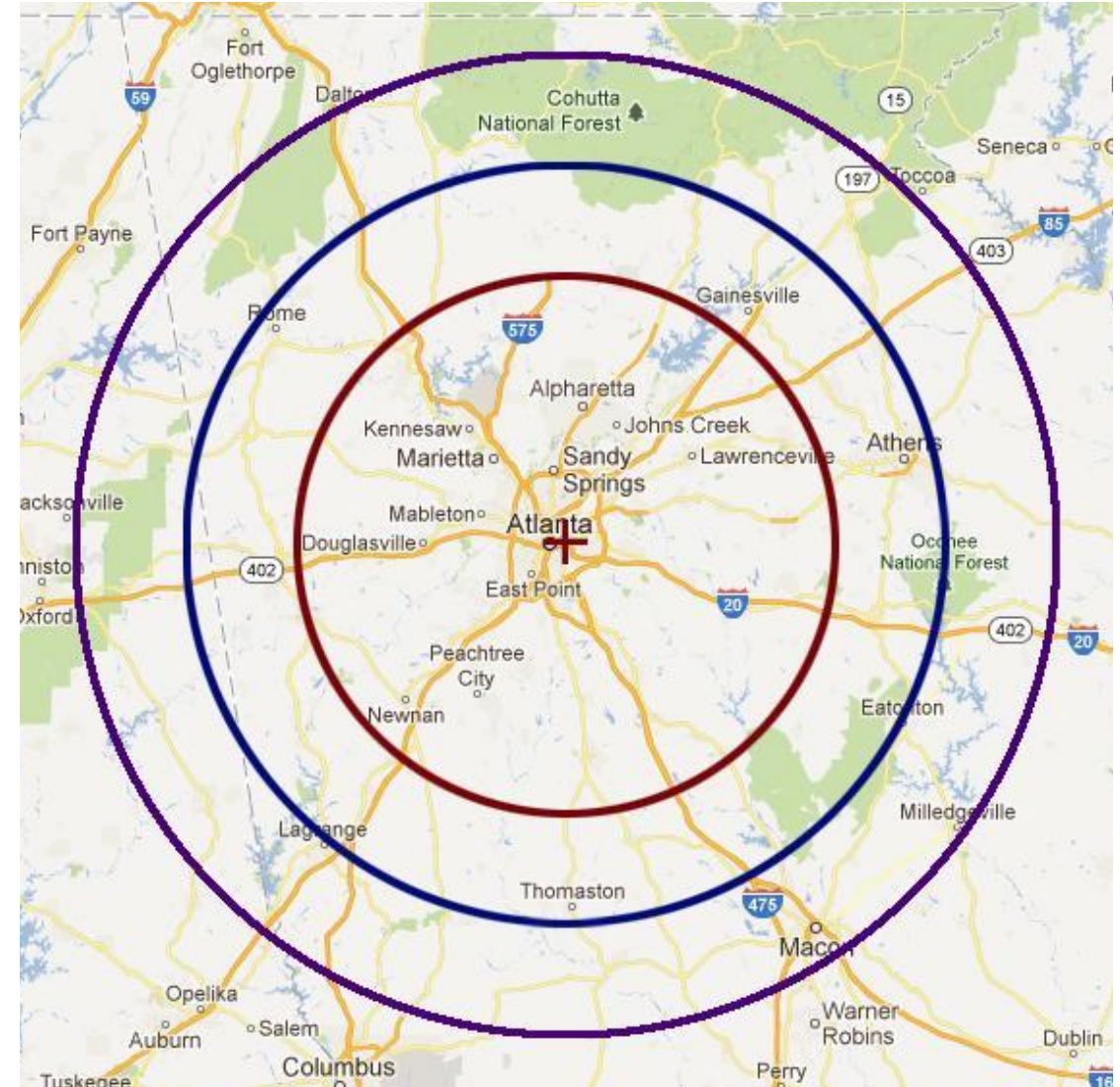
Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending



Coverage Map

Our Top 12 zip codes in which we record the most listenership covers areas both north, and east of Interstate 20, with particular strength in Atlanta's northern and eastern suburbs.

Marietta 30060
Woodstock 30018
Suwanee 30024
Lawrenceville 30043 / 30044
Douglasville 30135
Smyrna 30080
Atlanta 30318 / 30328
Fairburn 30213
Winder 30680



The ATL's #1 for Hip-Hop and R&B



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
URBAN	ADULTS 18-54	1,423,000	110,532	596,670

CURATED CONTENT

- Atlanta's TOP Choice and best mix of current hits and hits from the 90s and 80s.
- V-103 is the original social media where our consumers come to us first to be informed, entertained and engaged.

