



Las Vegas

The Pulse of the Real Las Vegas.

2026



Las Vegas

A variety of station formats serve the diverse Las Vegas local community as well as the thriving visiting and transient population from all over the country and the globe.

Dedicated to the everyday Las Vegas community, serving residents through cause-driven initiatives and helping business owners reach marketing goals.

Second to none in event activations, with marquee programs including the 26th annual Chet Buchanan Show 98.5 KLUC Toy Drive which provided assistance for 110+ local area non-profit organizations and their families in need for 2024.

Embedded in the true Las Vegas Community, with the only local hosts in news/talk and personalities who have lived in the market for years and are active in the local scene and causes.

Connecting brands with audiences
in meaningful, engaging ways.



We Know What Makes Las Vegas Unique

MORE THAN SIN CITY

- Las Vegas is the no. 1 American destination for conventions and trade shows. Home to three of the 10 largest convention centers in the U.S., nearly 5 million business decision-makers visited the city that means business.
- While Las Vegas is globally renowned for its hotel and entertainment industries, "The Strip" only employs 5% of all Las Vegas metro area residents. Vegas is home to several thriving job sectors including logistics, manufacturing, mining and aerospace.
- Las Vegas is a city of families! The Clark County School District is the 5th largest school district in America, educating more than 324,000 students K-12.
- Las Vegas' natural beauty rivals the bright lights and glamour of The Strip. Locals looking for a break enjoy hiking and the great outdoors like the Valley of Fire, Lake Mead and Red Rock Canyon.

GAME ON

- With elite attractions enticing 41.6 million visitors to the city in 2024, Las Vegas stands with New York City, Los Angeles and Chicago among the top travel destinations in the nation.
- Visitors spend heavily in a city built on world-class entertainment and customer service. Tourists injected nearly \$88 billion into Las Vegas coffers in 2024 and broke several additional records in 2023.
- Everyone comes to Vegas! With more than 58.4 million enplaned/deplaned passengers last year, McCarran International Airport is among the world's busiest airports, ranking 7th in the U.S. for total passenger traffic just behind JFK and LAX.

A SPORTING SPIRIT

- Las Vegas remains a premier national destination for marquee sporting events and in 2023 saw Formula 1, the NFL Pro Bowl Games, NCAA Men's Basketball Regional, Super Bowl LVIII (end of 2023-2024 season) and more in addition to a rich tradition of championship boxing, the UFC, the World Series of Poker, NASCAR, National Finals Rodeo, USA Rugby Sevens and the Professional Bull Riders World Finals.
- Las Vegas continues to be the fastest growing professional sports market both wildly popular with tourists and growing a #VegasBorn fanbase of our own thanks to early successes by both our back to back WNBA World Champion Aces and Stanley Cup champion NHL Golden Knights!

