



New York

Influential. Innovative. Connected.

2026



New York

Diverse station formats mirror New York's highly diverse market reaching across demographics and lifestyles

A non-biased news station that is the trusted, go-to source New Yorkers depend on, drawing millions of tri-state listeners weekly

Year-round live event calendar engaging in the community we serve and creating money can't buy, FOMO-inducing experiences for our brands and partners

In-house creative team provides full-service campaign capabilities, from ideation based on client-specific objectives to execution, measurement and reporting

Iconic station brands with well-known personalities serve as the voices the community trusts, with deep bonds and the ability to influence

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS



NEWS



MUSIC



Powerful Reach

12.4M+
Weekly Listeners

2.4M+
Monthly Streamers

7.5M+
Monthly Streaming TLH

556K+
Social Followers

81K+
Opt-in Database





New York

Our Brands

New York's Flagship Sports Stations

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	MEN 25-54	2,051,700	1,391,118	4,597,469	254,440	14,500

CURATED CONTENT

- Heritage New York radio brand with unparalleled local sports personalities.
- Flagship station for Yankees Baseball, New York Giants Football, and Brooklyn Nets Basketball.
- Home for NFL primetime and post season Football.
- WFAN is a full signal FM at 101.9 and also is a 50,000 watts clear channel signal at 660 AM, blanketing the Tri-State.
- Streamed on the Audacy App and WFAN Dot Com

ENGAGED AUDIENCE

- Delivers engaged audience who spend over \$17 Billion annually in metro area retail sales⁴.
- Engaged and Loyal: 79% of WFAN's M25-54 listeners listen to WFAN more than any other station in New York.

INFLUENTIAL VOICES



AL AND JERRY
WEEKDAYS 5-6A



BOOMER AND GIO
WEEKDAYS 6-10A



EVAN ROBERTS & TIKI BARBER
WEEKDAYS 2-6:30P



THE CARTON SHOW
WEEKDAYS 2-7:00P



AFTER HOURS
WEEKDAYS 7P-MIDNIGHT

The Flagship Station of the New York Yankees

TOTAL COVERAGE

ENTIRE TRI-STATE AREA

BROADCAST AUDIENCE

71% MALE | 29% FEMALE

CURATED CONTENT

- Audacy New York has been the home of the New York Yankees since 2002.
- Featuring Hall of Fame broadcaster and 20 year veteran Suzyn Waldman & Emmy Award-winning broadcaster Dave Sims.
- Forbes Magazine ranked the Yankees the #2 Most Valuable Franchise in the United States & #5 Globally.
- WFAN offers more than just radio spots, including live events, digital media, on-site activations & hospitality opportunities.
- The Yankees are the most successful franchise in baseball with 27 World Series Titles, 40 American League Pennants, & 51 Hall of Fame Inductees.

INFLUENTIAL VOICES



DAVE SIMS & SUZYN WALDMAN



Engagement Through Connection, Passion, Experiences



IMPACTFUL ENDORSEMENT AND NAMING OPPORTUNITIES

WFAN hosts are powerful local social influencers who move their loyal fans to buy products and services! Associations with our talent and brand bring the passion of WFAN to every advertiser.

LIVE EVENTS & EXPERIENCES

Thousands of passionate fans flock to live WFAN events like Boomer & Gio LIVE and Kickoff to Summer. These events blend tri-state sports coverage with pop culture, entertaining listeners live and in person for memorable, FOMO-inducing experiences. Sponsors enjoy different levels of in-show moments, digital inclusion, VIP experience, and more!

COMMUNITY SERVICE

Boomer Esiason has raised millions of dollars for the Boomer Esiason Foundation for Cystic Fibrosis & many other charities including the Mikey Strong and Christopher and Dana Reeve Foundation. Sports is a natural tie-in to help fundraise and the FAN promotes numerous local charities and events all year long.

