



Los Angeles

Universal Appeal, Local Style.

2026



Los Angeles

Highly localized content and well-known personalities weave a strong community in a decentralized, sprawling market

Multi-platform expertise that delivers big results through seamless on-air, digital, social and live promotional activation

Known for creative programs customized to meet each partner's KPIs and to show tangible ROI

Authentic care for our audience in everything we do — we go the extra mile to ensure excellent customer service and a personal touch to the listener experience

Connecting brands with audiences
in meaningful, engaging ways.



Los Angeles



More than 6.37 million L.A. Metro residents (A18+) now drive 50+ miles per week

The Audacy L.A. Radio Cluster reaches 54% Persons (6+), and 43% of adults (18+) weekly across the Metro each week

All L.A. Audacy Stations reach 1M+ persons weekly (JACK FM, The Wave, KNX, KROQ,); with KRTN reaching 2M+, and streams/HD2 adding even more incremental reach.

11.7M +
Reach

275K +
Opt-in Database

1.3M
Social Followers

93.1
JACK FM
playing what we want

94.7
THE WAVE

KNX
NEWS
97.1 FM

World Famous
KROQ
106.7 FM

LA SO CALIFORNIA OC
KRTH 101

FIRE LANE
BURNING & BENDING SOUNDS



Sources: Nielsen Audio PPM LA Metro, 3-Book Avg (Sep25/Aug25/Jul25), M-Su 6a-6a. Cluster deduped weekly cume from Ranker Age 6+ & 18+ DeDuped reports (5,101,100 P6+ | 4,432,000 A18+). Market populations: 9,506,400 P6+ | 10,250,100 A18+. Scarborough R1 2025 (Jan24-Jan25) Adults 18+. DOMO 2025 (Sept) social + opt-in.



One Home.
A Universe
of Content.

BROADCAST

- One of the top broadcasters in the U.S.
- 200M+ monthly consumers
- 235+ stations in 47 markets nationwide
- 90% coverage of top 50 markets



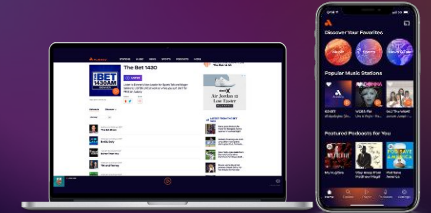
EXPERIENTIAL



- LIVE IS HOT!
- Live concerts and festivals across the country
- Nationally supported events
- Suite of local events and partnerships

DIGITAL PLATFORMS

- #1 fastest growing audio app + site in the U.S.
- Over 88MM+ digital audio consumers
- 1,500+ in-app streaming stations
- Websites and social presence
- Email opt-in database of 28M+
- OTT + integration on multiple platforms/devices
- In house AMAZON strategies reaching 300+ MM



PODCASTS

- A top 3 podcast company
- 120+ premium national podcasts
- Network of 40,000+ micro-influencer podcasts
- Targeted audience capabilities
- Premium branded podcast production



