



Audacy

Pittsburgh

Pure Pittsburgh. Forging Partnerships
& Delivering Results.

2026



Pittsburgh

Five distinct radio station brands that reach 53% of Southwestern PA each week

The region's top producer of local and **engaging radio content**

The undisputed radio **authority for news, information, sports, and talk**

Producer of many professionally executed, iconic annual events that contribute to the area's culture and lifestyle

A long, continuous **track record of customer satisfaction and advertising results**

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

1.49M+
Weekly Listeners

895K+
Monthly Digital Users

281K+
Social Followers

61K+
Opt-in Database



The Authoritative News & Talk Voice of Pittsburgh

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS/TALK	ADULTS 35+	294,700	11,721	119,604	35,700	5,950

CURATED CONTENT

- KDKA is the worlds first commercial radio station which began broadcasting November 2, 1920 and can now also be heard on 100.1FM.
- Pittsburgh’s news, weather and traffic station features award winning news and stimulating talk programs.
- Leader in locally produced news and information.
- Engaged with community through multiple outreach programs

ENGAGED AUDIENCE

- KDKA has the most time spent listening of any commercial radio station in Pittsburgh¹ KDKA listeners are tuned in for close to 4 hours each week.
- Over 82% of the KDKA listeners owns their own home and spend over \$2 billion dollars annually in Metro Area Retail Sales.
- Over 44% of the KDKA Audience is employed full time and over 26% of the audience earns over \$100,000. Over 38% of the KDKA audience are in white collar jobs with the highest percent of Management, Business and Financial Operations. Professional and Related Occupations.

INFLUENTIAL VOICES



BIG K MORNING SHOW WITH LARRY RICHERT
WEEKDAYS 5:30AM – 10AM



THE MARTY GRIFFIN SHOW
WEEKDAYS 10AM – 2PM



THE COLIN DUNLAP SHOW
WEEKDAYS 2PM-6PM



ROB PRATTE
WEEKDAYS 6PM-10PM & SATURDAY/SUNDAY 5AM – 1PM

Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Scarborough, R1 2022: Jan 21- Jan 22 , P18+, Retail spending power AUG 21- Sept 2022. IQP .

Engagement Through Connection, Passion, Experiences



LARRY'S HOMETOWN HEROES

Larry's Hometown Heroes, hosted by Larry Richert, celebrates individuals who make a meaningful impact in our local communities. The event invites listeners to nominate inspiring people who have significantly influenced the region or served others in a heroic way. Each year, five outstanding hometown heroes are honored during this special celebration. Since launching in 2013, KDKA has proudly recognized 60 remarkable individuals, continuing its commitment to spotlighting those who make Pittsburgh a better place.



KDKA RADIO'S WARMATHON

KDKA Radio spreads winter warmth by hosting a two-day radiothon to benefit the Dollar Energy Fund. Warmathon benefits families in need of emergency assistance. 2026 was the 18th annual Warmthon and raised over \$360,000 for our neighbors in need.



KDKA RADIO HIGH SCHOOL FOOTBALL AND BASKETBALL

KDKA Radio delivers in-depth coverage of high school sports across Western Pennsylvania, featuring weekly marquee matchups and expert commentary. From football and basketball to other seasonal sports, fans get live play-by-play, pre-game shows, and sideline insights.



The Top-Rated Voice of Pittsburgh Sport Fans.

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	M 25-54 / A 25-54	612,100	188,062	710,781	100,946	6,510+

CURATED CONTENT

- Home to the Pittsburgh Pirates and Pitt Panthers.
- Covering the local teams on a daily basis, at practice, at the game, and on air.

ENGAGED AUDIENCE

- Pittsburgh's #1 all-sports radio station¹ providing continuous sports news, information, insights, and opinions from engaging personalities.
- Consistently ranked as one of the top market's stations in men-25-54.
 - 36% of the audience are M25-54
 - Over 64% of the audience are P1s who listen to 93.7 The Fan more than any other station in Pittsburgh¹
- Radio home for play-by-play of the Pittsburgh Pirates and Pitt Panthers. Close to 766,000 residents in the Pittsburgh metro watched, listened to, or followed (social media) the Pittsburgh Pirates in the past year and close to 402K residents listened to or watched a Pittsburgh Panthers game in the past year⁴.

