



Houston

Making Community Happen.

2026



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The one-stop solution to reach Houston's diverse demographics across a sprawling geographic area with a portfolio as varied as the market

Reaching 50% of the market, including more Hispanic radio listeners than the local Spanish-language radio competitor

Excelling in custom ideation focused on client objectives with activations across on-air, online and in-the-community platforms

Our sports are Texas-sized, delivering college, NFL and all-things football, including Texans in English and Spanish

Dedicated to being an integral part of the community and leader in local events with more volume and scale than any other radio group in the Houston area

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



Powerful Reach

4.8M+

Monthly Listeners

1.7M+

Monthly Digital Users

5.07M+

Social Followers



Houston's ONLY Adult Hits Station

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
ADULT HITS	ADULTS 25-54	797,900	175,240	13,000+

CURATED CONTENT

- **Music as diverse as Houston itself;** hits from the 80s, 90s, 70's, and 2000s with the largest playlist in town
- **Music-intensive format** with limited commercial inventory; advertising messages stand out.

ENGAGED AUDIENCE

- **An audience of almost a million listeners every week**
- 70% of the audience is employed full or part time
- Over half of our listeners maintain a **household income of over \$100k**



GREGO
WEEKDAYS 6AM-7PM

Houston's New Country

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
COUNTRY	ADULTS 25-54	571,700	142,462	214,000+

CURATED CONTENT

- **Award-winning Country Station**
 - 2024 ACM Major Market Morning Show of the Year, Frito & Katy
 - 2019 ACM Major Market Station of the Year
 - 2019 ACM Major Market Personalities, Rob + Holly
- Houston's longest running country station, playing artists like Luke Combs, Jellyroll, and Megan Moroney.
- Broadcast partner of the **Houston Livestock Show & Rodeo** and the **Houston Texans**
- **The home of the original Ten Man Jam**, Houston's largest one-day concert event running 25 years long

ENGAGED AUDIENCE

- **Delivers a quality family-oriented consumer**; 40% of listeners have children in the home under the age of 18; 67% of our listeners are adults in their 20's, 30's and 40s , and over half the audience have a household income of over \$75,000.

INFLUENTIAL VOICES



KATIE & COMPANY, WITH KATIE NEAL
WEEKDAYS 10AM-3PM



NICK RUSSO
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM



Houston's #1 Spanish Hits Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
SPANISH HITS/CONTEMPORARY	A 18-49	473,100	42,520	108,000+

CURATED CONTENT

- **Playing the Spanish-language hits** from artists like Shakira, Bad Bunny, Karol G, and Peso Pluma.
- Get your morning started off with the fun and energy of **Mega en Tus Mañanas** with Gerry, Cindy Burbano, and Valentin.
- Spanish-language home for the **Houston Texans** play-by-play.
- Three-time **Marconi Award Winner**.

ENGAGED AUDIENCE

- Delivering Houston's Hispanic community, **with more Latinos listening to Mega** than any other Spanish format station in Houston; **Listeners are bicultural, 70% are bilingual.**
- With **over 58% of the audience having one or more children at home**, Mega is very family-oriented.
- Reaches **on the go, commuting, close to point of purchase listeners!**
- **Active in the community, raising more money for charity** than any other radio station in town

INFLUENTIAL VOICES



MEGA EN TUS MAÑANAS
WITH GERRY, CINDY & VALENTIN
WEEKDAYS 5AM-11AM



LIZ
WEEKDAYS 11AM-3PM



LORENA
WEEKDAYS 3PM-7PM



SHOBOY SHOW
WEEKDAYS 7P-11P



From 90's to Now



FORMAT

HOT AC

TARGET DEMO

WOMEN 25-54

WEEKLY LISTENERS

721,500

MONTHLY STREAMS

113,000

SOCIAL FOLLOWERS

50,000+

CURATED CONTENT

- **Entertaining Houston's busy women with hits from the 90s to now** - from current hits of today and favorite throwbacks from back in the day! You'll hear artists like Adele, Justin Bieber, Taylor Swift, Ed Sheeran, Panic at the Disco, NSYNC and Destiny's Child!
- The award winning, Dana Cortez Show, entertains in mornings!