THE POWER OF AUDACY DIGITAL AUDIO DESTINATION

94M+

DIGITAL CONSUMERS

1,235+

STREAMING O&O RADIO STATIONS &
PARTNER CHANNELS

40K+

PODCASTS

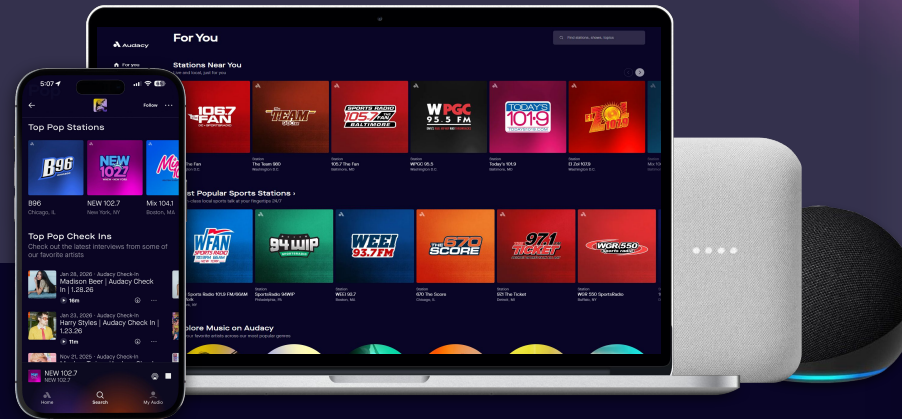
A complete digital audio platform

with the best collection of original, live and on-demand
content across:



Accessible anytime, anywhere

distributed by all major platforms: Apple, Google Home, Waze, Sonos, Alexa,
Apple TV, Logotech, Google Play, Apple HomePod, and more



The logo features the text "KNX NEWS" in a large, bold, red sans-serif font. Below it, a horizontal red line is followed by "97.1 FM" in a smaller, bold, red sans-serif font. The entire text is centered within a large, semi-transparent blue circle. The background is a dark blue-to-purple gradient with white geometric lines in the corners.

KNX NEWS

— 97.1 FM

Southern California's Only 24-Hour News & Traffic Station



FORMAT

NEWS

TARGET DEMO

ADULTS 35-54

HISPANIC 12+

32.5%

CUME AUDIENCE (6+)

1,002,100

SOCIAL FOLLOWERS

231,185

CURATED CONTENT

- KNX News is on the FM dial and simulcast on 1070 AM
- Angelinos tune in for **trusted, dependable, unbiased POV**, especially when big news breaks
- Southern California's **most experienced** Local News team and the West's **most honored** news team for broadcast excellence
- Giant 50,000 watt clear market signal covers all of Southern California during the daytime and reaches the 9 western states at night

ENGAGED AUDIENCE

- Consistently ranked Top-5 with Adults 25-54 in AM Drive (M-F 6–10a), averaging ~9,300 AQH Persons (0.2 rating).
- Sept Insights: Reach grew +8% MoM total week; +18% AM drive. AQH +43% YoY; rank improved 11th → 5th (12+); TSL +45 minutes YoY. A25-54 AQH +28% TW (4,000→5,100) with +30 minutes TSL. A35-64 AQH +34%, reach +14% TW; #1 spoken word in demo.
- Retains a core base of higher-income commuters (43% earning \$150K+).

