



Austin

Live. Local. Deep in the Hearts of ATX.

2026



Austin

Broad, inclusive appeal across Austin lifestyles, we reach over 50% of the Austin population, east and west of I-35, north and south of Town Lake and even beyond the City Limits

Deeply connected to our communities, bringing engaging, locally relevant events to Austinites where they live, work, and play, and partnering with civic and charitable organizations to improve

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, delivering on promises and being accountable for a premium partnership

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

MUSIC



NEWS



Powerful Reach

1.2M+

Monthly Listeners

1M+

Monthly Streams

1.35M+

Social Followers

21K+

Opt-in Database

Austin’s local-centric Hot AC Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
HOT AC	ADULTS/W 25-54	534,200	48.9k+	137k+	8.8k+

CURATED CONTENT

- **Upbeat, fun, friendly and eclectic mix** with mass appeal.
- **Booker & Alex morning show** is an energetic, local favorite that audiences relate to and show up for.
- **Mobilizes audience with local-focused conversation and information** relevant to their lifestyle – foodie scene, date night spots, fun local events.
- **One of a kind events** connect Austin across demos: West of the Fest, ACL Fest Broadcast, Trail of Lights Fun Run.
- Core Artists : Sabrina Carpenter, Hozier, Dua Lipa, Benson Boone, Taylor Swift

ENGAGED AUDIENCE

- Core audience of **young, employed consumers** and families.

INFLUENTIAL VOICES



BOOKER & ALEX
WEEKDAYS 6AM-10AM



SEAN MACK
WEEKDAYS 3PM-9PM



ALEX FRANCO
WEEKDAYS 10AM-3PM

Engagement Through Connection, Passion, Experiences



Booker & Alex

Mix 94.7's award-winning, lively morning team rallies Austinites as they start their day! It's fun, energetic conversation with good friends who tell all in segments like Can't Beat Booker, What's Trending and the Flirty segment. Booker & Alex are a real part of the Austin community.



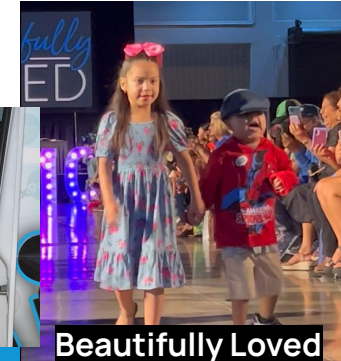
West Of The Fest

Each March, Austin becomes the epicenter of music discovery. And each March, Mix 94.7 captures the excitement at West of the Fest. West of the Fest is a free, live music showcase where fans discover rising talent and reconnect with bands they love! Mix 94.7 loyal listeners enjoy an epic day party featuring up-close plug n play performances from artists all hand-picked by Mix 94.7.

Created in 2010, West of the Fest is open to the general public (ages 21 and up) and gives locals a free music festival experience with an "exclusive performance" feel.



Touch-A-Truck



Beautifully Loved



Salvation Army

Charities That are Close to Our Hearts



Prom Rack





Austin's Station for Conservative Talk and Texas A&M Athletics

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS TALK	ADULTS, M 35+	10,900	79.5k+	1.2k+

CURATED CONTENT

- **Trusted, opinionated, conservative** talk radio with the best local and syndicated news programming available
- **Live and local morning show**, Cardle and Woolley talk with high profile guests and politicians weekly to keep you in the know
- Austin's only place for **leading talk radio personalities**, Sean Hannity, Joe Pags, Michael Berry & Dave Ramsey
- Delivers a **loyal, highly affluent** audience (HHI 100K+)
- **Home of Texas A&M Athletics**, bringing local sports fans the action they crave
- Locally produced weekend **lifestyle** and informational programming

INFLUENTIAL VOICES



Weekdays 5a-6a



Weekdays 7a-10a



Weekdays 10a-12p



Weekdays 7p-8p



Weekdays 12p-2p



Weekdays 2p-5p



Weekdays 5p-7p



Weekdays 8p-11p



M-Su 12a-5a

WEEKENDS: Programming includes shows focused on Fishing & Outdoors, Home Improvement, Real Estate, Health, Finances, Lifestyle

Better Music for a Better Workday

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
AC	ADULTS, W 25-54	844,100	1.12M+	10.1k+

CURATED CONTENT

- **Warm and upbeat to keep you company at work:** focus on variety for all day listening
- **Consistently leading the market** in reach for W18+ in AM and PM drive⁴
- **Mirrors the market** with a gender balanced audience (W58% / M42%)
- **Delivers professional adults and purchase decision makers** looking for recommendations on what to buy, where to go, what's good for the family
- Austin's **largest single media outlet on Facebook**
- **#1 Christmas music station in Austin²**
- **Core Artists** : Madonna, Bruno Mars, Adele, Bon Jovi, Kelly Clarkson, Maroon 5, Prince, Whitney Houston, etc

INFLUENTIAL VOICES



Weekdays 6am-12pm



Weekdays 12pm-7pm



Weekdays 7pm-6am



Engagement Through Connection, Passion, Experiences



Sheryl and Juliet

Sheryl and Juliet get listeners pumped throughout their workday. Sheryl adds fun features to her morning routine as she engages her listeners' and Juliet eases her fans into the evening with her signature blend of life hacks and pop culture news. They both take full advantage of where they live. Sheryl enjoys the great outdoors and Juliet loves Austin's bustling culinary scene.