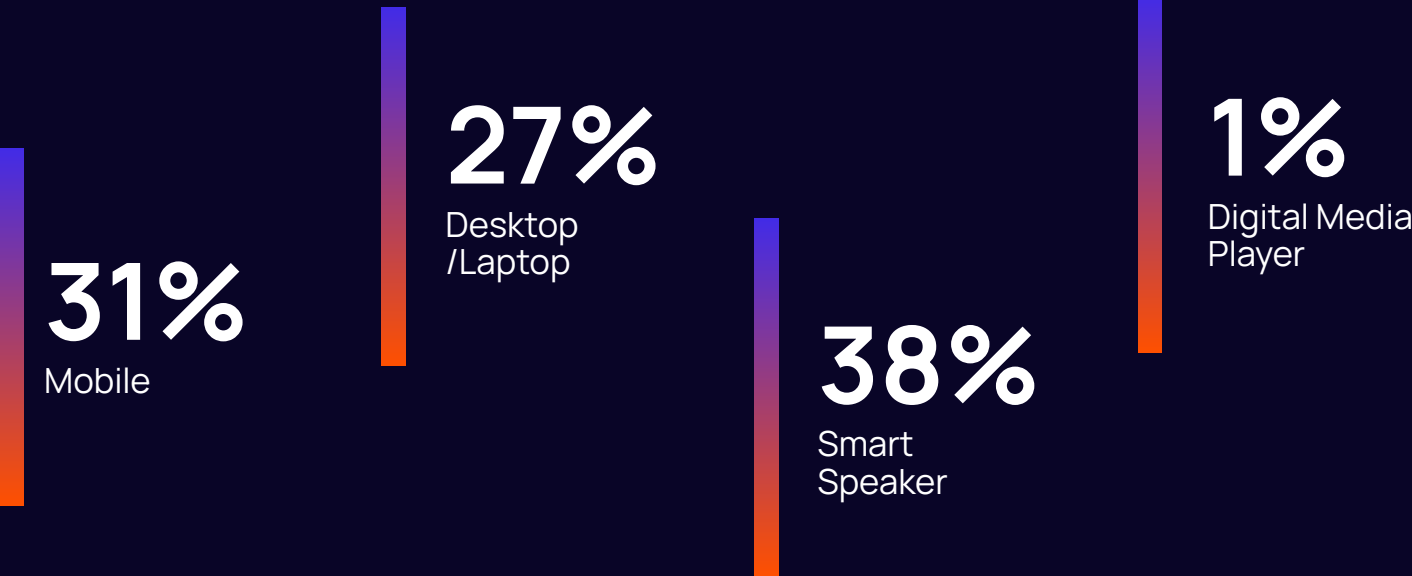
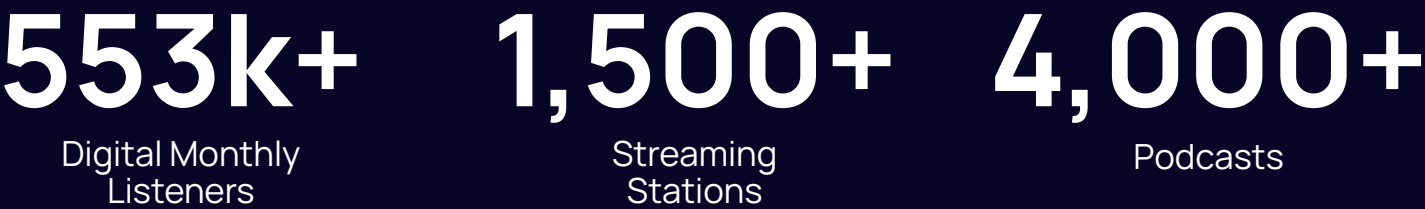
LOCALS HIT THE JACKPOT

- Locals know the truth...Las Vegas outgrew its glitzy, debaucherous reputation long ago. With its surprising affordability and 24/7/365 access to everything from entertainment to diapers to takeout and everything in-between, Clark County as a whole remains one of the fastest growing counties in the United States.

320	Lowest Taxes	5.99M+	150,211
Days of Sunshine a year	In the nation	Convention delegate visits in 2024	Hotel/Motel rooms



Digital Listening Audience



AUDIENCE	COMPOSITION
P 18-24	6%
P 25-54	66%
P 55+	28%
Male	55%
Female	45%
College +	46%
HHI 100k+	31%
HHI 50K+	64%
Has Children	46%
Hispanic	3%
AfAm	6%
Multicultural	15%

Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

1.39M+

Weekly
Listeners ¹

232k+

Monthly Stream
TLH ²

175k+

Social Media
Followers ²

126k+

Monthly Website
Views ²

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Website views Average (Jun-Dec 2023).



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²	MONTHLY WEBSITE VIEWS ²
HOT AC	ADULTS & WOMEN 25-54	291,000	88,100+	50,200+	37,900+

CURATED CONTENT

- **Home to Mercedes in the Morning**, a local influencer for over 25 years, with many awards and honors including:
 - Best Radio On-Air Personality Talent from The 21st Silver State Awards
 - Radio Personality Award from The 14th Annual Athena International Awards and Women in Entertainment & Media
- **Plays the best music variety** ranging from 90's, 00's and today

ENGAGED AUDIENCE

- The clear cut **#1 Morning Show for W25-54³**
- **#1 Market Leader** for Adults & Women 25-54³
- **Leading Market talents** that carry notable weight beyond radio as television & social media influencers
- Home to some of the largest, family-based events in the city including Hop-N-Shop (12k+ attendees) and GhostWalk (15k+ attendees)

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).