The Flagship Station of the New York Mets

TOTAL COVERAGE

ENTIRE TRI-STATE AREA

BROADCAST AUDIENCE

71% MALE | 29% FEMALE

CURATED CONTENT

- Capture baseball's most passionate fans through the power of influence, access, audiences, moment, and live media.
- Fan loyalty = brand loyalty. Passionate fans are 10 times more engaged with the sponsor's brand than a non-fan.
- Reach a SUPERFAN demographic: The Audacy Mets Radio Network reaches a core audience of 25-54 adults at 75% of total listenership
- Veteran Broadcaster Howie Rose along with play by play teammate Keith Raad make up what many consider "the best booth" in the business
- On Air on 880 AM and streaming live in the New York area on the free Audacy app, Mets broadcasts begin with our Game Day lead in and Mets pregame appointment listening shows
- The Mets Post Game show provides fans with a comprehensive recap of the game, scores and highlights from around the league and audio clips from post game clubhouse interviews

INFLUENTIAL VOICES



HOWIE ROSE
PLAY BY PLAY BROADCASTER



KEITH RAAD
PLAY BY PLAY BROADCASTER



PAT MCCARTHY
PRE/POST GAME BROADCASTER



1010 WINS @ 92.3 FM

The Most Listened-To News Station In The Nation



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
ALL NEWS	ADULTS 25+	4,287,900	652,400	1,786,219	112,630	19,300

CURATED CONTENT

- Simulcast on 92.3 FM & 1010 WINS AM
- NY's #1 News radio station³. 1010WINS invented All News Radio. We are a news and information powerhouse in the Tri-State Area for 54 years+, Marconi Legendary Station.
- NY's Top 10 across key demos
- Listener spending power of \$38 Billion+ annually in New York⁴.
- Over 45% of listeners have \$100K+ income⁵.
- Our reputation of integrity, credibility and straight forward reporting makes 1010 WINS an iconic, trusted source that millions of listeners depend on every day.
- Our reach is far and wide with a stronghold in the 5 Boroughs of NYC, as well as suburban Long Island, Westchester and throughout New Jersey and Connecticut.
- 1010 WINS Works: Businesses trust and count on us to deliver results.

LIVE AND LOCAL 24 / 7 / 365

TRAFFIC: Traffic On the 1's, every 10 minutes, expanded in the drive times

WEATHER: Accu Weather Reports From the Most Trusted Name in Forecasting

BUSINESS: Bloomberg Money Watch at :26 and :56 past every hour.

INFLUENTIAL VOICES



SUSAN RICHARD
WEEKDAYS 5-10A



SCOTT STANFORD
WEEKDAYS 5-10A



LYNDA LOPEZ
WEEKDAYS 10A-2P



KEVIN RINCON
WEEKDAYS 10AM-2PM



LORI MADDEN
WEEKDAYS 2-7P



LARRY MULLINS
WEEKDAYS 2-7P

Engagement Through Connection, Passion, Experiences



ICONIC

1010 WINS is the soundtrack of the city. Hundreds of movies directors, musicians, and TV show producers include the iconic sound of the station in their work.

1010 WINS is proud of its deep connection to our listeners and the areas we serve. Legendary Station of the Year National Association of Broadcasters Marconi Award Winner.

CREDIBLE & TRUSTED

We are the Tri-State's ONLY 24-hour all-news station. Our listenership is multi-generational.

Our advertising partners align their brand with our trusted brand to reach an attentive, informed, engaged listener.

1010 WINS delivers results.

COMMUNITY SERVICE

For 1010 WINS, community service is a 12-month commitment to better people's lives and improve the neighborhoods we serve.

Our commitment to public service has been nationally recognized with the prestigious NAB Crystal Award. Our Small Business \$10K Challenge awards \$10,000 to a deserving new business two times per year.

New York's Only Greatest Hits Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
CLASSIC HITS	ADULTS 25-54	5,152,300	73,502	85,186	7,468

CURATED CONTENT

- Iconic WCBS-FM 101.1 plays the Greatest Hits of All Time, from the 70s, 80s, 90s & early 2000's
- 50+ Years in format, our legendary on-air personalities connect with loyal Tri-State area consumers.
- The musical memories we grow up with are the ones we return to and cherish the most. This keeps CBS FM a consistent-listenership giant through the decades.