INFLUENTIAL VOICES



Mike Simpson
Host
LA's Morning News
5A-10A



Margaret Carrero
Host
LA's Morning News
6A-11A



Alex Silverman
Midday/Afternoon Anchor
11a-Noon, 1-2p, 3-4p, 5-6p



Brain Douglas
Midday/Afternoon
Anchor
12-1p, 2-3p, 4-5p, 6-7p



Chris Sedens
Evening News
Anchor
7pm-12am

TOTAL AUDIENCE STATS

Total Reach*: 1,002,100 Persons 6+

*Weekly Cume M-S 6a-6a



Male

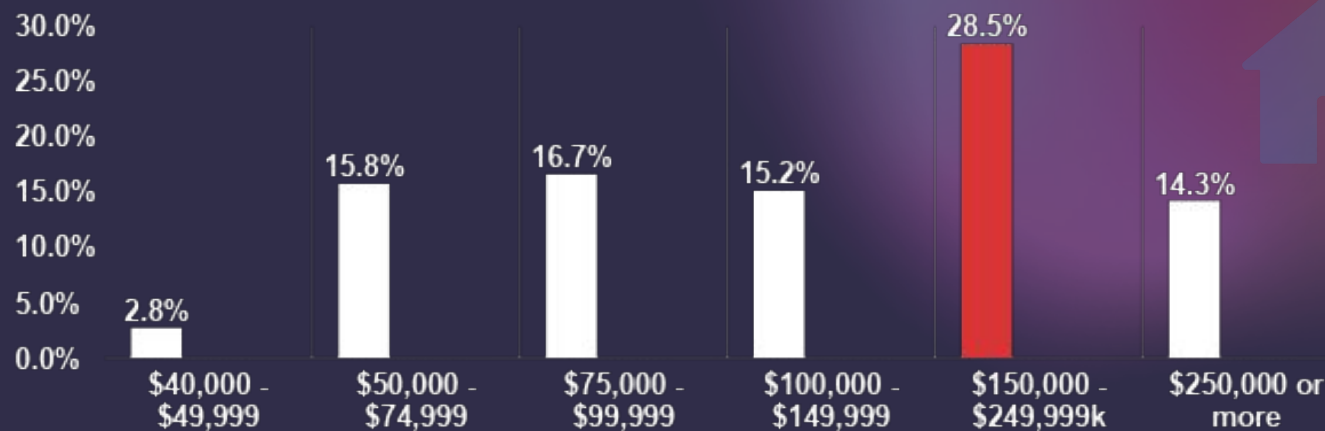
59% Cume



Female

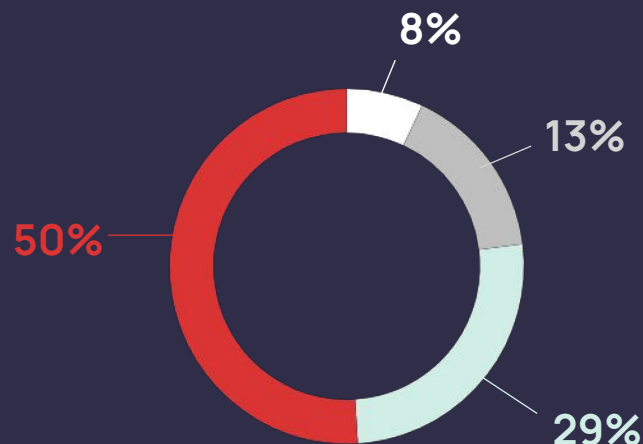
41% Cume

HOUSEHOLD INCOME



GENERATIONS

**MEDIAN
AGE 57**



8% Gen Z (18-29)

13% Millennials (30-44)

29% Gen X (45-59)

50% Baby Boomers (60+)

RACE/ETHNIC (12+)

32.7% Hispanic

7% Black

60.5% Other

LA SO CALIFORNIA OC

KRTH 101

LA's Classic Hits Station



FORMAT

CLASSIC HITS

TARGET DEMO

ADULTS 25-54

HISPANIC 12+

53.3%

WEEKLY LISTENERS

2,181,100

SOCIAL FOLLOWERS

120,216

CURATED CONTENT

- Playing The Hits in the Southland for Gen Xers and Millennials alike.
- One of the most listened to station in stores and offices throughout the Southland.
- Marconi Award winner for Top Classic Hits Radio Station.

ENGAGED AUDIENCE

- For more than 3 years running KRTH has been a ratings monster – dominant in cume and AQH in all major demos and dayparts
- Sept/Q3: #1 total audience AQH for 5 straight months at 41,300 – highest since Feb 2020
- One of only two LA stations with 2M+ weekly P6+
- Only station with 1M+ A25-54 in Sept '25 & Q3 '25
- Leads A25-54 AQH for 2 consecutive quarters TW & M-F prime
- #1 M25-54 AQH 5 consecutive quarters (8.0 share in Q3).

