



San Diego

Live. Local. So San Diego.

2026



San Diego

Distinct formats with little duplication that serve all of San Diego's eclectic communities

Live and local on-air personalities and highly researched programming consistently serve audiences with topics they care about and music they love

One-of-a-kind events and Padres play-by-play deliver high fan engagement and prime promotion and partnership opportunities

Proudly serving San Diego's sizable military community

Trusted and proven partner to our communities, businesses and brands, creating customized, integrated campaigns and events with deep fan engagement that deliver results

Deep local roots powered by national Audacy brand — a winning combination

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

MUSIC



SPORTS



Powerful Reach

2.1M

Monthly Listeners

26K

Monthly Streamers

272K+

Monthly Streaming TLH

244K+

Social Followers

74K+

Opt-in Database



The #1 Station in San Diego and #1 At Work

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
CLASSIC HITS	ADULTS 25-54	1,028,600	9,162	57,924	25,100+	7,700+

CURATED CONTENT

- Classic hits format featuring popular personalities with 40+ years collective on air experience.
- Well-researched format, playing music that listeners love from 70s, 80's and 90's.

ENGAGED AUDIENCE

- #1 station in San Diego M-Su 6a-12m with all persons 6+¹.
- #1 with A25-54 M-F from 10a-3p making it an 'at work' station¹.
- 54% of Sunny Listeners are 25-54¹.
- A favorite for college educated persons 25-54; 68% are aged 24 to 54 and 37% hold a college degree⁴.
- Affluent listeners: 44% of audience has a HHI \$100k+⁴.
- Hispanics make up 27% of listenership¹.

INFLUENTIAL VOICES



GREG SIMMS
WEEKDAYS 6AM-10AM – Available for Endorsements



LARA SCOTT
WEEKDAYS 10AM-2PM



JOE ROSATI
WEEKDAYS 2PM-7PM – Available for Endorsements



LARRY MORGAN
WEEKDAYS 7PM-12PM

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 Qualitative Data Release 1 2022 P18+ M-Sun 6a-12m



San Diego's #1 and ONLY Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS 18-54	521,300	12,045	87,175	86,700+	30,200+

CURATED CONTENT

- New country artists and songs

ENGAGED AUDIENCE

- Exclusive country format in San Diego for 57 years.
- In April 2022, KSON achieved extraordinary cume gains with Women in prime demos (W18-34, 18-49, 25-54).¹
- In AM Drive, KSON ranks 2nd with cume among W25-49 and W25-54. Also, 2nd place in PM drive with W25-49.¹
- Core Audience: Affluent (45% HHI \$100K+), Educated (39% College+), Employed (67%) and Homeowners (55%).
- KSON has been nominated two years in a row for an Academy of Country Music (ACM) award for radio station of the year.
- Unbreakable bond with the San Diego military community.
- KSON's Country Cares for St. Jude Kids Radiothon has raised over 13 million dollars to help cure cancer and other catastrophic children's diseases.
- Its annual CountryFest concert serves a country audience eager to discover new artists, and draws more than 10,000 attendees.

INFLUENTIAL VOICES



SAN DIEGO'S MORNING SHOW:
JOHN & TAMMY
WEEKDAYS 5A-10A



KATIE NEAL
(SYNDICATED)
WEEKDAYS 10A-3P



KIMO
WEEKDAYS - 3P-7P



ROB & HOLLY
(SYNDICATED)
WEEKDAYS 7P-12A



MO & STYKMAN
(SYNDICATED)
WEEKDAYS 12A-5A

 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 Qualitative Data Release 1 2022 P18+ M-Sun 6a-12m



San Diego’s Station for Today’s Hits and Yesterday’s Favorites

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
AC	ADULTS 25-54	772,200	7,855	62,251	16,000+	12,300+

CURATED CONTENT

- Live and local on air personalities focusing on family-friendly environment with no controversial programming or commercial content.
- Major footprint in the community with long-time affiliations including Making Strides Against Breast Cancer, American Heart Association Walk, MS Walk, Family Nights at SeaWorld San Diego and Balboa Park December Nights.

