



Madison

Massively Local. Distinctly Madison.

2026



Madison

On-air personalities are key influencers in the community, bringing instant credibility through endorsements

Unparalleled social engagement in the market activates and mobilizes large audiences

Deeply connected to our communities and partnering with charitable organizations to improve local living

Award winning, agency-quality creative services fully design and execute custom experiences, campaigns and promotions both on and off air

Committed to doing business with integrity – we deliver on promises and being accountable for a premium partnership.

Connecting brands with audiences
in meaningful, engaging ways.

Market Overview

MUSIC



RADIO STATION STREAMS - ALL FORMATS & PODCASTS (DIGITAL AUDIO)

STREAMING AUDIO'S MOST BELOVED BRANDS
WITH DEEP CONNECTIONS TO FANS

146K
MADISON
STREAMING
LISTENERS ²



TOP-TIER PODCAST NETWORK WITH
AWARD-WINNING SHOWS

75K
MADISON
PODCAST
LISTENERS ³



Powerful Reach

373K +

Monthly
Over-The-Air
Listeners

170k +

Monthly Digital Audio
Listeners in Madison
(Radio Streams &
Podcasts)

111K +

Social Followers

57K +

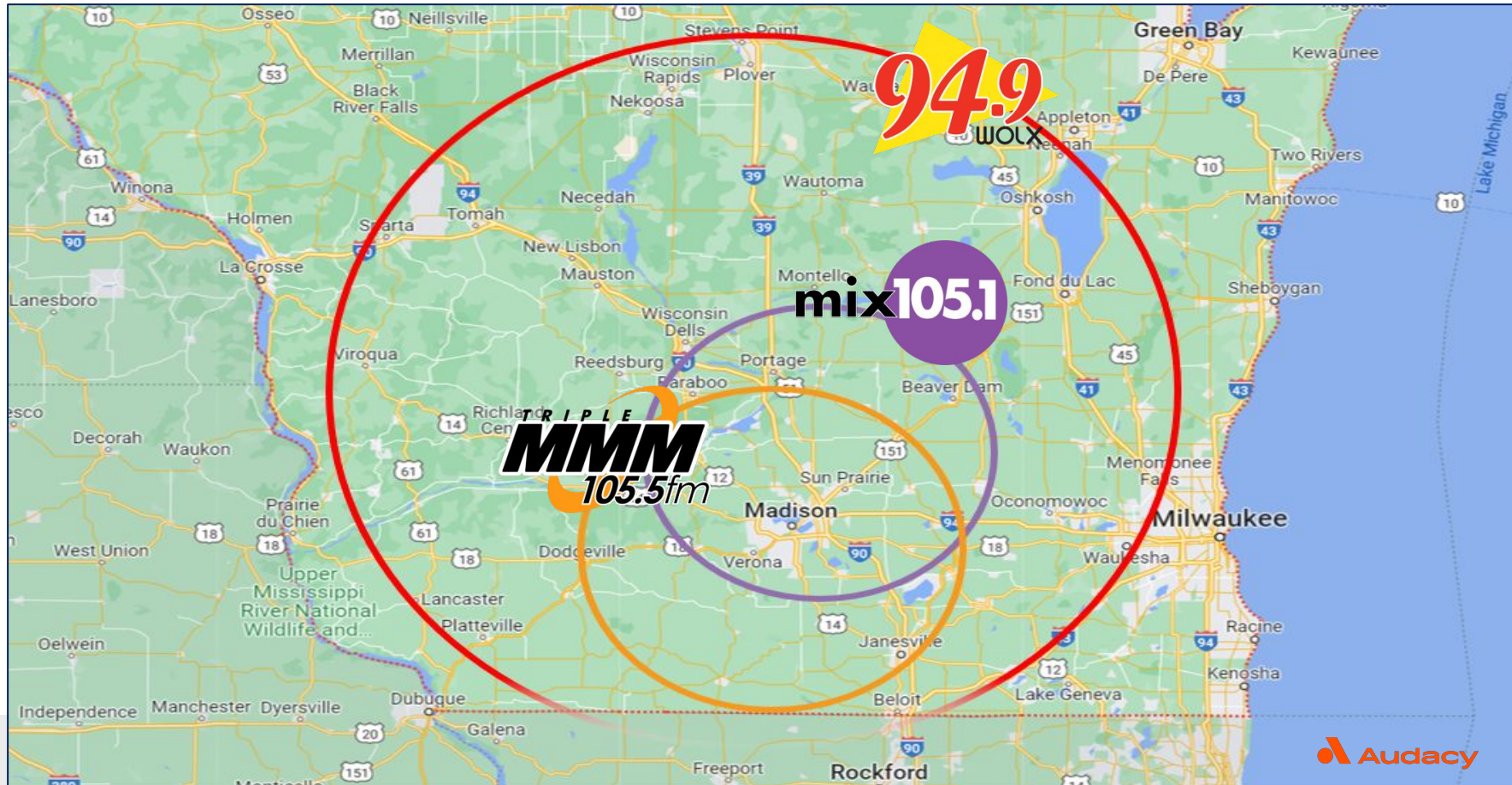
Opt-in Database



**LISTEN NOW
ON AUDACY**

Our Over-The-Air Signal Coverage

+ Extend Your Reach to 1,500+ Radio Stations with Our App!



WOLX • 94.9 FM

Classic Hits 94.9
Format: Classic Hits
37,000 watts / Antenna Height: 1,299 feet

WMMM • 105.5 FM

105.5 Triple M - "The Sound of Madison"
Format: Adult Album Alternative
2,000 watts / Antenna Height: 574 feet

WMHX • 105.1 FM

Madison's Mix 105.1
Hot Adult Contemporary