INFLUENTIAL VOICES



K-EARTH MORNING SHOW
WEEKDAYS 5AM-10AM



LARA SCOTT
WEEKDAYS 10AM-3PM



GREG SIMMS
WEEKDAYS 3PM-7PM



LARRY MORGAN
WEEKDAYS 7PM-12AM
FRIDAYS 7PM-2AM

WEEKENDS: Renee Taylor, Kevin Schatz, Dave Styles

TOTAL AUDIENCE STATS

Total Reach*: 2,181,000 (6+)

*Weekly Cume M-S 6a-6a



Male

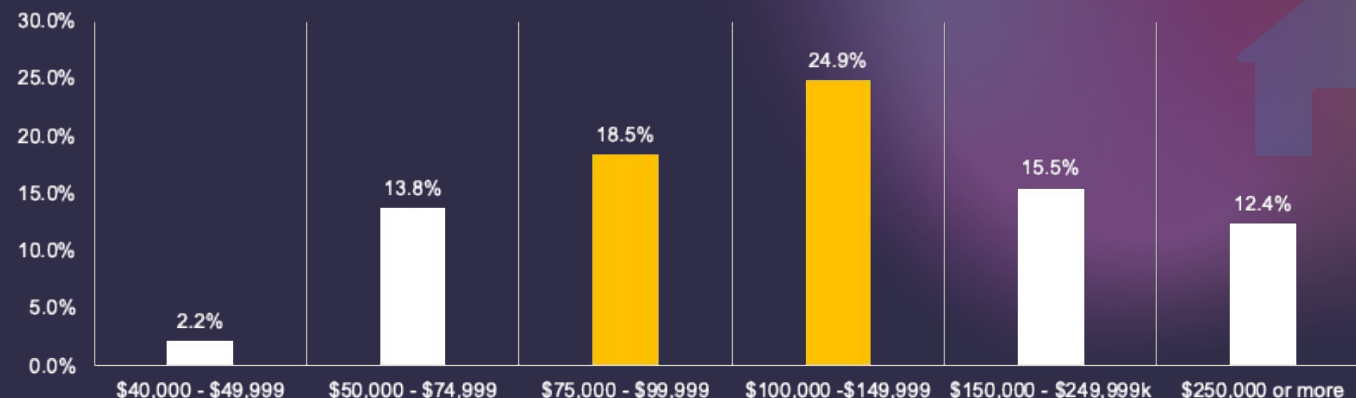
48% Cume



Female

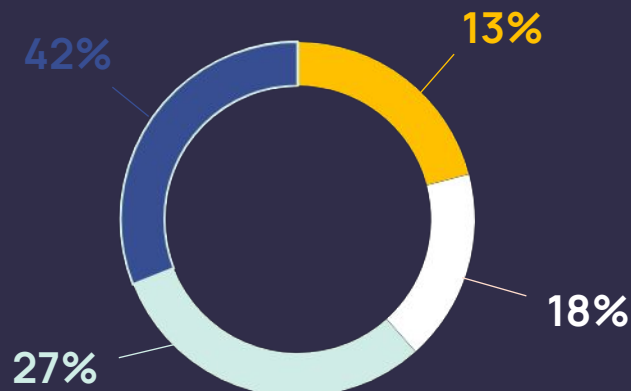
52% Cume

HOUSEHOLD INCOME



GENERATIONS

**MEDIAN
AGE 46**



13% Gen Z (18-29)

18% Millennials (30-44)

27% Gen X (45-59)

42% Baby Boomers (60+)

RACE/ETHNIC

53.3% Hispanic

4.2% Black

42.5% Other



LA's Iconic Maximum Variety Station



FORMAT	TARGET DEMO	HISPANIC 12+	WEEKLY LISTENERS	SOCIAL FOLLOWERS
ADULT HITS	ADULTS 25-54	49.3%	1,534,700	80,148

CURATED CONTENT

- Jack's Playing What We Want on air moniker gives the station an unconventional, rebellious spirit that when combined with the JACK persona allows for a fresh on-air sound that listeners cannot find elsewhere; all music, no talk format.

ENGAGED AUDIENCE

- Top-6 total audience & A25-54 reach TW.
- A25-54 share 4.4, highest in 6 quarters.
- AQH +11% YoY TW, +24% M-F prime.
- Q3: M25-54 share 5.4 (Top 4); Midday 6.4 (Top 2).
- #2 M25-54 reach AM/Mid/PM behind KRTH.