INFLUENTIAL VOICES



FAN MORNING SHOW
WEEKDAYS 5:40AM-10AM



POMP & JOE SHOW
WEEKDAYS 10AM-2PM



PM TEAM
WEEKDAYS 2PM-6PM

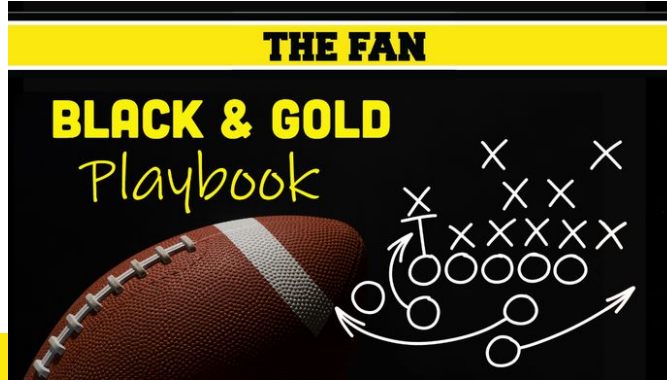


BOB PAT BOSTICK
SATURDAY 8AM – 9AM



Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Scarborough, M-Su 6a-12m, R2 2021, P18+. Target Persons, % Target Comp, or Index.

Engagement Through Connection, Passion, Experiences



LOCAL WEEKLY CONTRIBUTORS

Neil Walker

Former Pirates second baseman and current Bucs broadcaster Neil Walker joins The Fan Morning Show every Monday at 9am to discuss all things Pirates and Pittsburgh.

Wednesday's with Whaley

Every Wednesday, The Fan Morning Show features former NFL General Manager Doug Whaley from 9AM -10AM. A member of the Steelers front office when they drafted Ben Roethlisberger, Whaley offers significant insight, outgoing and opinionated. Whaley is appointment radio.

BLACK & GOLD PLAYBOOK

93.7 The Fan has you covered with all of your black and gold sales opportunities every day of the week. From The Morning After, McCarthy Presser, Aditi Kinkhabwala, Mike Florio, The PM Team Tailgate Party and Fan Gameday... 93.7 The Fan is your head-quarters for everything black and gold.

FLAGSHIP RADIO STATION FOR PITTSBURGH PANTHERS & PIRATES

93.7 The Fan is your home for Pitt Panthers Football, Pitt Panther Men's basketball and home for the Pittsburgh Pirates. The Fan has you covered for all things Pitt. The Fan has your Pirates baseball converge with The Lead off show, Pirates Pre-game show and Fan Reaction.





Pittsburgh's Top Hot AC Station and Pop Culture Leader

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
HOT AC	WOMEN 24-54	602,300	10,802	71,057	84,100	6,740

CURATED CONTENT

- A dynamic Pop music station featuring the music from today's superstars like Lizzo, Harry Styles, Justin Timberlake and Rihanna
- Provides 162 hours each week of local programming.
- The station is recognized for its work in the community and events including Bazy & Bubba's Backpack Drive, the Wig Out, Hope for the Holidays and Ugly Sweater Party

ENGAGED AUDIENCE

- The market's top-rated AC music station with Adults 25-54¹.
- Delivering an audience of educated, working women with children
 - Over 35% are women; 1 in 3 are W25-54
 - Over 68% are employed full time
 - Over 70% own a home
 - 43% have a household income of 100k+
 - Almost half (48.5%) have a college degree

INFLUENTIAL VOICES



BUBBA SHOW
WEEKDAYS 5AM-10AM



MELANIE TAYLOR
WEEKDAYS 10AM-12PM



BUBBA LUNCH SHOW
WEEKDAYS 12PM-1PM



KELLY
WEEKDAYS 1PM-7PM

WEEKENDS: Party To Go With TJ the DJ, Acoustic Sunrise



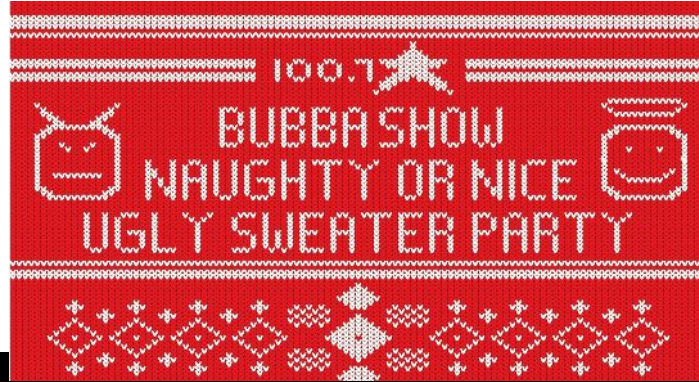
Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Scarborough, IQP 18+ January 21-January 22