July 4th Concert & Fireworks Show

Every Independence Day 100,000+ Central Texans will hurry to claim their grassy spot with the Austin Symphony Orchestra on each July 4th for the largest Independence Day Celebration in the state. Tens of thousands of families are decked out in red, white, and blue and head down to Vic Mathias Shores (formerly Auditorium Shores) on July 4th for an amazing event complete with a fireworks display over the city skyline backed by symphonic patriotic classics.

The July 4th Concert and Fireworks is planned, produced, and performed entirely by the Austin Symphony, and broadcast over the air on Majic 95.5!



Majic of Christmas

Austin's Home for the Holidays is Majic 95.5. The Majic of Christmas is an Austin tradition that's been bringing the joy of the season to Central Texans for over 30 years.. Engage this influential audience during the Christmas retail season with an alignment to *The Majic of Christmas* on Majic 95.5.

Austin's Texas Country



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS, 25-64	844,100	64.7k+	2.1k+

CURATED CONTENT

- **The perfect blend of Pure Country** from all time legends
- **Highly influential station that is plugged in and active** in the community
- **Bob Cole, Eric Raines and Deena Blake are homegrown talents** that have connected with listeners in Austin for decades capturing the true essence of Country : authenticity.
- **The Morning Show with Bob and Eric** is the #1 station in Austin with TSL (Time Spent Listening).
- **Passionate, loyal, highly engaged audience that trusts and acts on station recommendations**
- **Core Artists** : George Strait, Merle Haggard, Cody Johnson, Miranda Lambert, Parker McCollum, Willie Nelson, etc.

INFLUENTIAL VOICES



Bob Cole & Eric In The Morning
Weekdays 6am – 10am



Weekdays 10am – 3pm



Weekdays 3m – 7pm



Engagement Through Connection, Passion, Experiences



West Of The Fest

Each March, Austin becomes the epicenter of music discovery. And each March, 95.9 TX Country captures the excitement at West of the Fest. West of the Fest is a free, live music showcase where fans discover rising talent and reconnect with bands they love! Austin's 95.9 TX Country loyal listeners enjoy an epic party featuring up-close plug n play performances from artists all hand-picked by 95.9 TX Country .

Created in 2010, West of the Fest is open to the general public (ages 21 and up) and gives locals a free music festival experience with an "exclusive performance" feel.



Jimmy Carter

Award-winning reporter Jimmy Carter joins Eric Raines & Bob Cole every weekday at 7:45am for an update on all things entertainment in Nashville and beyond! Jimmy's life can best be described as someone who's been sitting on the front row. From covering Presidents to Hollywood stars and lots of things in between.

Tune in to hear Jimmy Monday-Friday mornings at 7:45am for the latest news from Nashville and beyond!



TX Country Music Lounges

LIVE FROM THE 95.9 TEXAS COUNTRY MUSIC LOUNGE

Starting in 2025, Audacy will be offering LIVE Music Lounges throughout the year to provide our listeners with up close and personal mini-concerts featuring an array of country musicians.

These Music Lounges will be held at the radio station in front of a live audience, and hosted by Eric Rains. Food, drink and music are all included at no charge.

You don't want to miss these!

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- West of the Fest
- Deck the Halls Ball
- Hill Country Galleria Tree Lighting

SPORTS PARTNERSHIP & FAN EVENTS

- Texas A&M Athletics
- Aggie Watch Parties
- FanstandATX
- Fourth of July with Austin Symphony

UNIQUE FEATURES

KAMX

- What's Trending Segment
- Can't Beat Booker Segment
- Waiting by the Phone Segment

KKMJ

- Music Sponsor "Better Music for a Better Workday"

KKMJ-HD3

- 90s at Noon Segment
- MLK and Black History Month Vignettes

CAUSE MARKETING TIE-INS

- 1Thing Austin
- GoPinkATX
- Cards for Kids
- Prom Rack
- Salvation Army Radiothon
- Mix Miracles Radiothon for Kids
- The Arts Give Back
- Music Hour



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



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