INFLUENTIAL VOICES



Crystal Zahler



Dr. Cranfill





TOTAL AUDIENCE STATS

Total Reach: 1,534,700 (6+)

*Weekly Cume M-S 6a-6a

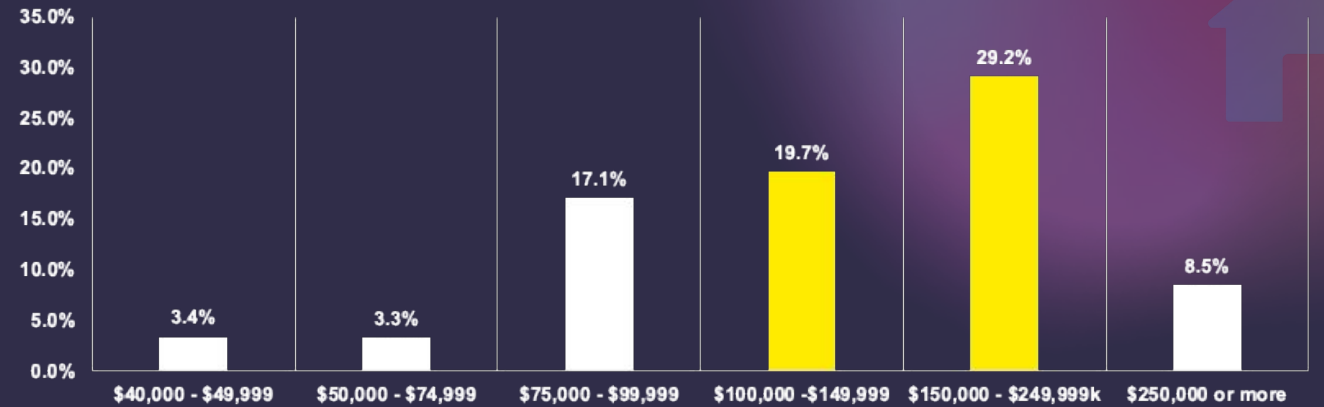
Male

58% Cume

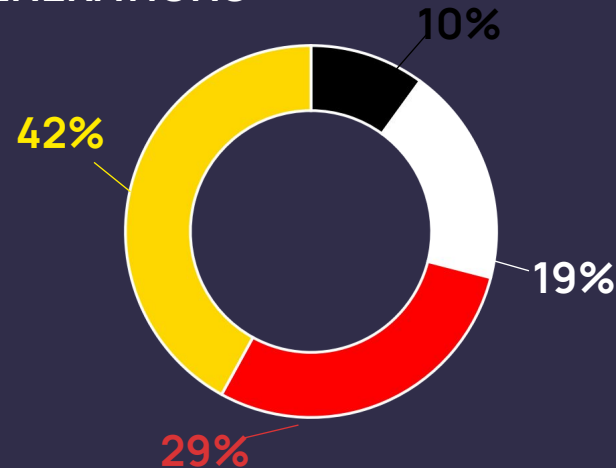
Female

42% Cume

HOUSEHOLD INCOME (18+)



GENERATIONS

MEDIAN
AGE 45

10 % Gen Z (18-29)

19% Millennials (30-44)

29% Gen X (45-59)

42% Baby Boomers (60+)

RACE/ETHNIC (12+)

49% Hispanic

3.7% Black

47.1% Other

The background features a gradient from dark blue on the left to purple and magenta on the right. A large, semi-transparent circle is centered in the background. In the top right and bottom left corners, there are white-outlined geometric shapes consisting of parallel lines forming a series of trapezoids.