Engagement Through Connection, Passion, Experiences



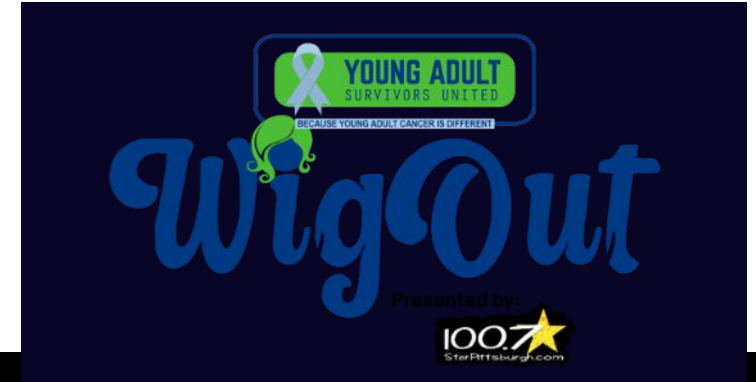
100.7 STAR THROWBACK WEEKENDS

100.7 Star is throwing it back to the good 'ol days of your favorite holiday weekend parties! Be a part of this much talked about feature, listeners tune in to 100.7 Star for these weekends filled with throwback tunes. Here's your chance to get noticed by becoming a sponsor of the Throwback Weekends.



BUBBA SHOW'S "NAUGHTY OR NICE" UGLY SWEATER PARTY

Sold out in its first year, this office party for all kicks off the holiday season with good cheer and a crowd of 500+ at Rivers Casino. The countdown Bubba's Holiday Booze Punch vs. Melanie's Christmas Cookies, Bubba's Bar Games vs. Melanie's game of escalation! This year's event will again be something to talk about.



WIG OUT

Young Adult Survivors United (YASU) and 100.7 Star are hosting the Halloween Party of the year. Proceeds from the Wig Out benefit YASU's support programs. The event was close to a sell out last year and is held at Rivers Casino the week of Halloween.



Pittsburgh's #1 Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS 24-54	529,900	7,840	70,816	65,700	6,160+

CURATED CONTENT

- In the mornings, Jerry Broadway and Friends engage and relate to the Pittsburgh country music fans with local live talk while playing your favorite music.
- Dominant Pittsburgh country station for the past 50 years with a base of loyal listeners that make Y108 their exclusive station.
- Y108 is the only local station to partner with St Jude Children's Hospital with a partnership that spans 20 years.

ENGAGED AUDIENCE

- Consistently Pittsburgh's top-rated overall Country station, as well as the top-rated Country station with Adults 25-54¹.
- Gender balanced: Reaches nearly 50/50 split of men and women¹. 48% of listeners are between the ages of 25 and 54¹.
- Over 35% of our listeners have an income of 100,000 plus.
- Close to 80% of our audience are homeowners.

INFLUENTIAL VOICES



Y'D AWAKE WITH CALE & AMANDA
WEEKDAYS 6AM-10AM



MARIA D'ANTONIO
WEEKDAYS 10AM-3PM



CHRIS MACK
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM

WEEKENDS: Party To Go With TJ the DJ, Acoustic Sunrise



Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Scarborough, IQP 18+ January 21-January 22



Engagement Through Connection, Passion, Experiences



Send Me Back Stage

Listeners who grab a Send Me Back Stage t-shirt are encouraged to wear it to major country concerts throughout the year. At select shows, Y108 staff will be on the lookout for fans wearing the shirts and randomly choose them for surprise upgrades, including backstage access and artist meet-and-greets. This turns the t-shirt into a “golden ticket,” creating excitement at the shows while giving fans a memorable, once-in-a-lifetime experience with their favorite country artists.



8 MAN JAM

For eight years, Y108 has produced a full-scale acoustic concert at Rivers Casino called the 8-Man Jam. This casual LIVE performance stars eight Y108 Country Superstar Artists!

