



Kansas City

Think Big. Act Local.

2026



Kansas City

Dedicated sports coverage for a city of superfans, home of the Kansas City Chiefs, flagship station for the Kansas City Royals and K-State Athletics

The largest media footprint in Kansas City, reaching over 60% of the market with eight stations in six distinct formats

The biggest, influential names in Kansas City are live and local in the morning, midday and afternoon, and mobilize a loyal audience like no one else. Including The Church of Lazlo, The Jenny & Jagger Show, and Dana & Parks.

Go-to source for breaking regional news and weather as well as balanced national political coverage from local and syndicated personalities

Trusted and proven partner to our communities, businesses and brands, creating customized, integrated campaigns and events with deep fan engagement and community resonance

Connecting brands with audiences
in meaningful, engaging ways.



KANSAS CITY

Audacy

SPORTS



MUSIC



NEWS/TALK



Powerful Reach

1.58M+
Weekly Listeners

700K+
Monthly Streams

510K+
Social Followers

78K+
Opt-in Database



98.9 THE ROCK (KQRC-FM)

Kansas City's Rock Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
MAINSTREAM ROCK	MEN 25 - 54	230,000	66,504	107,719

Big Earners. Proven Buyers.

The Rock is high-income, management level men with real purchase intent across big-tickets categories like boats, appliances and home investments.

- HH income between \$150,000 - \$250,000 - 2% above market average
- Work in management roles - 25% above market average
- Plan to purchase boat in next 12 months - 170% above market average
- Plan to purchase motorcycles in next 12 months - 39% above market average
- Plan to purchase major appliance next 12 months - 72% above market average

Targeting With Influence

The Rock delivers your message to men who are in their prime earning years. They are established, have high-incomes, and are actively making big-ticket decisions.

When it comes time to buy, upgrade, or invest... this is the audience making the call. Target marketing delivers your message to the right audience/customer. But we want to influence and motivate them to take action too. The Rock does this in an environment consumers trust.



*Scar R2 2024 Sept 24 - July 25 KQRC M-Sun 6a -12mid Cume, target index

INFLUENTIAL VOICES


THE CHURCH OF LAZLO



THE CHURCH OF LAZLO
MORNINGS 6AM - 10AM



RYAN WESTWARD
WEEKDAYS 10AM-2PM



ASHLEY O
WEEKDAYS 3PM - 7PM

98.9 THE ROCK (KQRC-FM)

Kansas City's Rock Station



A FEW ROCK ADVERTISERS YOU MAY RECOGNIZE



99.7 THE POINT (KZPT-FM)

Kansas City's One and Only Hot AC



FORMAT	TARGET DEMO	MONTHLY LISTENERS 1	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
HOT AC	WOMEN 25-49	527,000	6,450	22,746

Audience In Motion

99.7 The Point delivers an audience in motion – people actively making life changes like moving, getting married, buying homes, and advancing their careers. These are high-income consumers who aren't just listening... they're spending.

- HH Income \$150 - \$250,000 – 18% above market average
- Plan to buy new house or condo next 12 months – 14% above market average
- Plan to get married next 12 months -21% above market average
- Plan to look for a new job next 12 months – 6% above market average

Targeting With Influence

For advertisers, targeting the right audience/customer is crucial. But how do you influence and motivate them to take action?

The Point audience is actively buying homes, changing jobs, starting families. We reach them in the middle of those decisions, in an environment they trust—when it matters most.

INFLUENTIAL VOICES



The Brett Mega Show
WEEKDAYS 6AM-10AM



Jessie Watt
WEEKDAYS 3PM-7PM



Ali
WEEKDAYS 10AM-3PM



Kansas City's One and Only Hot AC



A FEW POINT ADVERTISERS YOU MAY RECOGNIZE



Home of the Kansas City Chiefs and the Kansas City Royals



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
SPORTS	MEN 25 - 54	503,000	350k +TLH	130,345

Where Passion For Sports Meets Purchasing Power

As Kansas City's only 100,000 watt FM Sports Station, The Fan delivers daily connection to the teams, personalities and conversations that matter most to Fans. We are the home of the Kansas City Chiefs Radio Network and the local affiliate of The Kansas City Royals where you will find every game for free. The Fan's listener index strongly among business owners, c-suite executives and high HH incomes with strong purchase intent on big ticket items.

- Business owner - 37% above the market average
- Senior executive at their place of business - 3% above the market average
- Has a HH income between \$100,000 and \$250,000 - 15% above the market average
- Plans on spending \$5K or more on a kitchen remodel - 181% above the market average

Targeting Men With Influence

Sports fans don't casually consume content - they follow it daily and stay connected throughout the week. That creates stronger engagement, longer listening and a highly effective environment for advertisers. The result is an audience that doesn't just hear an advertisement, they respond to it.

