



Cleveland

Live and Local,
Serving the Land of Believers

2026



Cleveland

Closely reflects the Cleveland market with our **demographically balanced group of stations**

In-studio hosts during all prime dayparts interact and engage in the community on and off-air

Iconic Brands with on-air personalities who listeners know and trust and who have the ability to mobilize audiences on behalf of local advertisers and brands

Flagship station and radio home of the **Cleveland Browns**

Active in the local community, including the ability to activate on the streets with promotions, live events and talent endorsements

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



Powerful Reach

2.1M+

Monthly Listeners

948K+

Monthly Digital Users

144K+

Social Followers

22K+

Opt-in Database



Cleveland's Feel Good Favorites



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS
AC	ADULTS 25-54	978,400	95,964	17,208	6,492

CURATED CONTENT

- **Local talent** including Jen & Tim in the morning featuring everything Cleveland and feel good funny!
- Cleveland's **Christmas station!**
- **Community focused**, with initiatives such as 23 years of UH Rainbow Babies and Children's Hospital Radiothon raising nearly \$6 million dollars by our listeners .

ENGAGED AUDIENCE

- **Cleveland's iconic at work station** with Feel Good Favorites for maximum variety and all-day listening; **#1 work-day station for W25-54.**⁵
- **Loyal, active listeners with buying power; Of our A25-54 listeners, 48% earn more than \$100K+ (index 121) and 42% have kids at home**⁴.
- **Number one cume station** among adults & women in Cleveland⁶.

Sources: 1. Nielsen Audio; P12+ FALL '24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Market/Release: Cleveland, OH 2023 Release 2 5. Nielsen Fall'24 M-F 10a-3p 6. Nielsen SPR '25 W25-54 & A25-54 M-Su 6a-12m

INFLUENTIAL VOICES



The Jen & Tim Show

JEN & TIM
WEEKDAYS 5:30AM-10AM



Jill Bucco

JILL BUCCO
WEEKDAYS 10AM-3PM



Chase Daniels

CHASE DANIELS
WEEKDAYS 3PM-7PM



Jim Hart

JIM HART
WEEKDAYS 7PM-12AM

WEEKENDS: Acoustic Sunrise



Engagement Through Connection, Passion, Experiences



JEN AND TIM IN THE MORNING

The bright spot on the dial in Cleveland for Mornings is at Star 102, hosted by Cleveland's own Jen Toohey and Tim Richards featuring up to the minute traffic reports, compelling content with listener participation and contests. Star 102 helps "Wake Up" Northeast Ohio with a smile.



CLEVELAND'S CHRISTMAS STATION

Throughout the holiday season, Clevelanders know what station to tune into when they want to hear their holiday favorites; an elegant mix of yesterday's hits along with new songs for the season.



RAINBOW RADIOTHON

Cleveland's Star 102 hosts this annual Rainbow Radiothon to benefit University Hospitals Rainbow Babies & Children's Hospital. Jen & Tim in the Morning broadcast live for 13 hours, along with stories of Rainbow Kids.

Cleveland's #1 Source for Hit Music and Entertainment



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ³	SOCIAL FOLLOWERS ⁴	NEWSLETTER SUBSCRIBERS ³
Hot AC	ADULTS 18-49	791,600	5,970	22,955	7,553

CURATED CONTENT

- Community-focused programming, **delivering everything important to Clevelanders.**
- **Real Local, Real Cleveland** including Cleveland top local talent - Bill Ryan, Alyssa Rose, Jenny Lyte and Kelly McMann
- Engaging conversation with Clevelanders with 90s, 2000s and NOW during the Q Morning Show with Bill & Alyssa; Confessions, Conversation & Cleveland.

ENGAGED AUDIENCE

- Delivers a valuable audience of **college educated young adults and families**
- **Number 2 cume station** among women² (sister station WDOK is #1)
- **Affluent, educated parents:** Of our A25-54 listeners, 53% earn \$100K+ (136 index), 54% have kids aged 17 and younger, and 73% own homes (114 index)⁵.

INFLUENTIAL VOICES



Bill & Alyssa
The Q Morning Show with Bill & Alyssa
WEEKDAYS 5AM-10AM



Jenny Lyte
Jenny Lyte
WEEKDAYS 10AM-3PM



Kelly McMann
KELLY MCMANN
WEEKDAYS 3PM-10PM

Sources: 1. Nielsen Audio; P12+FALL 24, M-Su 6a-12m Cume. 2. Nielsen CLE FA '24 W25-54 M-Su 6a-12m. 3. Sprout, Opt-in Database 8/2024,

Cleveland's ONLY FM Sports Talk Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	MEN 18-54	418,700	122,198	437,986	490,830	5,692

CURATED CONTENT

- Reporting on and discussing what matters to Cleveland Fans IN Cleveland.
- Live and local personalities deliver the most accurate and interactive sports discussion in Cleveland.
- Home of the Cleveland Browns; over half of the market has watched/attended or listened to a game⁴.
- Host of dozens of annual events.
- Unduplicated digital products to round out marketing campaigns.

ENGAGED AUDIENCE

- Passionate and loyal sports fans; Of our A25-54 audience, 79% homeowners and 10% have a household income of over \$100k+⁴.
- Top 3 station for M25-54 & M18-49⁵.