8-Man Jam is a country music fan's dream. It's the artists...and their guitars...no support band, no big equipment...just their voices.



ST. JUDE RADIOTHON

St. Jude freely shares its discoveries with hospitals across the country including Children's Hospital of Pittsburgh. Because of St. Jude's world renowned research and technology, thousands of children diagnosed with pediatric cancer in our area now have a much higher rate of survival. Every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

Pittsburgh's Leader for Hip Hop and R&B

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	Social Media Followers
URBAN	Adults 25-54	106,400	36,000

CURATED CONTENT

- Pittsburgh's home for Hip-hop and the only Urban station in the market
- WAMO has a long heritage of super serving the African American community
- WAMO has played a pivotal role in providing content in the moments that matter since the early 1960's
- Playing the hits from artists including Drake, Sza, Latto,, Lil Nas X, Big Sean, Doja Cat and more

ENGAGED AUDIENCE

- These are young, ethnically-diverse, tech-savvy consumers who are buying new cars, in beginning their careers, buying homes and starting their family.
- They are hard to reach: They don't read newspapers, they reject direct mail, they stream their favorite shows and they are consuming media on multiple platforms throughout their day
- Radio is the most popular medium among black listeners. Each week, African American audiences interact with radio more than any other medium.
- Radio reaches 98% of African Americans weekly.
- When you advertise on WAMO, you are advertising to a culture.

INFLUENTIAL VOICES



DEDE IN THE MORNINGS
WEEKDAYS 6AM-10AM



KIKI BROWN
WEEKDAYS 10AM-4PM



MIKE DEAN
WEEKDAYS 4PM-10PM



Engagement Through Connection, Passion, Experiences



WAMO's Back Pack Drive

WAMO's Back Pack Drive! WAMO teams up with PPS - Pittsburgh Public School to give away 5000 backpacks to those in need. Each year the event gets bigger as we have barbers giving free haircuts, nail beauticians doing nails, The Pittsburgh Pirates giving away gear, and so much more!



WAMO Reunion

The WAMO Reunion Party is an annual celebration of WAMO's legacy, bringing back the music that defined Pittsburgh's clubs in the 90s and early 2000s. Featuring the sounds you remember from iconic spots like Chauncey's, Donzi's, Whiskey Dicks, and Deja Vu, the night is all about great music, great vibes, and reliving the unforgettable moments Pittsburgh has shared with WAMO.

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Larry's Hometown Heroes
- Ugly Sweater Party
- Wig Out
- Feed The Need
- Send Me Back Stage
- Women Who Rock
- #PittsburghforPPS Backpack Drive
- WAMO Happy Hours
- Star Spangled Banger

CAUSE MARKETING TIE-INS

- Warmathon (Dollar Energy Fund)
- St. Jude Radiothon
- Handbag Happy Hour/ (Glimmer for Hope)
- Youth Baseball Showcase (Boys and Girls Club)
- Greater Pittsburgh Community Food Bank
- Bubba's Backpacks (Education Partnership)
- Fan Five Alarm (Local VFD's)

UNIQUE FEATURES

- High School Football
- High School Basketball
- Pittsburgh Works
- "More ways to win" with Andrew Fillipponi
- The KDKA Video Stream
- The Fan Golf Show
- Minority Health Matters (Gateway Medical Society)
- KDKA Daily Brief
- What's Good in Your Hood

COMMUNITY EMPOWERMENT

- KDKA Super 7 Awards for Football and Boys & Girls Basketball
- Get Marty
- March of Dimes
- The City of Pittsburgh, (4th of July, Black History Month, Great Race)
- Pittsburgh Magazine
- Junior Achievement
- Greater Pittsburgh Community Food Bank
- Pittsburgh Earth Day
- Pennsylvania Resources Council
- Urban League of Greater Pittsburgh
- More Good Days in May
- Best Pizza in Pittsburgh

SPORTS PARTNERSHIPS & FAN EVENTS

- Off The Field with Aditi Kinkhabwala
- Steelers Player (Various) Shows
- Pirates Baseball
- Pitt Football
- Pitt Basketball
- High School Football
- High School Basketball
- WPIAL





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



Pittsburgh

Pure Pittsburgh. Forging Partnerships
& Delivering Results.