6,000 watts / Antenna Height: 243 feet

Audacy App

Leading Sports, News & Entertainment App
Formats: 1,500+ Radio Stations & 30k+ Podcasts
Reach any market listening via the Internet



Madison's Classic Hits Station with Mass Appeal

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
CLASSIC HITS	ADULTS 25-54	194,500	122,097	52,849	5,475

CURATED CONTENT

- **Popular, timeless music from the 60s, 70s and 80s** balances with current events talk for a timely, feel-good, upbeat tone.

ENGAGED AUDIENCE

- **Delivers Baby Boomers** with disposable income; engaged and loyal fans who show up for events.
- **Consistently, one of the largest audiences in the state** with broad 33-county coverage and more Facebook fans than any other Classic Hits station across Audacy.
- [Click to view full schedule.](#) | [Click to Listen Live](#)

INFLUENTIAL VOICES



BRETT ANDREWS
WEEKDAYS 6AM - 10AM



JILL BUCCO
WEEKDAYS & SATURDAYS 3PM - 7PM



JOE ROSATI
WEEKDAYS 10AM - 3PM



THROWBACK NATION WITH TONY LORINO
WEEKDAYS 7PM -12AM



The ONLY Alternative Station – The Sound of Madison

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ADULT ROCK	ADULTS 25-54	111,700	57,975	55,702	5,687

CURATED CONTENT

- **The quintessential Madison station**, reflecting the city’s unique personality.
- **100% Local** all day, every day.
- Half the commercials and a 2-minute promise mean **less clutter and higher impact**.
- **In format for 30 years**; morning show running for 22 years.
- **Focuses on new music discovery** and deep knowledge.
- Brings local, national and international bands for **exclusive, intimate performances**.