ENGAGED AUDIENCE

- KyXy 96.5’s Adult Contemporary format is a top audio choice for San Diegans throughout the day, widely appealing to Women in all age groups. Top artists include Adele, Maroon 5, Madonna, Bruno Mars and Ed Sheeran.
- With the advent of Smart Speakers, KyXy’s penetration into the workplace goes beyond the traditional office and into home offices of KyXy loyalists.
- In April, KyXy was one of the market’s top gainers year to year with cume and AQH weekly and is a top 5 station.
- Midday remains KyXy’s top M-F daypart AQH and cume and weekends show top tier ranks.
- Audience spends over \$8.5 billion in retail every year in San Diego⁴.
- Full or Empty Nest stage listeners: peak income (44% over \$100K+), 50% white collar (124), 58% own their home⁴.

INFLUENTIAL VOICES



DOROTHY TRAN
WEEKDAYS 6A-11A



SHERYL STEWART
WEEKDAYS 11A-4P



SHERRY KNIGHT
WEEKDAYS 4P-9P

 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 Qualitative Data Release 1 2022 P18+ M-Sun 6a-12m

The Mass Appeal Alternative Music Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ALTERNATIVE	ADULTS 18-49	530,800	4,560	17,772	80,400+	25,500+

CURATED CONTENT

- Morning drive show Dave & Mahoney is the most exciting new show in San Diego.
- Annual concert events serve an audience eager to discover new music, and draws more than 7,000 attendees.

ENGAGED AUDIENCE

- Ratings-winning #1 mainstream alternative rock station with Adults 25 to 44 in San Diego¹.
- The best way to reach San Diego area millennials; 31% of listeners are between the ages of 18 and 34¹.
- Delivers a Loyal Audience. 1 in 4 listeners prefer listening to ALT 949 over any other radio station in San Diego¹.
- Listeners spend an estimated \$5 billion a year in retail sales⁴.

INFLUENTIAL VOICES



IAN CAMDIELD
WEEKDAYS 6A-10A



MADY
WEEKDAYS 10A-3P



JEREMY
WEEKDAYS 3P-7P (NO 7P-12A)

San Diego's Only 24/7, All-Sports FM Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	MEN 25-54	377,900	18,232	76,702	23,300+	7,700+

CURATED CONTENT

- 100% sports, aiming to deliver the highest quality content and listening experience for the people of this great community.
- Gwynn & Chris were voted San Diego's best Sports Talk Radio Show in the 2021 Best Of reader's poll in the San Diego Union-Tribune.
- Ben & Woods were voted San Diego's best Talk Radio Show in the 2021 Best Of reader's poll in the San Diego Union-Tribune.
- 97.3 The Fan is San Diego's #1 sports station and the flagship station for the San Diego Padres Radio Network, broadcasting all regular season games, pre and post-game shows and complementary programming.
- Along with in game play x play The FAN delivers pre and post-game shows plus Padres insights and sports talk throughout the day
- Home of NFL and NCAA in San Diego, including NFL playoffs, Super Bowl and NCAA March Madness.

ENGAGED AUDIENCE

- Time spent listening in April was 2 hours 45 minutes average per week.
- Men 35-64 are listening a remarkable 5 hours to The Fan weekly, ranking 1st in the market.