3. Nielsen Audio; M-F 6a-10a Jan23-Dec23 W25-54, A25-54

INFLUENTIAL VOICES



MERCEDES IN THE MORNING
M-F 5A-10A



MIX MUSIC
M-F 10A-2P



HEATHER COLLINS
M-F 2P-7P



TRAFFIC & WEATHER W/ MITCH KELLY
M-F 6A-10A & 3P-6P



Engagement Through Connection, Passion, Experiences



HOP-N-SHOP

Las Vegas' largest Easter Egg Hunt and family event draws parents and their children to dozens of egg hunts and family-targeted merchants with games and prizes. It's complete free for families to participate and boasts one of the largest events in the city every year!



FOUR CORNERS FOOD DRIVE

September is Hunger Action Month and you'll find Mix 94.1 leading the community in an incredible food drive to help raise funds for community food bank Three Square. With a little help from community partners and celebrity guests, the call is out to our city to help Three Square feed those in Las Vegas struggling with food insecurity.



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²	MONTHLY WEBSITE VIEWS ²
TOP 40	ADULTS 18-44	258,100	34,400+	85,300+	12,700+

CURATED CONTENT

- Las Vegas' longest running Top 40 station with over 50 years of brand identity
- Community connected talent leading the charge on numerous local causes
- Home of the 98.5 KLUC Toy Drive, the largest single-location toy drive in the U.S. taking place for the last 24 consecutive years and benefiting thousands of local families

ENGAGED AUDIENCE

- Consistently a top 3 performer with Adults & Women 18-34 & 18-44³
- Median audience age of 37
- 51% of audience fall within key demo Adults 18-44

INFLUENTIAL VOICES



MUSIC IN THE MORNINGS
M-F 6A-10A



MIKALAH GORDON
M-F 10A-2P



BRU
M-F & SAT 3P-7P



TINO COCHINO SHOW
M-F 7P-11P



MICAH
SAT 10A-12P



JB KING
SAT 12P-3P
SUN 10A-2P



TRAFFIC & WEATHER
W/ MITCH KELLY
M-F 6A-10A & 3P-6P

Source:
1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+
2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).
3. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 Multiple Demos

Engagement Through Connection, Passion, Experiences



TOWN SCARY

Town Scary is one of the largest Halloween events in Las Vegas! This safe trick-or-treat event hosted at the storefronts of Town Square brings approximately 30,000 people and offers parents and their children an evening of fun, prizes and of course a lot of candy!



TOY DRIVE

The 98.5 KLUC Toy Drive is the largest, single-location toy drive in the country running for 19 consecutive years. 98.5 KLUC's morning personality lives atop a 30-foot scaffold while broadcasting for 12 straight days. Listeners, celebrities and local business just in the past three years have donated \$1,328,334 in cash and gift cards, 20,592 bikes, and have filled 92 semi trucks with toys, all to benefit Help of Southern Nevada.

FORMAT

RHYTHMIC AC

TARGET DEMO

ADULTS 25-54

WEEKLY LISTENERS ¹

278,700

MONTHLY STREAM TLH ²

23,000+

SOCIAL FOLLOWERS ²

12,500+

MONTHLY WEBSITE VIEWS ²

13,600+

CURATED CONTENT

- **Throwback Hits** from 90s to the mid 2010s with a mix of current releases
- **The original in the format**, our recipe is often imitated but our performance and success cannot be duplicated
- **Local Talent** with deep ties to Las Vegas Strip night light and Las Vegas professional/college sports

ENGAGED AUDIENCE

- **Consistently a top 3 performer** Adults 18-34, 18-49, 21-49, 25-54³
- **An educated bunch** with more than 54% having some level of College and/or Grad School in their background. Combined with over-indexing audiences P35-49 and you're reaching them at their peak earning potential years.