ENGAGED AUDIENCE

- V-103 is a one-stop shop for reaching college educated, working African Americans in Atlanta for over 40 years.
- Annual listener retail spending power is over \$13 Billion⁴
- Clearly defined relationship with our audience, delivering A18-44 (54%) and A25-54 (66%) with live and local content¹
- From boutique events of 600 to large consumer events of 25,000+, V-103 creates legacy concerts and events with staying power in Atlanta.
- Best way to reach active, employed, commuting African-Americans in Atlanta. 50% of AA25-54 in Atlanta listen to V103 each week⁴

Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending



INFLUENTIAL VOICES



BIG TIGGER & JAZZY MCBEE
6AM - 10AM



DANIE B
10AM - 3PM



GREG STREET
3PM - 7PM



Lil BANKHEAD
7PM - 10PM

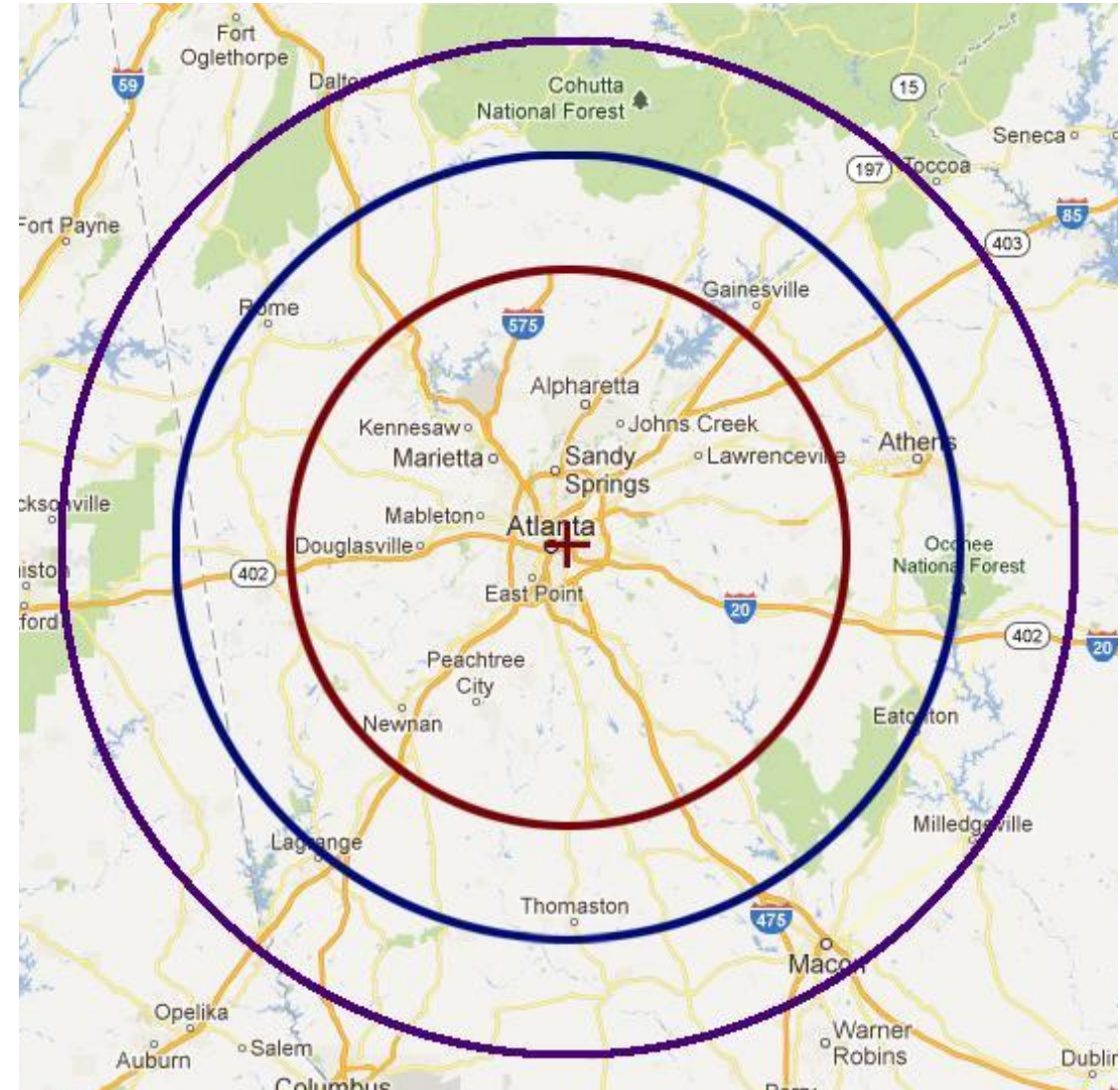


MIXERS - WEEKEND

Coverage Map

Our Top 11 zip codes in which we record the most listenership covers areas both north, and south of Interstate 20, with particular strength in Atlanta's southern and eastern suburbs.