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

INFLUENTIAL VOICES



BEN & WOODS
WEEKDAYS 6A-10A



THE BRADEN SURPRENANT SHOW
WEEKDAYS 10A-2P



GWYNN & CHRIS
WEEKDAYS 2P-6P



THE SKRABY SHOW
WEEKDAYS 6P-7P

Exclusive Padres Play-By-Play in Southern California

FORMAT

TARGET DEMO

PLAY BY PLAY MEN 25-54

CURATED CONTENT

- Capture baseball's most passionate fans through direct or indirect team association, and borrowed team heritage and prestige.
- Fan loyalty = brand loyalty. Passionate fans are 10 times more engaged with the sponsor's brand than a non-fan.
- Reach a young SUPERFAN demographic: 47% of Adults 18+ in San Diego have attended, listened to or watched the Padres in the last year¹
- Tony Gwynn Jr. and Jesse Agler are the Padres' play-by-play broadcasters, with Agler once the primary voice on the radio broadcasts for 5 seasons and as the fill-in announcer on Padres telecasts on FOX Sports San Diego. Son of legendary "Mr. Padre", Gwynn Jr. played for the Padres from 2009-10.
- Each broadcast features 30 minutes pre and post game coverage during PM drive and weekends, with new host Sam Levitt, former radio play-by-play announcer of minor league baseball clubs for 8 years

INFLUENTIAL VOICES



TONY GWYNN JR – Padres Play by Play



JESSE AGLER – Padres Play by Play



SAM LEVITT – Padres Pre-Game & Post-Game

98.1 KXSN (HD2)

San Diego's Jazz and Groove

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMING TLH
SMOOTH JAZZ	A 25-54	5,100	17,988



CURATED CONTENT

- The only place serving San Diego jazz lovers.
- 20 years of San Diego tradition reaches highly loyal fans.
- Artists: Dave Koz, Chris Botti, Boney James and Kenny G.

103.7 KSON (HD2)

Country Music's Greatest Hits. Legendary.

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMING TLH
COUNTRY	A 35-64	6,800	4,872



CURATED CONTENT

- Icon Status: KSON has been synonymous with Country Music for 55 years.
- Celebrates deep rooted music with artists like Garth Brooks, Alan Jackson, Brooks & Dunn, Johnny Cash, Dolly Parton and Willie Nelson.

San Diego's Reggae and Island Sound

FORMAT	TARGET DEMO
REGGAE	A 25-54



CURATED CONTENT

- Exclusive reggae format perfect for a Southern California vibe.
- Active concert goers and festival attendees.
- Everything reggae so, obviously, we call it Bob Radio after the late Bob Marley.

San Diego's Dance and Party Mix

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAMS
ELECTRONIC DANCE	A 18-34	5,400	N/A



CURATED CONTENT

- Exclusive format of EDM is a dance club mix anywhere, anytime–on your radio, computer or phone.
- Tap into the music craze taking over young audiences in hot cities like Miami, LA, Boston, Las Vegas and, of course, San Diego.
- Artists include Grammy Award Winners The Chainsmokers, Skrillex, Tiesto, DJ Calvin Harris, and Deadmau5, to name a few.

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- CountryFest (KSON)
- Indie Jam (Alt 949)
- Stagecoach Country Music Festival (KSON)
- Coachella Music Festival (Alt 949)
- Beer Festivals (3x per season)

UNIQUE FEATURES

- Tammy's College of Hollywood Knowledge (KSON)
- Whose Rear End Is It? (KSON)
- Trip-A-Day (KXSN)
- Summer of 10,000 Tickets (KSON)
- Free Ticket Summer (KYXY)
- Slumber Party (KYXY)

SPORTS PARTNERSHIPS & FAN EVENTS

- San Diego Padres Play-by-play
- Pre-and post game
- Opening Day promotions
- Flyaways for away games
- Suite night promotions for home games
- Spring training promotions
- Pre/Post game concerts at Petco Park
- Beer Festivals (3 x per season)
- Padres Fan Fest

CAUSE MARKETING TIE-INS

- Country Cares for St Jude Kids Radiothon
- CanDiego Food Drive benefiting San Diego Food Bank
- Beach Clean-ups
- Teachers are Heroes
- Susan G Komen RFTC
- Stand up 2 Cancer
- Padres Blood Drive



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



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