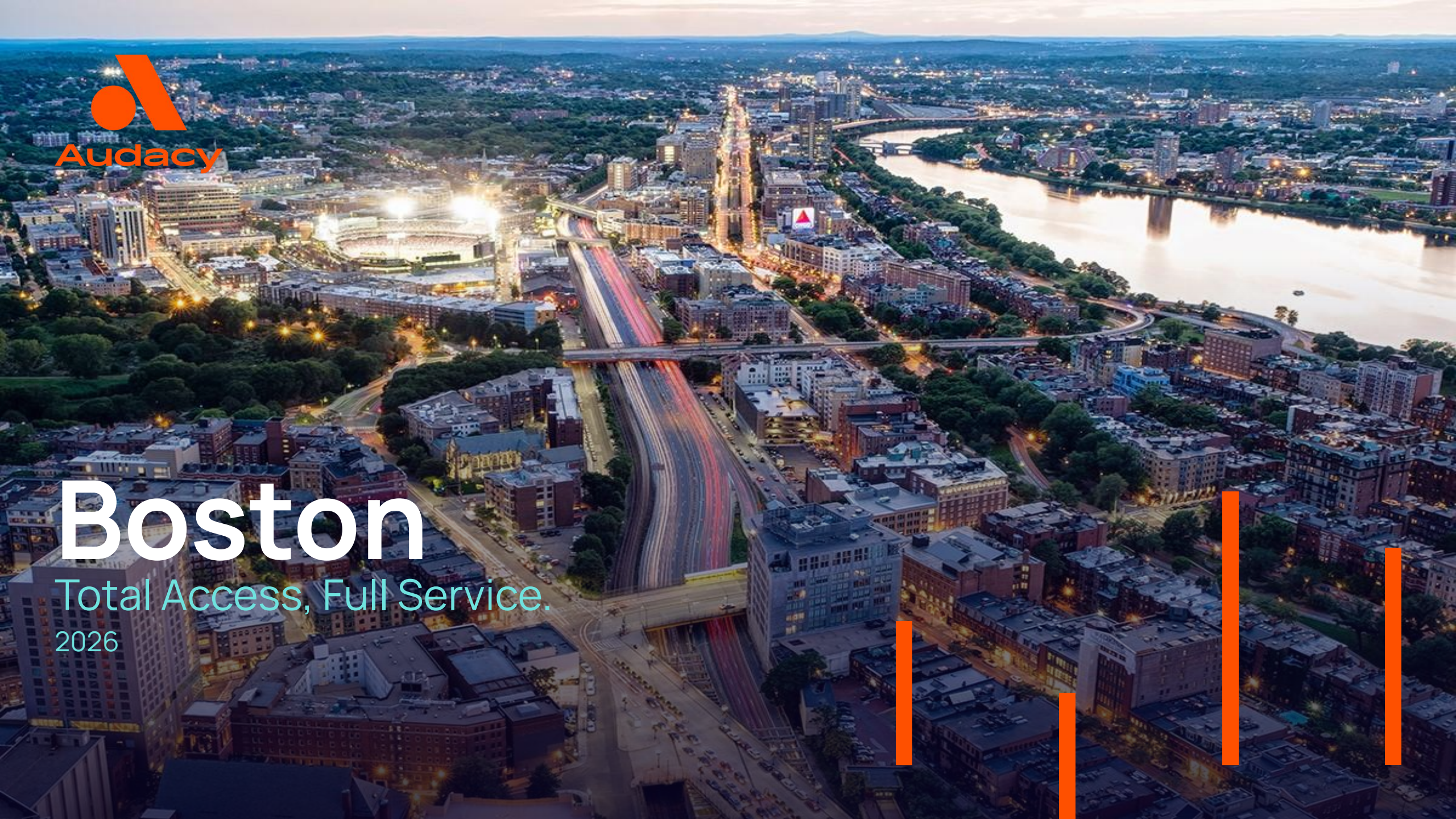




# Boston

Total Access, Full Service.  
2026



# Boston

**Our stations and digital extensions celebrate lasting legacies, strong influence and deep connection** to Boston-area communities and businesses 24-7/365