ENGAGED AUDIENCE

- Loyal Listeners: Largest percentage of loyal listeners among the Top 10 W25-54 stations⁴.
- Consistent reach, millions tune to CBS F weekly!.
- Most listened to Greatest Hits station in the country, #1 in the Tri State Area!
- Loyal Listenership delivers effective results.



RACE TAYLOR
WEEKDAYS 6AM-10AM




JESSE ADDY
WEEKDAYS 10AM-3PM



JOHN FOXX
WEEKDAYS 3PM-7PM



BROADWAY BILL LEE
WEEKDAYS 7PM-12AM

 Sources: 1. Nielsen Audio; P12+ August 2023 M-Su 6a-12m Cume. 2. TRITON WCM December 2021. 3. Social media and database (12.13.21). 4. Nielsen Audio, Nielsen Dec/Nov/Oct 19 P12+ M-Su 6a-12aMetro, M-S 6a-12a)

Engagement Through Connection, Passion, Experiences



RACE TAYLOR M-F 6a-10a

Race Taylor, Veteran Host and former WPLJ DJ of 20 years, joins the CBS-FM family to offer WPLJ and Race fans a new place to call home with the station's sign off in June 2019.

"To say I'm a lucky guy to walk into one of the greatest radio stations ever is an understatement," Taylor said.



JESSE ADDY M-F 10a-3p

Jesse Addy is a familiar voice on the radio in the Tri State, having hosted afternoons on 94.7 for nearly a decade.

Growing up with a father who worked as an On Air personality, Jesse caught the radio bug early. "My 5th grade Career day report featured me reading a Bruce Springsteen setlist from the AP Wire"



JOHN FOXX M-F 3p-7p

John Foxx is a native New Yorker with a 23-year career in the radio industry. He has experience in multiple formats including stops as Program Director/Afternoon Drive of the legendary WPLJ New York, Brand Manager of WNSH New York.

Upbeat Variety For Your Workday

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
HOT AC	WOMEN 25-54	4,179,000	94,614	344,194	31,538	23,000

CURATED CONTENT

- An aggressive mix of music that mirrors the New York market.
- Provides an upbeat variety of music for your workday.
- Unprecedented commercial free hours.
- Engaging audience through station-produced concerts and events.
- Foreground radio station lead by live and local on-air staff in all key dayparts.

ENGAGED AUDIENCE

- Working, affluent and educated moms: 14% more likely to earn over \$100K+, 21% more likely to graduate from college than the average New Yorker⁴.
- The coveted demo of Women 25-54 represents over 53% of the audience.
- Listener spending power of over \$37 Billion annually in metro area retail sales⁵.

INFLUENTIAL VOICES



KAREN CARSON IN THE MORNING
WEEKDAYS 6-10A



EMILY WEST
WEEKDAYS 10A-3P



MIKE ADAM
WEEKDAYS 3-7P

Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Social media and database. 4. Nielsen Scarborough R2 2024 Aug'23-Oct'24, W18+ Mon-Sun 6am-12m. 5 Nielsen Audio, Jan-Feb 2025, Retail Spending Power, A18+ Mon-Sun 6a-12m



Engagement Through Connection, Passion, Experiences



CAN'T BEAT KAREN

Karen Carson & our listeners will be asked five pop culture questions! If they beat Karen they will win the designated prize plus \$102. If they do not beat Karen they will only win the designated prize.



UP CLOSE & PERSONAL

Top artists visit New 102.7 for intimate interviews and performances in front of a live studio audience at our studios as well as the Hard Rock Hotel in Times Square. New 102.7 touches listener passion points with this series by giving them a look behind the curtain with their favorite artists.



COMMERCIAL FREE CASH

The All NEW 102.7 loves giving away cash on a local level. This brand finds creative ways through over-the-air contesting to put thousands of dollars in our listeners' pockets.