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).

3. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 Multiple Demos

INFLUENTIAL VOICES



DJ CO1
M-F 10A-2P
SAT 12P-6P



BOJO
M-F 2P-7P
SUN 12P-6P



THROWBACK HITS
M-F 7P-10P



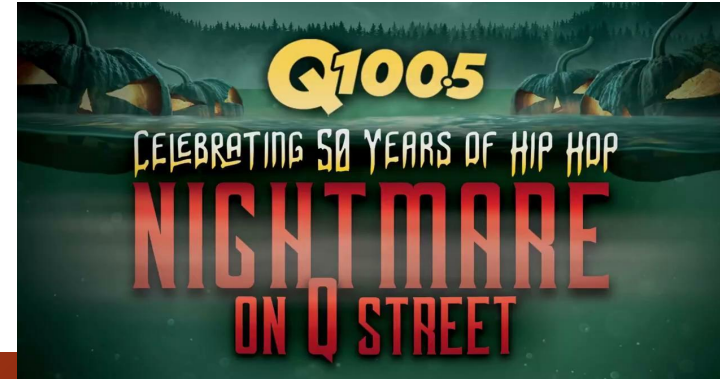
SLOW JAMS WITH R DUB
M-TH 10P-12P

Engagement Through Connection, Passion, Experiences



SLOW JAMS WITH R DUB

Slowjams with R Dub hits the Q100.5 airwaves every night, seven days a week. A mix of old and new R&B love songs and an outlet for listeners to call in and dedicate to that special someone.



NIGHTMARE ON Q STREET

Q 100.5's annual Throwback Concert is the market's fastest growing audience's BIG NIGHT OUT with celebrated artists and hits spanning the last three decades of hit music.

FORMAT

NEWS/TALK

TARGET DEMO

ADULTS 35-64WEEKLY LISTENERS ¹**41,200**MONTHLY STREAM TLH ²**51,800+**SOCIAL FOLLOWERS ²**5,900+**MONTHLY WEBSITE VIEWS ²**15,400+****CURATED CONTENT**

- **KDWN features some of the nation's leading names** in the news and talk space offering a daily perspective on current events, news, financial updates, sports and entertainment and yes, the political landscape.
- **We carry them live** while it's happening so listeners can be part of the conversation while it's relevant.

ENGAGED AUDIENCE

- **Loyal listeners**, hearing your commercial as part of the content they are raving fans of.

INFLUENTIAL VOICES
BRIAN KILMEADE
 M-F 6A-9A

**MARKLEY, VAN CAMP
& ROBBINS**
 M-F 9A-12N

SEAN HANNITY
 M-F 12N-3P

JIMMY FAILLA
 M-F 3P-6P

STEVE SANCHEZ
 M-F 6P-8P

DR. DALIAH SHOW
 M-F 8P-10P

INTO THE PARANORMAL
 M-F 10P-12A

**THE OTHER SIDE
OF MIDNIGHT**
 M 1A-5A | TUE-FRI 12A-5A

**ANOTHER SIDE
OF MIDNIGHT**
 SA-SU 12A-3A

**BULOVA SUNDAYS
WITH SINATRA**
 SUNDAYS 8P-10P

TRAFFIC & WEATHER
 M-F 6A-10A & 3P-6P

**NASCAR LOCAL
RACE COVERAGE**

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Database, Touchpoints Average (Jun23-Dec23).



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAM TLH ²	SOCIAL FOLLOWERS ²	MONTHLY WEBSITE VIEWS ²
NEWS/TALK	ADULTS 35-64	55,300	68,700+	10,600+	132,000+

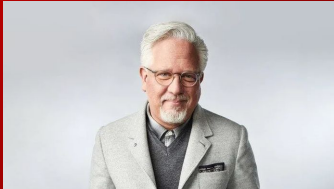
CURATED CONTENT

- In the world of "fake news," KXNT is Las Vegas NewsTalk station that **listeners trust for their news and information.**
- **Home to Las Vegas information hallmarks:** weather and traffic together on the 5's, news at the top and bottom of the hour, and The Bloomberg Business Report during morning drive.