**New England sports mecca:** the home for Red Sox Baseball, exclusive access to the New England Patriots' stars, and long-standing relationships with Boston's professional and college sports teams

**Personality-driven radio with veteran talent** offering strong opinions and powerful influence

**Going beyond advertising for our clients' success** by creating experiences that connect with—and make a difference in—the lives of our listeners every day

**Full-service suite of agency-quality capabilities** including Nielsen research, creative, content creation, social media, video production, search and e-mail activation and earned media strategies

**Professional customer engagement team** executing 500+ events per year

Connecting brands with audiences in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## Powerful Reach

**3.5M**

Monthly Listeners

**183k**

Monthly Streamers

**1.1M+**

Monthly Streaming TLH

**616K+**

Social Followers

**85K+**

Opt-in Database



# The Only Regional Sports Radio Network in the Country

TOTAL COVERAGE

**9 MARKETS**

BROADCAST AUDIENCE

**70% MALE / 30% FEMALE**

REGIONAL REACH<sup>1</sup>

**1M+ LISTENERS**

## CURATED CONTENT

- Multiple radio signals boosts legendary, Boston-based WEEI content and programming to most of New England.
- Network includes 9 markets, capturing passionate New England sports fans from Cape Cod to Portland, Maine.
- Customized advertiser activation available across the entire network or in the Boston DMA

**WEEI**  
NEW ENGLAND'S SPORTS ORIGINAL

**A REGIONAL SPORTS RADIO SUPERSTATION!**

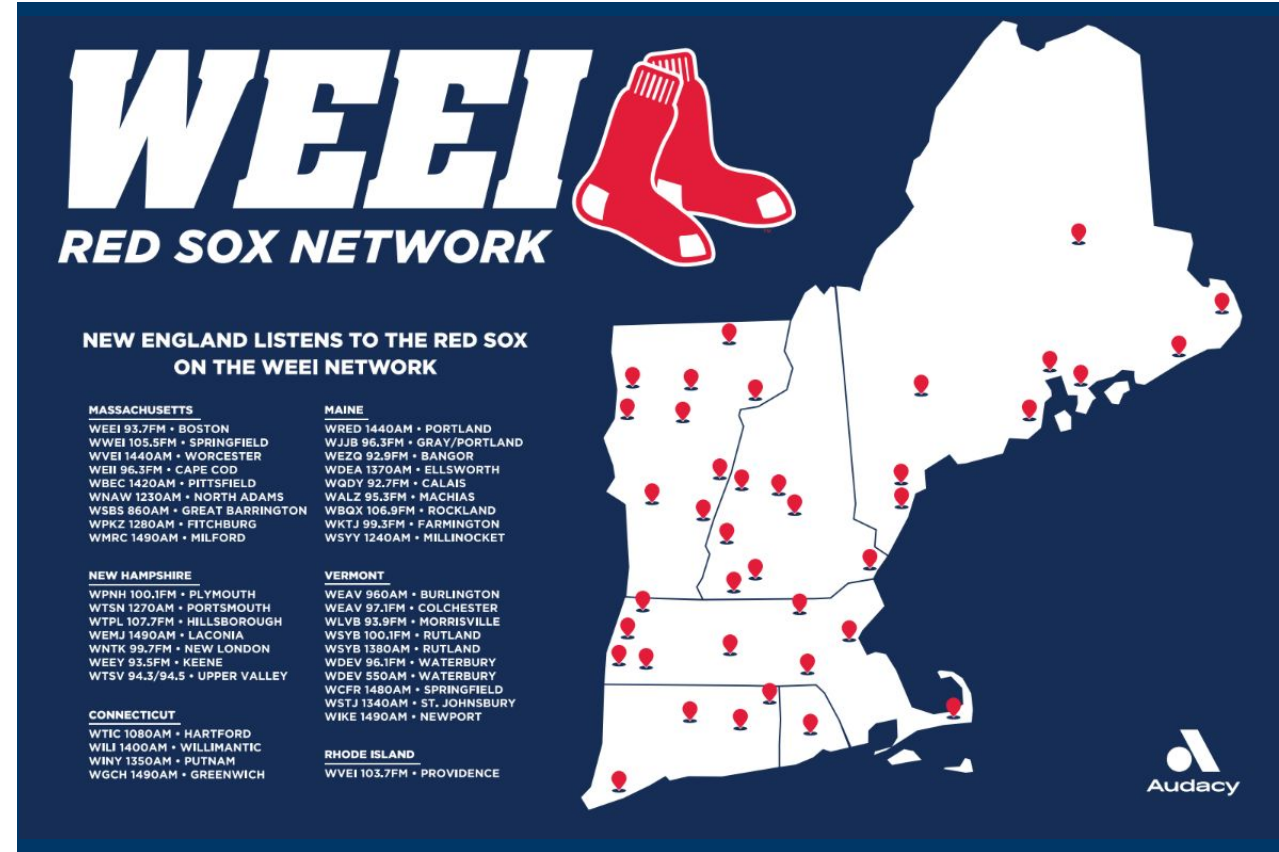
# All-Access Coverage of the Red Sox throughout New England