ENGAGED AUDIENCE

- **Delivers desirable audience** of highly educated ⁴, thought leaders who are loyal fans.
- [Click to See Full Schedule](#) | [Click to Listen Live](#)

Sources: 1. Nielsen Audio-MADISON; JAN21 (NOV-JAN); Metro; M-Su 6a-12m; P 12+ Cume 2. DOMO May 2025 Ampering Hours. 3. Social media (4.7.21) and database (4.7.21) 4. , Mid-Tier, Spring 2015 /Spring 2016 wave Total Listen



INFLUENTIAL VOICES



JONATHAN SUTTIN IN THE MORNING
WEEKDAYS 5AM – 10AM



MIDDAYS WITH ALYSSA ROSE
WEEKDAYS 10AM – 3PM, SUN 10A – 3P



JEREMY PRITCHARD
WEEKDAYS 3P – 7P, SAT 3P – 7P



BRAD CARSON
SAT 7P – 12A, SUN 3P – 8P

WEEKENDS: Acoustic Café, The Local Hour with Kitty Dunn, Live From Studio M



Madison's ONLY Adult Top 40 Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²
HOT AC	WOMEN 25-49, 25-54	89,800	18,992

CURATED CONTENT

- Hip, family-friendly station playing **familiar pop hits**.
- **A cost-effective “52 minutes of hit music, every hour”** providing less commercial clutter.
- **A top growth station** in the market.

ENGAGED AUDIENCE

- **Median age 32¹**, reflecting the city’s young-skewing population.
- **79% of listeners tune in while in the car⁴**, closer to purchase opportunities

INFLUENTIAL VOICES



ELIZABETH & RADAR IN THE MORNING
WEEKDAYS 6AM – 10AM



CHRIS MICHAELS
WEEKDAYS 3PM – 7PM + SAT 10AM – 3PM



JACKSON BLUE
MONDAY – SATURDAY 7PM – 12AM



MEGAN
WEEKDAYS 10AM – 3PM + SUN 12PM – 4PM

THE DAILY DOWNLOAD WITH CARSON DALY - SUNDAYS 9AM – 12PM

 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. DOMO May 2025 Amperwave Total Listening Hours. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Audio-P12+Fall16/Win17-MS6a-12a-P12+AQH Comp

Welcome to the Wisconsin Sports Radio Network

FORMAT

WISCONSIN STATE NETWORK

TARGET DEMO

ADULTS 25+
WEEKLY LISTENERS¹
TBD

CURATED CONTENT

Wisconsin sports fans want to hear about what matters most to them. Packers, Brewers, Badgers, Bucks, and all of the amazing athletes and teams in Wisconsin D3 and high school sports.

Hear Wisconsin's biggest names, John Kuhn and Mason Crosby, alongside broadcasters with decades of experience dissect the X's and O's of Wisconsin sports.

We are excited to partner with you to create custom sponsorships and endorsements that drive Wisconsin sports fans to your doorsteps.

Available Sponsorships:

- Network Sponsorships
- Show Presenting Sponsorships
- Show Segment Sponsorships
- Team Sports Pre/ Post Game Sponsorships
- Talent Endorsements