ENGAGED AUDIENCE

- **Delivers the coveted affluent baby boomers and generation X influencers** with 72% of our audience P35+
- **Affluent households** with the station indexing 117 for HHI between \$100k-\$150k

INFLUENTIAL VOICES



GLENN BECK
M-F 6A-8A



ALAN STOCK
M-F 8A-9A



THE DANA SHOW
M-F 9A-12N



ERICK ERICKSON
M-F 12N-3P



MARK LEVIN
M-F 3P-6P



WILL CAIN COUNTRY
M-F 6P-7P



THE RAMSEY SHOW
M-F 7P-10P



COAST TO COAST A.M.
M-F 10P-2A



TRAFFIC & WEATHER
M-F 6A-10A & 3P-6P

FORMAT

SPORTS/ WAGERTAINMENT

TARGET DEMO

MEN 35-64

WEEKLY LISTENERS ¹

1,800

SOCIAL FOLLOWERS ²

5,240+

CURATED CONTENT

- The biggest names in sports betting, hottest takes, insider info and more are home on TheBET.
- TheBET is Las Vegas's home for San Diego Padres baseball!

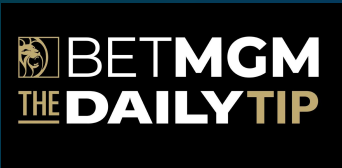
ENGAGED AUDIENCE

- Sports audiences are locked in to the discussion and/or play by play
- TheBET fan is a passionate and brand-loyal consumer.
- TheBET connects advertisers with consumers on an emotional level via shared passion point and the universal love of sports.

INFLUENTIAL VOICES



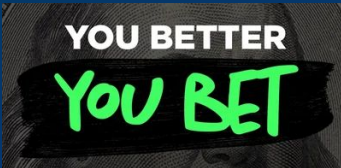
MAGGIE AND PERLOFF
WEEKDAYS 3AM-6AM



THE DAILY TIP
WEEKDAYS 6AM-9AM



BET SWEATS
WEEKDAYS 9AM-12PM



YOU BETTER BET
WEEKDAYS 12PM-4PM



BETMGM TONIGHT
WEEKDAYS 4PM-8PM



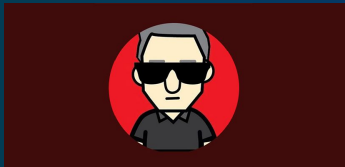
THE SPORTING TRIBUNE
TODAY
WEEKDAYS 8PM-9PM



THE BART WINKLER SHOW
WEEKDAYS 10PM-11PM



PAT BOYLE
WEEKDAYS 11PM-3AM



THE SATURDAY SPORTS BEAT
WITH TONY CORDASCO
SATURDAYS 8AM-9AM



LAS VEGAS' HOME HOME
FOR SAN DIEGO
PADRES BASEBALL



TRAFFIC & WEATHER
W/ MITCH KELLY
WEEKDAYS 6AM-10AM/3PM-6PM

FORMAT

REGIONAL MEXICAN

TARGET DEMO

HISPANIC ADULTS

WEEKLY LISTENERS ¹

88,100

SOCIAL FOLLOWERS

214,900+

COMMUNITY DRIVEN WITH AN ENGAGED AUDIENCE

- **Fiesta 98.1** reaches more than 300,000 people via radio & social media
- **We serve and inform our local community** while providing an entertaining, innovative, **resourceful** and unique platform; giving **more** to our listeners.
- **Las Vegas' Hispanic population** has **increased 146%** since 2000
- **1 in 3 people** in Las Vegas are Hispanic