TOTAL COVERAGE

## 40+ STATIONS

### CURATED CONTENT


- America's leading radio network for baseball, blanketing a six-state region.
- The WEEI Shaw's Star Market Red Sox Radio Network is your home for Red Sox baseball on the radio. Will Flemming, Sean McDonough, Lou Merloni, and Rob Bradford bring you all the action.
- Not just radio spots, but custom-crafted, integrated marketing features woven seamlessly into the broadcasts.
- Four-time World Series Winners since 2004: fans span all age cells, psychographics, geography and gender.



**WEEI**  
**RED SOX NETWORK**

**NEW ENGLAND LISTENS TO THE RED SOX ON THE WEEI NETWORK**

<p><b>MASSACHUSETTS</b></p> <p>WEEI 93.7FM • BOSTON          WVEI 105.5FM • SPRINGFIELD          WVEI 1440AM • WORCESTER          WEI 96.3FM • CAPE COD          WBEC 1420AM • PITTSFIELD          WNAW 1230AM • NORTH ADAMS          WSBS 860AM • GREAT BARRINGTON          WPKZ 1280AM • FITCHBURG          WMRC 1490AM • MILFORD</p>	<p><b>MAINE</b></p> <p>WRED 1440AM • PORTLAND          WJJB 96.3FM • GRAY/PORTLAND          WEZO 92.9FM • BANGOR          WDEA 1370AM • ELLSWORTH          WQDY 92.7FM • CALAIS          WALZ 95.3FM • MACHIAS          WBQX 106.9FM • ROCKLAND          WKTJ 99.3FM • FARMINGTON          WSYY 1240AM • MILLINOCKET</p>
<p><b>NEW HAMPSHIRE</b></p> <p>WPNH 100.1FM • PLYMOUTH          WTSN 1270AM • PORTSMOUTH          WTPL 107.7FM • HILLSBOROUGH          WEMJ 1490AM • LACONIA          WNTK 99.7FM • NEW LONDON          WEEY 93.5FM • KEENE          WTSV 94.3/94.5 • UPPER VALLEY</p>	<p><b>VERMONT</b></p> <p>WEAV 960AM • BURLINGTON          WEAV 97.1FM • COLCHESTER          WLVB 93.9FM • MORRISVILLE          WSYB 100.1FM • RUTLAND          WSYB 1380AM • RUTLAND          WDEV 96.1FM • WATERBURY          WDEV 550AM • WATERBURY          WCFR 1480AM • SPRINGFIELD          WSTJ 1340AM • ST. JOHNSBURY          WIKE 1490AM • NEWPORT</p>
<p><b>CONNECTICUT</b></p> <p>WTIC 1080AM • HARTFORD          WILI 1400AM • WILLIMANTIC          WINY 1350AM • PUTNAM          WGCH 1490AM • GREENWICH</p>	<p><b>RHODE ISLAND</b></p> <p>WVEI 103.7FM • PROVIDENCE</p>





WEEI (WEEI 93.7FM / 850AM)

# The Original Voice of New England Sports

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	EMAIL DATABASE <sup>3</sup>
<b>SPORTS</b>	<b>MEN 25-54</b>	<b>749,400</b>	<b>302,228</b>	<b>1,141,991</b>	<b>604,601</b>	<b>42,636</b>

## CURATED CONTENT

- Boston's first sports radio station, celebrating 34 years in America's #1 Sports Radio market.
- A flagship station of the WEEI Sports Radio Regional Network, offering New England sports coverage across nine stations and all demographic and psychographic groups.
- Exclusive access to The Patriots' and Jerod Mayo; Home to Red Sox Insider Interviews.
- Connects sports fans with their favorite teams through exclusive insider commentary, access to players and coaches, and play-by-play.