ENGAGED AUDIENCE

- This family-focused, college-educated, affluent audience are always on the go with a busy house of consumers: **over half of the listeners having one or more children in their home.**
- 58% have a household income of \$75K+
- Large hispanic audience with 46%



THE DANA CORTEZ SHOW
WEEKDAYS 6AM-9AM



JAGGER
WEEKDAYS 9A-1P



JESSIE WATT
WEEKDAYS 1P-6P



SEAN MACK
WEEKDAYS 6PM-10PM



Houston's Sports Leader for 30 years



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS
SPORTS	MEN 25-54	157,100	549,190	535,000

CURATED CONTENT

- The most sports content in the market created from live and local sports talk professionals, focused exclusively on Houston
- **Payne and Pendergast, In The Loop, and The Drive** each lead their respective daypart as Houston's highest-rated sports talk shows, and have all received national recognition as one of the country's top sports programs in their time slot.
- **Flagship of the Houston Texans** a team that over 2.8 million Houstonians have either watched/attended or listened to this year.

ENGAGED AUDIENCE

- Delivers an educated, professional and affluent audience that is 73% male, an audience that is hard to reach any other place but SportsRadio 610. They are married, empty-nesters, who live active lifestyles with disposable incomes:
 - 76% own their home
 - 67% earn \$75K+
 - 95% consume SportsRadio outside of their home while on the go commuting, and ready to make purchasing decisions.



SETH PAYNE & SEAN PENDERGAST
WEEKDAYS 6AM-10AM



REGINALD ADETULA & JOHN LOPEZ
WEEKDAYS 10AM-2PM



CLINT STOERNER & RON HUGHLEY
WEEKDAYS 2PM-6PM



SHAUN BIJANI & PATRICK CREIGHTON
WEEKDAYS 8PM-10PM

The BetQL Network: Wagertainment



FORMAT

SPORTS

TARGET DEMO

MEN 25-54

WEEKLY LISTENERS¹

11,400

AUDACY IS A LEADER IN SPORTS

- **BetQL: Wagertainment** - the cross-section of sports-wagering and entertainment
- The foundation and growth of a live, linear, digital audio network that features **sports betting content and expert analysis**.
- Featuring a **compelling line up of daily shows**, weekend programming, and special programming surrounding key games and seasons.
- **Offers listeners a fully interactive sports experience** with on air coverage on air, and on Audacy.com and the Audacy App, as well as OTT Video Partners & Twitch.



BetMGM "THE DAILY TIP"
WEEKDAYS 5AM-8AM



BetQL DAILY
WEEKDAYS 8AM-11AM



BetMGM "THE DAILY TIP"
WEEKDAYS 11AM-2PM



YOU BETTER BET
WEEKDAYS 2PM-6PM



BetMGM TONIGHT
WEEKDAYS 5PM-9PM



Source: Nielsen Audio; M-Su 6a-12m MAR21 P6+ Cume.

Key Ownership Programs & Opportunities

SIGNATURE EVENTS & PARTNERSHIPS

Q1

- Super Bowl Radio Row
- Bull Honky Tonk
- Astros Spring Training
- Houston Livestock Show & Rodeo

Q2

- East End Street Fest
- 1Thing Day
- 10,000 for the Troops
- PRIDE

Q3

- Kids Read Radiothon
- Hispanic Heritage Month
- Football Friday
- Reaction Monday

Q4

- Ten Man Jam
- Mega Radiothon
- Texas Bowl
- Football, cont.

CAUSE MARKETING TIE-INS

- Barbara Bush Houston Literacy Foundation
- Rebuilding Together Houston
- Texas Children's Hospital
- DePelchin Children's Center
- MD Anderson Boot Walk to End Cancer
- Folds of Honor

PARTNERS

- Houston Texans
- Houston Livestock Show & Rodeo
- Kinder's Texas Bowl
- Houston Hispanic Chamber of Commerce
- Texas Children's Houston Open
- Chevron Open
- Insperity Invitational



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



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