94.7
THE WAVE

The Soul of Southern California

94.7
THE WAVE

FORMAT

RHYTHMIC AC

TARGET DEMO

ADULTS 25-54

HISPANIC 12+

50.5%

WEEKLY LISTENERS

1,723,200

SOCIAL FOLLOWERS

82,870

CURATED CONTENT

- KTUV "The WAVE" is L.A.'s exclusive Soulful Adult Contemporary station – a very popular choice for both in-home and out-of-home listening.

ENGAGED AUDIENCE

- A25–54 AQH 10,400—highest in 2 years; Top-7 rank.
- A25–54 share 4.3 (+23% YoY).
- W25–54 share 5.3, best in 2+ years.
- Top-4 total audience AQH 4 consecutive months/Q3.
- P6+ reach 1.7M (+21% YoY).
- Total audience AQH 27,000 (+32% YoY).
-

INFLUENTIAL VOICES



Greg Mack
WEEKDAYS 6AM-10AM



LIZ HERNANDEZ
WEEKDAYS 10AM-2PM



FRANKIE ROSS
2PM-7PM



MAGGIE MCKAY / TAMI HEIDI
7PM-12M



TOTAL AUDIENCE STATS

Total Reach: 1,743,200 (6+)

*Weekly Cume M-S 6a-6a



Male

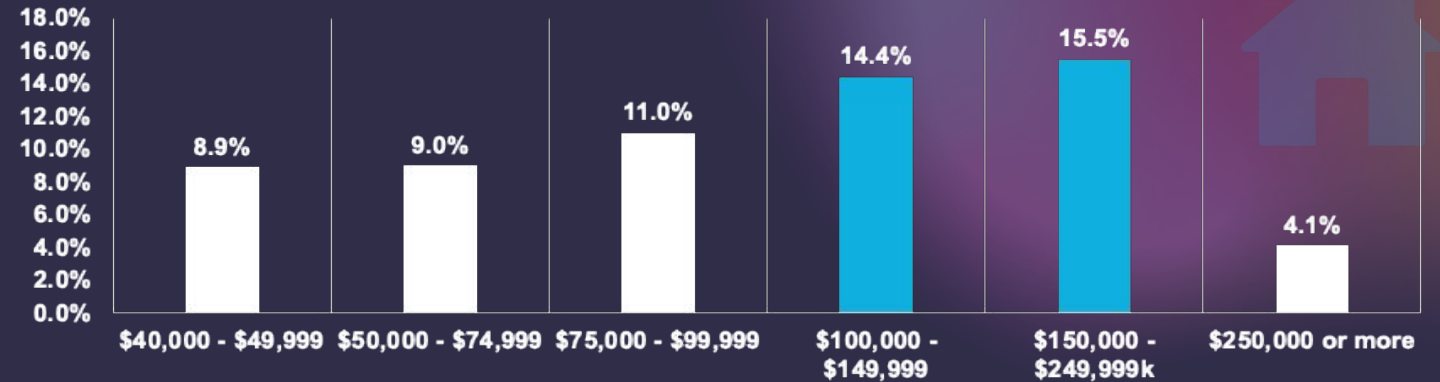
49% Cume



Female

51% Cume

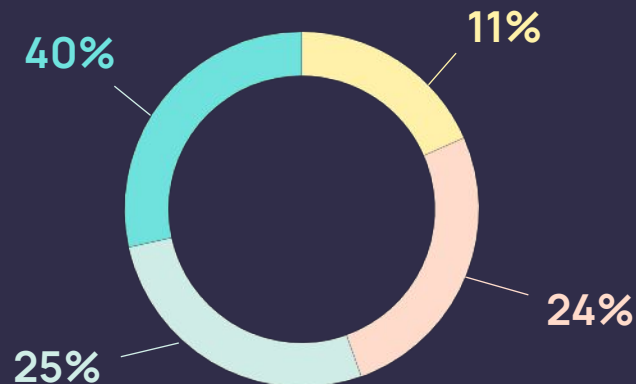
HOUSEHOLD INCOME



GENERATIONS

**MEDIAN
AGE 47**

GENERATIONS



11% Gen Z (18-29)
24% Millennials (30-44)
25% Gen X (45-59)
40% Baby Boomers (60+)