## ENGAGED AUDIENCE

- Passionate fan interaction, huge social following and massive digital footprint of 1.6M unique visitors every month.

## INFLUENTIAL VOICES



**The Greg Hill Show**  
Morning Drive 5:30A – 10A



**Jones & Keefe**  
Midday Drive 10A – 2P



**The WEEI Afternoon**  
with Hart, Fitzzy & Johnson  
Afternoon Drive 2P – 6P



Nights With  
Arcand 6P – 10P



**WEEI Late Night Replay**  
Late Nights Weekdays 10P – 2A



Sources: 1. Nielsen Audio; P12+ APR/MAY/JUN, M-Su 6a-12m Cume. 2. TRITON WCM, July 2025. 3. Social media (Sprout 7/2025), and opt'd-in database (7/2025).

# Engagement Through Connection, Passion, Experiences



### PATRIOTS MONDAY & FRIDAY

WEEI is home to the exclusive interviews with Patriot players and coaches. Interviews include Mike Vrabel, Drake Maye, Hunter Henry, Christian Gonzalez, and more!

With this kind of lineup every week, it is must-listen radio.



### THE WEEI/NESN JIMMY FUND RADIO-TELETHON

With the help of Dana Farber/Jimmy Fund patients and families, doctors, nurses, researchers, hundreds of volunteers, sponsors and listeners, the two-day, 36-hour radio-telethon event raises funds to support adult and pediatric care as well as cancer research at the Dana Farber Cancer Institute in Boston.

MIX 104.1 (WBMX-FM)



# Boston's Best Variety

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>4</sup>	EMAIL DATABASE <sup>4</sup>
<b>HOT AC</b>	<b>A25-54 / W25-54</b>	<b>1,033,400</b>	<b>33,731</b>	<b>219,165</b>	<b>290,074</b>	<b>20,679</b>

## CURATED CONTENT

- Heritage Hot AC has been a cornerstone of Boston for over 30 years.
- Homegrown on-air personalities that understand the heart and soul of Boston.
- Play Can't Beat Kennedy by appointment listening at 6:45, 7:45, and 8:45
- The Mix listener is the Chief Family Officer, making all the daily family decisions from your morning coffee to the town you live, your family physician to your mortgage provider and your next family vacation.

## ENGAGED AUDIENCE

- Index well above the market average for education, families, and HH income.
- The Mix audience is connected to pop culture and what's happening in the community.

## INFLUENTIAL VOICES



**KARSON & KENNEDY**  
MORNING DRIVE 5:30AM-10AM



**KIRA LEW**  
MIDDAY 10AM-2PM



**GREGG & FREDDY**  
AFTERNOON DRIVE 2PM-7PM



Sources: 1. Nielsen Audio; M-Su 6a-12m APR/MAY/JUN P12+ Cume. 2. TRITON WCM, July 2025. 3. Nielsen Audio; M-Su 6a-12m APR/MAY/JUN P6+ AQH Comp 4. Nielsen Audio; M-Su 6a-12m APR/MAY/JUN, AQH Rtg. 5. Social media (Sprout, 7/2025) and Opt'd-in database (7/202)

# Engagement Through Connection, Passion, Experiences



## ACOUSTIC SUNRISE

Your weekly escape featuring great music and great vibes. Every Sunday morning you'll hear a great mix of unplugged, stripped down and exclusive live performances from today's biggest artists and your favorites of all time. Plus great stories about the songs and artists you love. Tune in Sunday mornings!