New York's #1 for Throwbacks

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
Classic Hip-Hop	Adults 30-50	1,944,900	153,596	25.6K+

CURATED CONTENT

94.7 The Block brings a uniquely curated throwbacks and classic hip hop to the New York market. Playing the hits from artists including Jay Z, Mary J. Blige, Notorious B.I.G., TLC, 2pac, Nelly, Beyoncé and Destiny's Child, Aaliyah, Fugees, JLo and Kanye West...

ENGAGED AUDIENCE

Targeting Adults 30-50, skewing slightly female, 94.7 The Block delivers the soundtrack of a generation. These are young, ethnically-diverse, tech-savvy consumers who are buying new cars, in beginning their careers, buying homes and starting their family. With our unique sound, 94.7 The Block will target fans in the heaviest acquisition years of their lives.

LIVE & LOCAL ORIGINAL CONTENT ON AIR/ONLINE

Both Shelley Wade and Ed Lover will be broadcasting live shows. They are NYC centric and in touch with the community.

Concerts, Community events, festivals, The BLOCK will be a part of it all!

INFLUENTIAL VOICES



Radio Big Mack | 6a-10a



Cipha Sounds | 10a-12p



Shelley Wade | 3p-7p



Big Ben | 8p-10p

Sources: 1. Nielsen Audio; P12+ M-Su 6a-12m Cume. 2. TRITON WCM. 3. Social media and database. 4. Nielsen Audio, Nielsen P12+ M-Su 6a-12a. Nielsen Audio, Retail Spending Power, M-Su 6a-12m, P18+, annual spending.

Today's New Country



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	NEWSLETTER SUBSCRIBERS ³
COUNTRY	ADULTS 25-34	33,100	23,268	91,927	20,500

CURATED CONTENT

- New York's Country 94.7 keeps the energy up all day with the freshest Country Hits. That exclusivity is the perfect vehicle to deliver a great experience for our listeners and results for our customers and sponsors.
- A Tri-State Powerhouse station: Featuring the biggest names in country music, the best entertainment and topical local information to keep listeners connected.
- New York's first full time country station since 2002.

ENGAGED AUDIENCE

- Fun, Energetic and Young, New York's Country 94.7 delivers to adults 25-35.
- Listener spending power over \$700 million for New York's Country. ⁴

INFLUENTIAL VOICES



KATIE NEAL
WEEKDAYS 10A-3P



SABRINA FROM QUEENS
WEEKDAYS 3P-6PM

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Leading Ladies
- 1010 WINS Pickleball Tournament
- Audacy's Kickoff to Summer
- FanaticsFest
- Block & Roll at Branch Brook
- Audacy LIVE Check-Ins
- We Can Survive
- Boomer & Gio LIVE

CAUSE MARKETING TIE-INS

- CBS FM VetDog Fund
- Karen Carson's 10K Toys for Girls & Boys
- 1 Thing
- I'm Listening

UNIQUE FEATURES

1010 WINS @ 92.3 FM

- Small Business \$10K Challenge
- Traffic Entitlements
- Decisionmakers Series
- NYC Centric Sponsorships: NYC Marathon, Rock Center Tree Lighting, NYE Ball Drop

WCBS-FM 101.1

- All Request 80's Lunch with Race Taylor
- Friday Free Ride with Bill Lee
- Here's What's Happening at CBS FM
- Studio Naming Entitlement

94.7 THE BLOCK

- The Lunchbox Show
- Champion Sounds with Max Glazer
- Jonesy's Juice
- ScratchVision Radio
- Shelley's Trivia
- Conversations on the Block with Pat Robinson
- Inspirations on the Block

UNIQUE FEATURES (cont.)

NEW 102.7

- Can't Beat Karen
- New Music Fridays
- Blown Off

WFAN 101.9 & 660

- 20/20 Sports Updates
- FAN Highway Patrol
- Studio Entitlements of Various Shows

SPORTS PARTNERSHIPS

- New York Yankees for both English and Spanish broadcasts
- New York Mets for both English and Spanish broadcasts
- Flagship station for New York Giants Football, and Brooklyn Nets Basketball



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



New York

April 2025