INFLUENTIAL VOICES



THE KEN CARMAN SHOW
with Anthony Lima
WEEKDAYS 6AM-10AM



BASKIN & PHELPS
Talking Heads with Andy Baskin and Jeff Phelps
WEEKDAYS 10AM-2PM



AFTERNOON DRIVE
Afternoon Drive with Nick Wilson & Jonathan Peterlin
WEEKDAYS 2PM-7PM



OVERTIME ON THE FAN
"Overtime with Jake Vulinec"
WEEKDAYS 7PM-11PM

Sources: 1. Nielsen Audio; P12+ FALL 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database WEEKDAYS 2PM-7PM 8/2024, 4 Nielsen Scarborough, Cleveland R2 2023 . 5. Nielsen Audio; M-S 6a-12a FA24-AQH Rtg



Engagement Through Connection, Passion, Experiences



92.3 The Fan Tailgate

The best way to wake up and get ready for Game Day in Cleveland, 92.3 The Fan invites listeners to West 6th & Barley for sports talk, great food, and the best Game Day atmosphere in “The Land.”

Breaking Sports News

When Sports News happens, 92.3The Fan is where Clevelanders turn to get informed. From press conferences to player interviews, our team of beat reporters covers it all immediately and with the detail our fans expect.

Shoes and Clothes for Kids

Shoes and Clothes for Kids is a tremendous organization and one that 92.3 The Fan is happy to be associated with. This program helps supply schools and teachers with much needed classroom supplies. The Fan specifically focuses on donations for phys. ed. and general sports needs. One of our larger donation drives takes place at Fan Bowl each February.

Cleveland's ONLY True Classic Rock Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
CLASSIC ROCK	A 25-54	859,200	13,515	108,971	14,257	2,262

CURATED CONTENT

- **Playing Cleveland's favorite Classic Rock** around the clock for **over nearly 40 years**.
- **#1 At-work** station among Adults 25-54⁵

ENGAGED AUDIENCE

- **Audience reflects white collar income** with a Blue Collar mindset with **71% of our 25-54 year old audience works full-time** and 45% earning more than \$100K+ (113 index)⁴.
- **Very engaged listenership on air, online and at events**, with a bond with on-air personalities; The listeners trust the voices, and the voices love the listeners.
- **Number one station M25-54 in Cleveland⁶**.

INFLUENTIAL VOICES



Matt Spatz

MATT SPATZ
WEEKDAYS 5:30AM-10AM



Nard

NARD
WEEKDAYS 10AM-3PM



Paula Balish

PAULA BALISH
WEEKDAYS 3PM-7PM

Sources: 1. Nielsen Audio; P12+Fall '24, M-Su 6a-12m Cume. 2. TRITON WCM, November 2022. 3. Social media and database (9.24.19). 4. Nielsen Scarborough, Cleveland R2 2023. 5 Nielsen Audio SPR 25; M-F 10a-3p Cume & AQH. 6. Nielsen Audio; M-Su 6a-7p JAN/FEB 25-Cume



Key Ownership Programs & Opportunities 2025

ENTITLEMENT SPONSORSHIPS

- Star 102 Summer of Stars
- Q104 104 Days of Summer
- WNCX Classic Cleveland Summer
- Studio Sponsorships
- Performance Studio Lounge

SPORTS PARTNERSHIPS

- Home of the Cleveland Browns
- Single Game and Season Sponsorships
- 92.3 The Fan Tailgate

CAUSE MARKETING TIE-INS

- Star 102 Rainbow Radiothon to benefit University Hospitals Rainbow Babies & Children's Hospital
- 98.5 WNCX Blood Drive to benefit American Red Cross
- 98.5 WNCX Homes for the Holidays to benefit the Friendship APL of Lorain County
- 1 Thing
- I'm Listening

AUDACY EXCLUSIVE FEATURES

STAR 102 - WDOK

- Christmas Music on Star 102
- Trump Toohey
- Acoustic Sunrise
- Three Things to Know
- Nurses Appreciation
- Tell Me Something Good
- Throwback Nation

Q104 - WQAL

- Alyssa's College of Knowledge
- Q-Tips Event Calendar
- Daly Download Top 30
- Sunday Night Throwback
- Teachers Appreciation
- Gotta Know
- Kelly Cooks
- Kelly's Question of the Day
- Jen's Zen
- Q Cares
- Good Vibes

AUDACY EXCLUSIVE FEATURES, cont.

98.5 WNCX

- Morning Sports Reports
- Brain Strain Trivia
- Classic Cafe
- Traffic Jam Scramble
- Cleveland Browns Pre-Game
- Spatz Goes Barking with the Browns

92.3 THE FAN/SPORTS PARTNERSHIPS

- 20/20 Sports Updates
- Cleveland Browns In Game Sponsorships
- Cleveland Browns Post Game
- Game Day Features
- Victory/Therapy Monday
- Football Fridays
- Injury Report
- Draft Week
- Sports Beat Reports
- Breaking News Sponsorships/Press Conferences
- Browns Training Camp
- Guardians Spring Training

Let us customize a feature to fit your brand and needs



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



Audacy

Cleveland

Live and Local, Serving the Land of Believers