## Mix Beach House

A beautiful Cape Cod getaway isn't complete without a private performance from some of the biggest names in music. Past guests at the Mix Beach House include; Ed Sheeran, Bono, Shaggy, and Sting!



## CAN'T BEAT KENNEDY

A benchmark feature that invites listeners to challenge Kennedy to answer more pop trivia questions correctly than she can each morning! Listeners love to play along through their morning commute!

CBK Feature: 6:45, 7:45 & 8:45AM

MAGIC 106.7 (WMJX-FM)

# Today's Hits, Yesterday's Favorites

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	EMAIL DATABASE <sup>4</sup>
AC	W25-54 / A25-54	1,794,500	21,104	234,145	73,277	16,001

## CURATED CONTENT

- MAGIC 106.7 is a true mass appeal station, playing pick-me-up, feel-good music you can relax and unwind to.
- A Boston tradition with well-known on-air personalities and programs.
- MAGIC 106.7 is Boston's Christmas Station, reaching HALF of Adults in Boston during the holiday shopping season..

## ENGAGED AUDIENCE

- High index for active, professionals and families who have discretionary income to spend.
- 3+ decades of experience paired with broad appeal created ratings dominance across every major demographic.

## INFLUENTIAL VOICES



**SUE TABB & KENDRA PETRONE**  
MORNING DRIVE 5:30AM-10:00PM



**JEN TOOHEY**  
MIDDAY DRIVE 10:00AM-3:00PM



**KAREN BLAKE**  
AFTERNOON DRIVE 3:00PM-8:00PM



**DELILAH**  
M-F 7:00PM-12:00AM, Sun  
7:00PM-12:00AM



MAGIC 106.7 (WMJX-FM)

## Engagement Through Connection, Passion, Experiences



### MAGIC OF CHRISTMAS

“It’s beginning to look a lot like Christmas,” “It’s the Most Wonderful Time of the Year,” “Winter Wonderland” “Jingle Bells”... and the list goes on. So many iconic songs, so many lyrics to sing along to, so many memories that come to mind. That is the Magic of Christmas.

Join Magic 106.7 as we bring the Magic of Christmas to life with Christmas music 24 hours a day throughout the holiday season. Share the emotions and imagery surrounding the holidays, while reaching over half of all adults in the Boston metro during this important consumer season.



# Music Unleashed

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>4</sup>	EMAIL DATABASE <sup>4</sup>
ADULT HITS	ADULTS 25-54	1,174,100	11,150	76,049	2,708	6,091

## CURATED CONTENT

- Brings a **uniquely curated** Adult Hits radio station to the Boston market
- Targeting Adults 25-54, skewing slightly male, Big 103 delivers upbeat, **feel good music**.
- Most **expansive** music library in Boston
- Foundation of hits from the 80s, 90s and early 2000s, with the **flexibility to unleash** what we want when we want
- Big is the only station that can play rock, hip hop, classic hits, or even disco. The 80s, 90s or 2000s could be next.
- Big plays more music than any station in Boston.



# Key Ownership Programs & Opportunities

## SPORTS PARTNERSHIPS

- Boston Red Sox Play-by-Play
- New England Patriots Monday/Friday
- Exclusive interview with Patriot's players and head coach Bill Belichick
- Boston College Football, Hockey and Basketball

## UNIQUE FEATURES

- Can't Beat Kennedy
- Mix Beach House
- Mix Lounge
- Karson & Kennedy Talk To Famous People
- Magic of Christmas
- WEEI Headlines with Greg Hill
- Deal or No Big Deal With Merloni, Fauria, & Mego

## CAUSE MARKETING TIE-INS

- Mix Cares for Kids Radiothon
- Jimmy Fund RadioTelethon
- Greg Hill Foundation
- Fauria's 24 Hour Radiothon For American Diabetes Association

## ACCOLADES AND AWARDS

- Billboard Magazine Hot A/C Station of the Year (WBMX)
- Billboard Magazine PD of the Year (WBMX)
- Marconi Award Winner (WMJX)
- Four-time Marconi Award Winner (WEEI)
- Convergence Digital Award: Best Radio Station Web Site
- RAIN Award: Best Streaming Radio





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



# Boston

Total Access, Full Service.