RACE/ETHNIC

50.5% Hispanic

16.1% Black

33.4% Other



LA's Iconic Alternative Rock Station



FORMAT
ALT

TARGET DEMO
ADULTS 25-54

HISPANIC A2554
48.6%

WEEKLY LISTENERS
1,048,400

SOCIAL FOLLOWERS
784,900



CURATED CONTENT

- As the industry icon for Alternative Rock, The World Famous KROQ is more than just a radio station, it helps define the SoCal lifestyle
- The KROQ brand is synonymous with forward-thinking working adults who embrace pop culture and quality lifestyles
- The home of Broadcasting Hall of Fame personalities,

ENGAGED AUDIENCE

- Klein.Ally.Show. is #2 25-54 Persons (August 2025 book: 6.5) up 160% from Spring 2024
- KROQ overall is #5 25-54 Persons (August 2025 book: 5.1) up 82% from Spring 2024
- #2 Adults 25-54 in AM & PM Drive
- #1 Men 25-54 in PM Drive
- PM drive (Kevin Ryder): 4.7 share, Top-5, highest since Feb 2009.

Sources: Nielsen Audio PPM LA Metro, 3-Book Avg (Sep25/Aug25/Jul25) M-Su 6a-6a; Ranker P6+; Ethnic P12+; Sept '25

INFLUENTIAL VOICES



Klein.Ally.Show
AM Drive



Sluggo
Mid-Days



KEVIN RYDER



MEGAN HOLIDAY

Afternoons/Evenings



TOTAL AUDIENCE STATS

Total Reach: 1,054,700 (6+)