INFLUENTIAL VOICES



INSIDE WISCONSIN SPORTS
WEEKDAYS 6AM – 9AM



NINE2NOON WITH KUHN
WEEKDAYS 9AM – 12PM



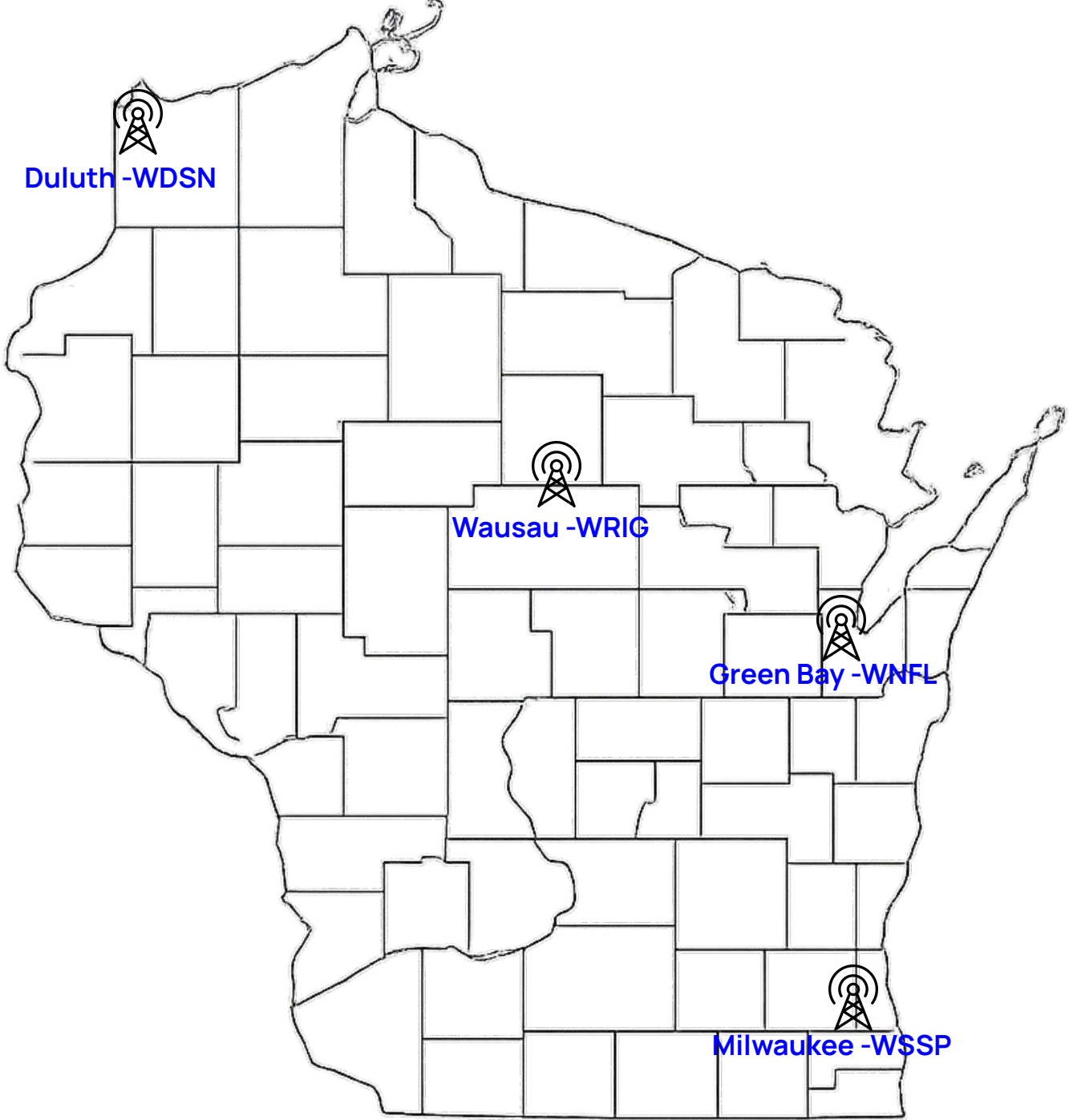
THE MASON CROSBY SHOW
WEEKDAYS 12PM to 2PM



WISCONSIN SPORTS DAILY
WEEKDAYS 2PM to 5PM



Affiliate Map



Market	Call Letters	Freq	Moniker
Milwaukee	WSSP	105.7 / 1250	The Fan
Green Bay	WNFL	101.9 / 1360	Sports Radio
Wausau	WRIG	1390 & 93.9	The Game
Duluth, MN	WDSM	710 AM	The Game

The Power of Local Endorsements



44%

feel a stronger connection to a brand when they hear it endorsed by their favorite audio creator

74%

have purchased a brand after hearing an ad from their radio host

80%

of music station listeners tune in specifically to hear their favorite radio host

Source: Audacy 2025 Fall State of Audio



Key Ownership Programs & Opportunities

FAN EXPERIENCES & SPONSORSHIPS

- Live from Studio M
- Mix Music Lounge

EVENTS AND CONCERTS

- Triple M Block Party
- Project M
- Survive Live
- Oh Baby

CAUSE MARKETING TIE-INS

- Dane County Humane Society
- Community Shares of Wisconsin's "The Big Share"
- Community Action Coalition
- Brat Fest
- Natural Resource Foundation
- Second Harvest
- Fetch Pet Rescue
- The Road Home
- Agrace Hospice Care
- East Madison Community Center
- GRACE
- Madison Needs Network
- Sunshine Place