INFLUENTIAL VOICES



FESCOE & DUSTY
WEEKDAYS 6AM-10AM



CODY & GOLD
WEEKDAYS 10AM-2PM



THE DRIVE WEEKDAYS
2PM-6PM



ROYALS INSIDER
JOSH VERNIER

96.5 THE FAN (KFNZ-AM/FM) 96.5 FM and 610 AM

Home of the Kansas City Chiefs and the Kansas City Royals



A FEW FAN ADVERTISERS YOU MAY RECOGNIZE



Kansas City



Kansas City's #1 News Station - Local, National and Breaking News

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
NEWS/TALK	ADULTS 25-54	349,600	11,141	73,553	54,753	5,855

Start Informed. Stay Engaged

This isn't traditional NewsTalk - its daily habit media. Mornings deliver live local news and sets the agenda for the day. And from there, KMBZ FM shifts into personality - driven conversations that keeps listeners engaged without the drag of political extremes. The result is a broader, more valuable, informed and connected audience. This audience is making decisions daily that impact their families, households and businesses.

- Senior Executive at their place of business - 66% above the market average
- Net worth (Axciom Net Worth) \$1m - \$2m - 32% above market average
- Price of next new vehicle plan to purchase - \$45-\$60K - 39% above market average
- Price of next new vehicle plan to purchase - \$60K + - 40% above market average
- Plan to replace their home's roof in next 12 months - 124% above market average

Targeting With Influence

KMBZ FM does more than reach people - it holds them. News builds credibility. Personality sustains engagement. The combination creates longer listening, stronger attention and a more effective environment for messaging.

Backed by powerful lifestyles and affluence indicators, this audience isn't just listening.

They're paying attention and acting on what they hear.

INFLUENTIAL VOICES



KANSAS CITY'S MORNING NEWS
WEEKDAYS 5AM-10AM



MIDDAY WITH JAYME & WIER
WEEKDAYS 10AM-2PM



DANA & PARKS
WEEKDAYS 2PM-7PM



ARMSTRONG AND GETTY
WEEKDAYS 7PM-9PM



OUR AMERICAN STORIES
WEEKDAYS 9PM-12AM



National News, Conservative Views

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
NEWS/TALK	MEN 35-64	58,400	3,259	18,346	N/A	N/A

An Audience Invested In News, Business And Decision Making

Built around nationally recognized conservative talk and local morning news, Talk 980 attracts educated, financially established adults who actively follow politics, markets and culture.

- Net worth (Axiom Net Worth) \$1M - \$2M - 124% above market average
- Net worth (Axiom Net Worth) over \$2M - 95% above market average
- Has second home or real estate property - 70% above market average
- HH invest in stocks and stock options - 79% above market average
- Plans to refinance home in next 12 months - 398% above market average

A Station Built On Engagement And Influence

Conservative talk creates highly engaged listening habits, giving advertisers the ability to connect with the listeners through trusted voices and issue-driven content that inspires action

INFLUENTIAL VOICES



KC MORNING NEWS
WEEKDAYS 5AM-9AM



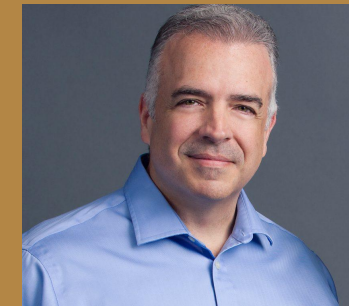
GLENN BECK
WEEKDAYS 9AM-11AM



ERICK ERICKSON
WEEKDAYS 11AM-2PM



SEAN HANNITY
WEEKDAYS 2PM-5PM



JOE PAGS
WEEKDAYS 5PM-8PM



LARS LARSON
WEEKDAYS 8PM-10PM



A FEW KMBZ ADVERTISERS YOU MAY RECOGNIZE



Kansas City's Country Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
COUNTRY	ADULTS 25-49	424,400	15,095	98,781	29,091	5,439

ROOTED LIVES. REAL SPENDING POWER!

The Wolf's listeners and fans are married, home centered households with strong incomes and deep roots in their communities. These are consumers actively investing in their lives - purchasing trucks, improving their homes and spending on the things that matter most to their families.

- Household incomes between \$150,000 and \$250,000 - 23% above market average
- Plan to buy a new pick-up in next 12 months - 54% above market average
- Plan to buy a new house or condo in the next 12 months - 1% above the market average
- Plan a major remodel (bathroom) in next 12 months - 29% above market average
- Own a dog or other pet - 107% above market average
- Parent(s) of a child under 18 - 2% above market average

TARGETING WITH INFLUENCE

Target marketing finds your customer. But when you need to influence real household decisions - that's where radio wins...that's where The Wolf wins. The Wolf reaches your potential customers in a trusted, authentic environment - where your message resonates, sticks and drives them to action.

INFLUENTIAL VOICES



JENNY & JAGGER
WEEKDAYS 6AM-10AM



KATIE NEAL
WEEKDAYS 10AM-3PM



NICK RUSSO
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM



106.5 THE WOLF (WDAF-FM)

Kansas City's Country Station



A FEW WOLF ADVERTISERS YOU MAY RECOGNIZE



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



Kansas City

Making Community Happen.

