



Phoenix

Live. Local. Authentically Phoenix.

2026



Phoenix

Iconic station brands in the community for 50+ years

Limited duplication among stations; reaching 50% of the market (2 million+/week) and engaging Phoenix's Hispanic community

Total solutions company with campaigns integrated across radio, digital and live experiences as well as unprecedented artist access

Superior presence in the community from on-site activations to signature events and cause-related activities

Committed to customer service — we believe in doing business better and delivering results that move the needle

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

MUSIC



Powerful Reach

2.8M+

Monthly Listeners

60K+

Monthly Streams

233K+

Social Followers

73K+

Opt-in Database

The Valley's Hit Music Leader



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
TOP 40	ADULTS 18-49	1,096,200	87,263	188,400	13,241

CURATED CONTENT

- **Playing more music** than any other local Top 40 station.
- **LIVE focus on the culture** and trends of right now.
- **All live and local** on-air staff.
- **Live events catered to the Phoenix audience** and created to be priceless experiences.
- **Active in the community** - the live team is frequently out at sporting events, fundraisers, and concerts.
- **Live promotions** provide access to the Valley's top concerts and events.

ENGAGED AUDIENCE

- Reaching audiences from young working adults to students
- **Reaching women (53%) and men (47%)¹**
- **Top 3** Nielsen rated radio station with women aged 25 to 44; **#1** cume station with women aged 25 to 44 in PM drive and on weekends!¹

INFLUENTIAL VOICES



THE MORNING MESS
WEEKDAYS 6AM-10AM



JULIA
WEEKDAYS 10AM-2PM



NATASHA CASTLES
WEEKDAYS 2PM-7PM



BRU
WEEKDAYS 7PM-10AM



The Valley’s Hits of the 70s, 80s, 90s, and More

FORMAT	TARGET DEMO	mONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
CLASSIC HITS	ADULTS 25-54	1,448,500	29,764	82,220	10,602

CURATED CONTENT

- **Iconic radio station** playing the Valley's greatest Hits for 45 years, currently playlist focuses on the hits of the 70s, 80s, and 90s.
- Leverages the strength of the brand to help make a **positive impact on community organizations** within the Valley.

ENGAGED AUDIENCE

- A Top 3 Nielsen rated radio station in Phoenix reaching both men (49.8%) and women (50.2%) equally¹
- Delivers active Gen X listeners who are **homeowners** (64.7%⁴) with **established careers** (41.8% employed full-time⁴) and **families** (26.9% have one or more children in the household under the age of 17⁴)
- **Live and local** veteran personalities that are relatable to listeners create loyalty. **1 in every 2** listeners prefer listening to BIG 94.5 over any radio station in Phoenix¹

INFLUENTIAL VOICES



Dave Styles
Mornings
5A-10A



LARA SCOTT
Middays
10A-2P



NIKO
Afternoons
2P-7P

The Valley's Country Leader



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS 25-54	934,400	59,856	110,610	28,679

CURATED CONTENT

- Brings special experiences to Valley listeners through **exclusive events** including KMLE Country Double Header, KMLE Country Thunder, KMLE's 8 Man Jam, KMLE's Not So Silent Night and more.
- Listeners spend more than **\$9 billion** dollars annually in the Phoenix metro in area retail and food service sales⁴

ENGAGED AUDIENCE

- **Playing more country music** than any other local radio station; **Balanced reach** with both Men (47.5%) and Women (52.5%).
- All **live and local** on-air personalities creating a sense of loyalty among listeners. Almost half of all listeners prefer KMLE over any other radio station in Phoenix¹
- Helping Hands campaign reflects KMLE's priority, responsibility and passion to give back to the community; helped to raise over \$1.5 million to date through Radiothons and other events.

INFLUENTIAL VOICES



NIKO & CHEYENNE
WEEKDAYS 5:30AM-10AM



DREW
WEEKDAYS 10AM-12PM



KATIE & COMPANY
WEEKDAYS 12PM-3PM



MATT, GABE & CAPTAIN RON
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM

 Sources: 1. Nielsen Audio; M-Su 6a-12m AUG-OCT '24 P6+ Cume. 2. TRITON WCM October 2024. 3. Social media and database (2.14.18). 4. Nielsen Scarborough Data Release 2 2024 P18+ M-Su 6a-12m.

Engagement Through Connection, Passion, Experiences



KMLE COUNTRY THUNDER

Country Thunder, the largest country music festival in the southwest, is a four day event featuring some of the biggest country megastars. KMLE is the exclusive radio partner in Phoenix.



8 MAN JAM

This intimate acoustic event is where the biggest names in country music play their hits and tell stories of their inspiration and experiences. This exclusive country music event is limited to just winners, dedicated listeners, and clients.



BEERS WITH FRIENDS

KMLE's "Beers with Friends" is the ultimate local gathering where country music fans come together for an unforgettable evening of live music, craft brews, and great company. This exclusive country music event is limited to just winners, dedicated listeners, and clients.



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



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