UNIQUE FEATURES

WMMM

- Tail Waggin Tuesday
- Studio Naming Rights
- WMMM: Acoustic Café
- WMMM: Early Morning Trivia
- WMMM: Drive Time News
- WMMM: Live from Studio M Triple Play
- WMMM: Are You Smarter Than a DJ

WOLX

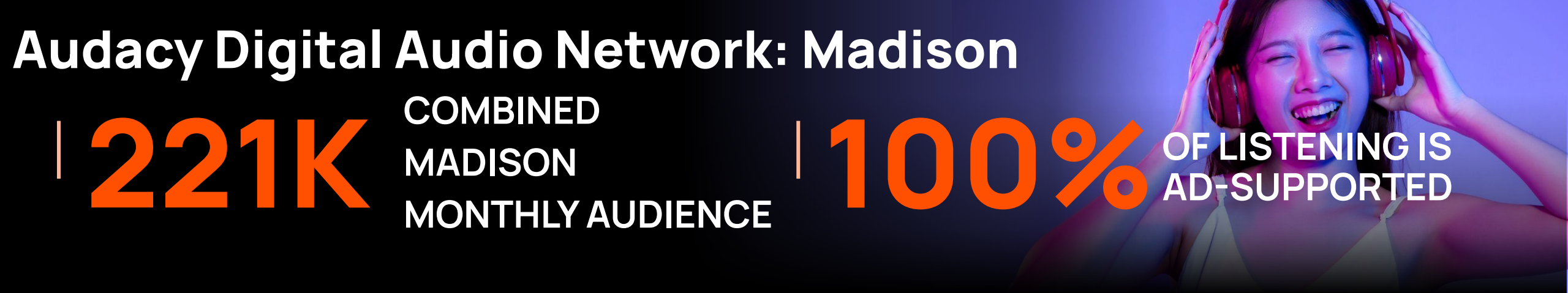
- Your New Best Friend
- WOLX: Theme Weekends
- WOLX: Studio Naming Rights
- WOLX: Drive Time News
- WOLX: Scott Shannon Presents America's Greatest Hits