INFLUENTIAL VOICES



DON CHETO
M-F 5A-11A & SAT 5A-10A



LA MADRINA
M-F 11A-3P



EL TORITO - ROGELIO REGALDO
M-F 4P-6P



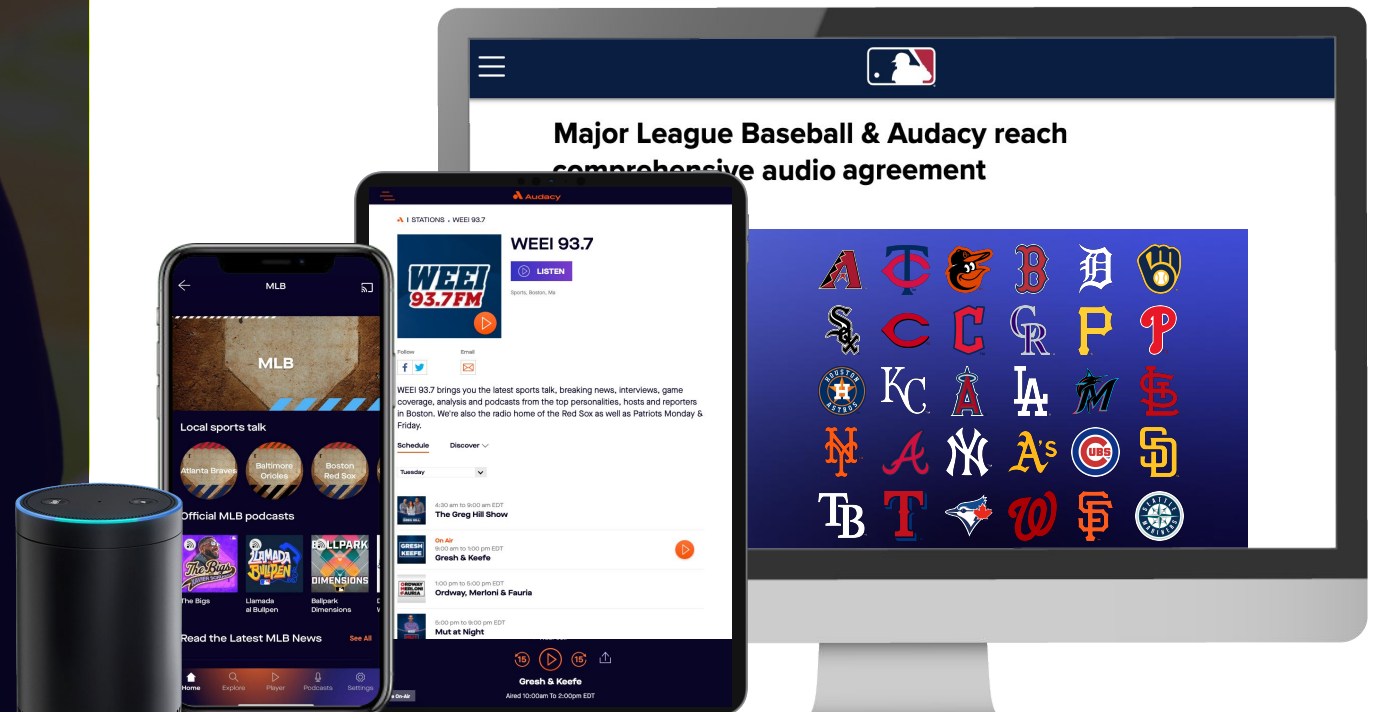
KARLIOPPY PERALTA
M-F 6P-10P

Audacy is the Official Digital Audio Partner of Major League Baseball



Reach baseball fans in the Las Vegas area, no matter what team they cheer for!

Get access to **4,860** regular-season MLB games plus postseason games via the MLB In-App PxP, Audacy Sports Streaming Network and Audacy+MLB Podcast Sports Network.



Key Ownership Programs & Opportunities

SIGNATURE EVENTS & PARTNERSHIPS

Q1

- Love Affair (concert)

Q2

- Walk For Wishes
- Hop N Shop

Q3

- Mix 94.1's Four Corners Food Drive
- Candlelighters 5K

Q4

- Socksgiving
- Nightmare on Q Street
- Ride For Kids
- Town Scary
- KLUC Toy Drive
- Veterans Day Parade
- Noon Years Eve
- New Years Eve (Las Vegas Strip)





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



Las Vegas

The Pulse of the Real Las Vegas.