*Weekly Cume M-S 6a-6a

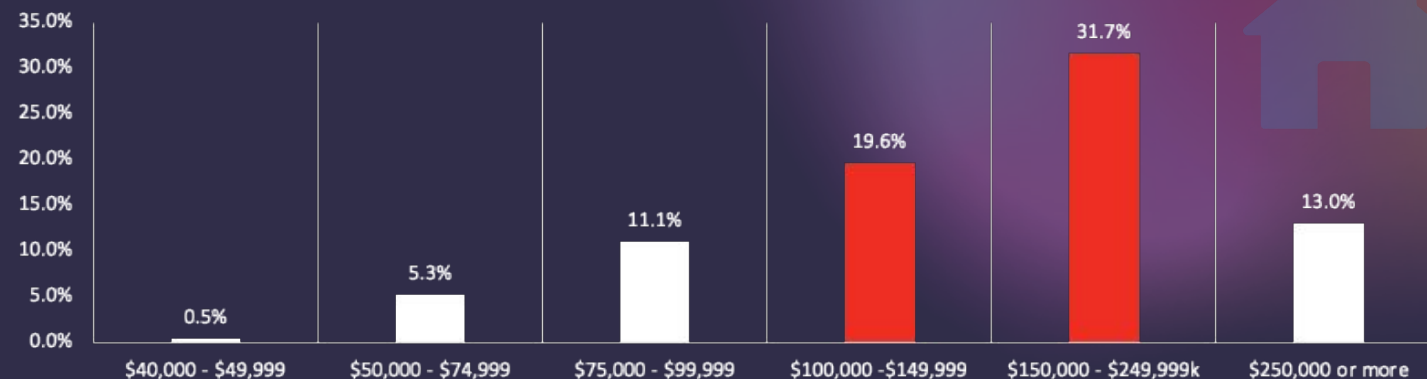


Male
55% Cume



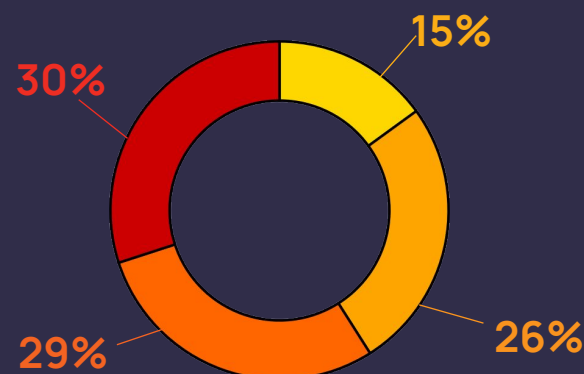
Female
45% Cume

HOUSEHOLD INCOME



GENERATIONS

MEDIAN
AGE 42



15% Gen Z (18-29)
26% Millennials (30-44)
29% Gen X (45-59)
30% Baby Boomers (60+)

RACE/ETHNIC

48.6% Hispanic

2.7% Black

48.7% Other

The background features a dark blue-to-purple gradient. In the center, there are two concentric circles. Overlaid on these circles are four rainbow-colored arcs, two above and two below the text. In the top right and bottom left corners, there are white-outlined geometric shapes resembling stylized roofs or chevrons.

CHANNEL Q

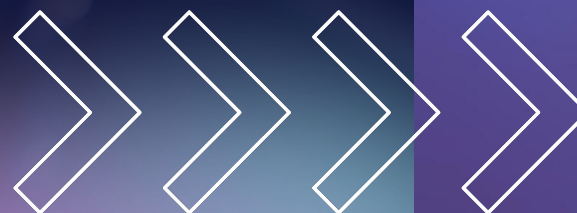
 Audacy

What is CHANNEL Q?

Audacy's media destination providing news, music and entertainment programming built by and for the LGBTQ+ community and our allies.

- ▶▶ Representation for queer news stories and progressive voices
- ▶▶ Issues addressed in a thoughtful, respectful and meaningful way
- ▶▶ Inclusion of gay, lesbian, bisexual, and transgender voices in the media
- ▶▶ Quality content that is entertaining, informative, and empowering
- ▶▶ Challenge, educate, and help put an end to LGBTQ+ discrimination

Giving Everyone a Voice



National Network
across 33 stations
Reaching over 250K+ loyal fans

Programming

CHANNEL Q has a team of talent that create relevant and informative content in the form of rotating features and segments.



CJ ROBINSON
3A-6A PT/6A-9A ET



ASHLEY O
12N – 3P PT/3P-6P ET



COREY CROCKETT
3P-6P PT/6P-9P ET



ALEX D
WEEKENDS



SEX THERAPIST & HOST OF
LOVELINE
DR. CHRIS DONAGHUE



MEDICAL CORESPONDENT
WHAT THE HEALTH
DR. JAMES SIMMONS



DIRECTOR OF
POLITICAL CONTENT
RED, WHITE & Q
WITH RYAN BASHAM



ENTERTAINMENT
CORRESPONDENT
SHAR JOSSELL



LIFESTYLE
CORRESPONDENT
MIKALAH GORDON



NEWS ON THE BEAT
WITH BRIAN HOLT
LATEST TRENDS IN LGBTQ+ NEWS
AND HEADLINES



The background features a gradient from dark blue on the left to purple and magenta on the right. A large, semi-transparent circle is centered in the frame. In the top right and bottom left corners, there are white-outlined geometric shapes consisting of parallel lines forming a series of trapezoids.

Cluster Assets

LA Events



KROQ
JANUARY - DECEMBER 2025 Year Round



KROQ
FEB 2026



KROQ
FEB 24, 2026



The Wave
JUNE 2026



The Wave
JUNE - OCT 2026



Multiple Stations
MAY 2026



CHANNEL Q
2026
WeHo Pride Street Fair



KTWV
OCTOBER 2025



KROQ
DECEMBER 2025



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



Los Angeles

Universal Appeal, Local Style.