30083 Stone Mountain
30024 Suwanee
30045 Lawrenceville
30318 Atlanta
30009 Alpharetta
30034 Decatur
30043 Lawrenceville
30120 Cartersville
30253 McDonough
30044 Lawrenceville
30213 Fairburn





FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
SPORTS	MEN 25-54	441,000	149,332	92,899

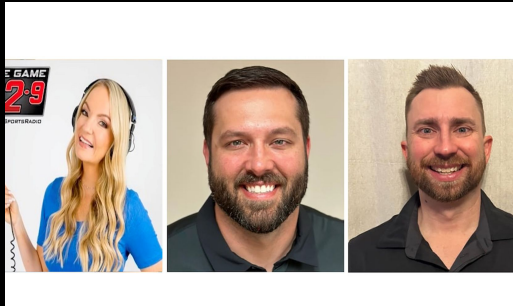
CURATED CONTENT

- Atlanta sports fans' first choice for news and information about their favorite sports teams, featuring locally produced programs.
- Former Athletes and Emmy winning journalists creating one of a kind relationships with sports enthusiasts.
- LIVE play by play action for Atlanta Falcons, Atlanta Hawks and Atlanta United!
- Dukes & Bell voted BEST Local Sports Radio Show in Atlanta by Creative Loafing.
- 3 Time GABBY Awarded Play-by-Play Broadcast of the Year (2019, 2023, 2024) Atlanta United

ENGAGED AUDIENCE

- Annual listener retail spending power over \$6 Billion⁴
- Top 5 radio choice to reach loyal, highly engaged M25-54 in Atlanta. Over 62% of M25-54 Game audience are 'P1's' who listen to The Game more than any other station in ATL⁴.

INFLUENTIAL VOICES



THE MORNING SHIFT
WEEKDAYS 6AM-9AM



THE STEAKHOUSE
WEEKDAYS 9AM-11AM



MIDDAY SHOW WITH RANDY & ANDY
WEEKDAYS 11AM-2PM



DUKES & BELL
WEEKDAYS 2PM-6PM

WEEKENDS: Sam Crenshaw, Grant McAuley, Robb Tribble, The College Football Show, Mark Zinno, Other Side of the Glass with Chris Thomas, ATLiens with Abe Gorden

Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending

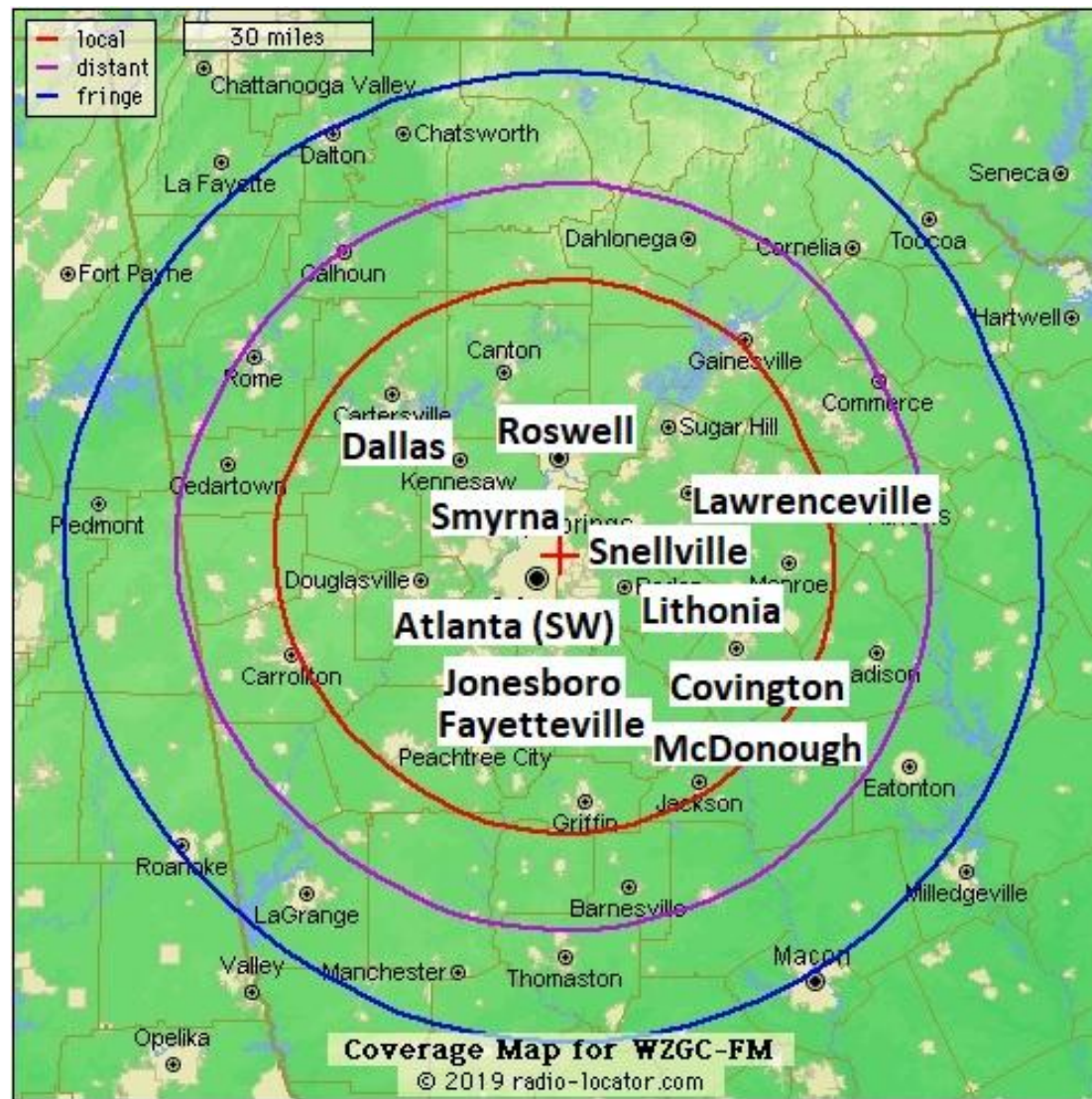


Our Coverage Area

Our 64,000 Watt Class C signal covers all of Metro Atlanta and most of the northern half of Georgia (into lower east Tennessee, Western South Carolina, South West North Carolina), making us the most powerful sports station in the Southeastern United States

Our Hot Spots

Our Top 12 zip codes in which we record the most listenership covers areas both north and south of Interstate 20, with particular strength in Atlanta's southern and eastern suburbs.



Atlanta's News & Talk that Speaks for the Community



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
NEWS/TALK	A 35-64/M 35-54	14,300	50,083	15,912

CURATED CONTENT

- Atlanta's Refreshing and Strong **VOICE OF THE COMMUNITY** for over 17 years providing breaking news and local news coverage.
- News and Talk 1380 is **on the front lines** within the community bringing up-to-date perspectives on local and national issues to this college educated listening audience.
- Engaging and informative local personalities with deep community ties.**
- National News & Talk personality, **Rev. Al Sharpton** offer the right mix of national insights to keep our listeners informed and engaged.

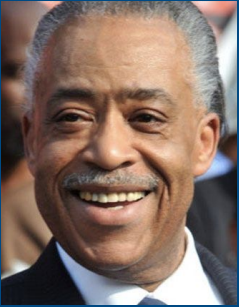
INFLUENTIAL VOICES



WAKE UP WITH DEE
MORNING SHOW
WEEKDAYS 7AM-10AM



ON POINT WITH
JUANDOLYN STOKES
WEEKDAYS 10AM-1PM



REV. AL SHARPTON
WEEKDAYS 1PM-4PM



TOO MUCH TRUTH WITH
DERRICK BOAZMAN
WEEKDAYS 4PM-7PM



DARYL KILLIAN
AUTO N SIDER
SATURDAY 10AM - 2PM



MARY GILL
REAL ESTATE 101
SATURDAY 12PM - 3PM



ATLANTA UP CLOSE
WITH MARIA
SA 6 - 7 AM & SU 12 PM - 1PM



LARRY TINSLEY
SUNDAY MORNING
PRAISE 6AM - 12PM

Sources: 1. Nielsen Audio; P12+ JAN 23 M-Su 6a-12m Cume. 2. TRITON WCM, JAN 2023. 3. Social media and database (1.31.2023). 4. Nielsen Audio, Nielsen JAN 23 P12+ M-Su 6a-12a. 5. Nielsen Audio, Retail Spending Power, FA23, M-Su 6a-12m, P18+, annual spending





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



Atlanta

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