WMHX

- Jayde Donovan Show
- What's Trending
- Studio Naming Rights

COMMUNITY EMPOWERMENT

- Job Fairs



Audacy Digital Audio Network: Madison

| **221K**

COMBINED
MADISON
MONTHLY AUDIENCE

| **100%**

OF LISTENING IS
AD-SUPPORTED

EXCLUSIVE CONTENT
LISTENERS ACTIVELY
SEEK EVERY DAY

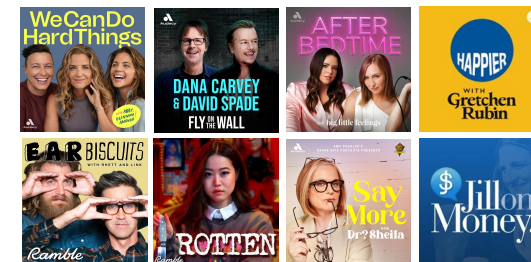
STREAMING AUDIO'S MOST BELOVED BRANDS
WITH DEEP CONNECTIONS TO FANS

146K
MADISON
STREAMING
LISTENERS ²



TOP-TIER PODCAST NETWORK WITH
AWARD-WINNING SHOWS

75K
MADISON
PODCAST
LISTENERS ³



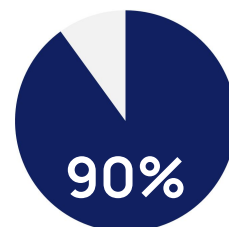
EXCLUSIVE REACH
OF AUDIENCES NOT
AVAILABLE ON
OTHER PLATFORMS

⁴

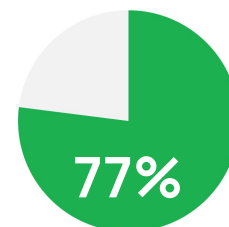
% OF AUDACY'S DIGITAL AUDIENCES WHO DID NOT VISIT THE COMPETITION



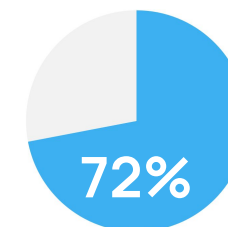
DID NOT VISIT
AMAZON MUSIC



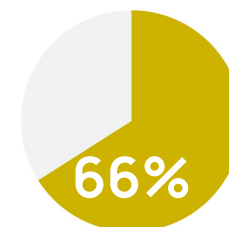
DID NOT VISIT
YOUTUBE MUSIC



DID NOT VISIT
IHEART



DID NOT VISIT
PANDORA SXM



DID NOT VISIT
SPOTIFY



Audacy Digital Audio Network: Wisconsin

| **750** COMBINED
WISCONSIN
MONTHLY AUDIENCE

| **100%** OF LISTENING IS
AD-SUPPORTED



K

EXCLUSIVE CONTENT
LISTENERS ACTIVELY
SEEK EVERY DAY

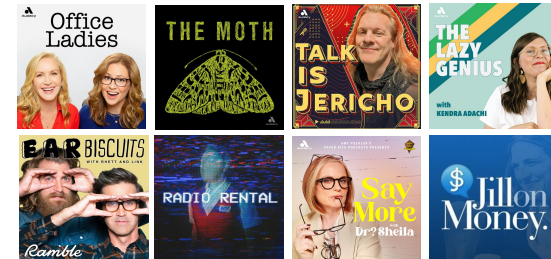
STREAMING AUDIO'S MOST BELOVED BRANDS
WITH DEEP CONNECTIONS TO FANS

494K
WISCONSIN
STREAMING
LISTENERS ²



TOP-TIER PODCAST NETWORK WITH
AWARD-WINNING SHOWS

255K
WISCONSIN
PODCAST
LISTENERS ³



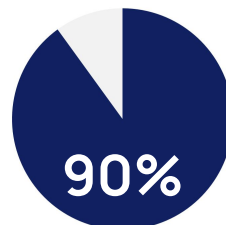
EXCLUSIVE REACH
OF AUDIENCES NOT
AVAILABLE ON
OTHER PLATFORMS

⁴

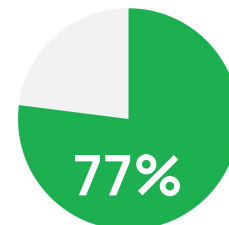
% OF AUDACY'S DIGITAL AUDIENCES WHO DID NOT VISIT THE COMPETITION



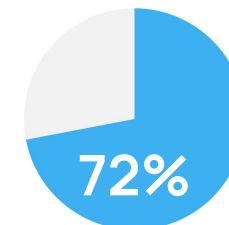
DID NOT VISIT
AMAZON MUSIC



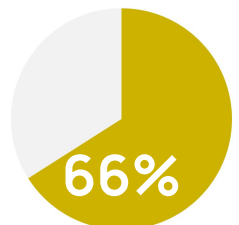
DID NOT VISIT
YOUTUBE MUSIC



DID NOT VISIT
IHEART



DID NOT VISIT
PANDORA SXM



DID NOT VISIT
SPOTIFY



¹ Spotify Q2 2023 Earning Update, July 5, 2023; SiriusXM Q2 2023 Operating and Financial Results, August 1, 2023; Edison Share of Ear Q2-4, 2023; SiriusXM Ad-Supported vs. Non

² Comscore Custom Entity January 2025; Triton Digital, January 2025

³ Audacy Pro Forma Monthly Podcast Listeners, October '23; Audacy, Podcorn, Cadence 13, and Pineapple Street.

⁴ Comscore, Cross visiting, 18+ US, Multi-platform, January 2025



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



Madison

Massively Local. Distinctly Madison.

