



Seattle

The Leading Edge of Seattle Media.

2026



Seattle

Seattle's only totally integrated marketing partner, delivering across on-air, digital and experiences

A team of influencers who mirror the market, exemplify the distinctly Seattle lifestyle spectrum and support local communities and the businesses who depend on them

Experienced marketing professionals who lead with partners' objectives to activate plans with proven performance

Diverse station formats that include market icons as well as market innovators, owning unique positions in Seattle's audio landscape

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

MUSIC



Powerful Reach

3.9M+

Monthly
Listeners

870k+

Monthly
Stream TLH

625k+

Social Media
Followers

66k+

Opt-In
Database



Seattle

Our Brands



Seattle’s ONLY Throwback Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
CLASSIC HIP HOP	ADULTS 25-49	759,900	37,200+	46,200+	7,560+

CURATED CONTENT

- **Fun, fresh, upbeat**, delivering a new sound for Seattle listeners.
- **100% Throwbacks**, playing music Seattle’s other stations aren’t; with almost no crossover.

ENGAGED AUDIENCE

- **Delivers a powerful consumer**—growing families with growing incomes and spending habits to match, living in the suburbs, playing in the city.

INFLUENTIAL VOICES



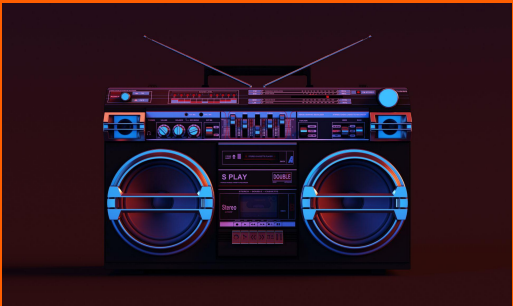
TIFFANY WARNER
WEEKDAYS 6AM-10AM



SUGA RAE
WEEKDAYS 10AM-2PM



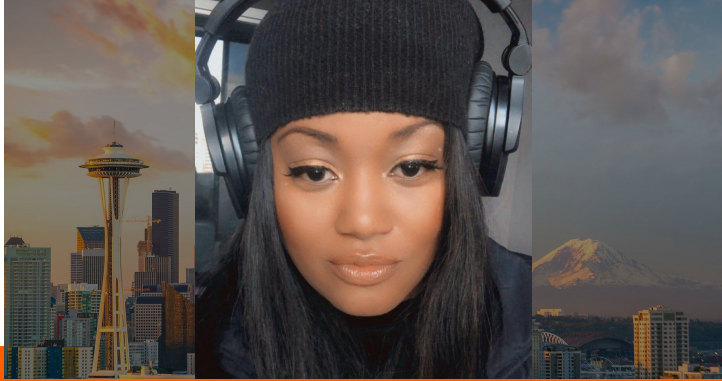
ERIC POWERS
WEEKDAYS 2PM-6PM



HOT MUSIC
WEEKDAYS 6PM-11PM



Engagement Through Connection, Passion, Experiences



TIFFANY WARNER

A Tacoma-native and Pacific Northwest airwave vet, Tiffany began her radio career as a traffic reporter eventually leaving the rain to pursue her dreams (and sunshine) in California. After a stint reporting all things Hollywood in LA, the Nighttime Diva returned to the Seattle airwaves. Tiffany's infectious laugh can be heard from 6a-10a each weekday on HOT 103.7, getting the PNW through the first half of their workday!



ERIC POWERS

The radio voice Seattle knows and loves - Born and raised in Seattle and self-proclaimed "Mayor of Lake City." As an 80's teenager with a burning passion for music and radio, Eric started a pirate station. His initiative opened the doors to Nathan Hale High School's radio program KNHC/C-89FM which launched his career.



COMMERCIAL FREE FRIDAYS

We're starting the weekend early on HOT 103.7 with non-stop throwbacks all day long, 100% commercial free. It's basically a 3-Day Weekend! Join Tiffany, Suga Rae and Eric Powers every Friday and pump up the jam!

Seattle’s ONLY Rock-and-Talk Station – The Best of Both Worlds



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
ACTIVE ROCK	A & M 18-54	862,600	395,500+	261,900+	16,830+

CURATED CONTENT

- **Owned the Seattle Rock scene since 1971**, celebrating 55 years in 2026
- **Unique format** with a brand new show in AMD and top-rated talk show in PMD and great rock all day long.
- **Most innovative use of live audio** – Live Day now in its 11th year

ENGAGED AUDIENCE

- **Listeners are Seattle**; #1 share across key male demos: M18-49 & M25-54³.
- **Engaged, intentional and curious audience**: 1 million+ digital touch points monthly

INFLUENTIAL VOICES



THE DALY MIGS SHOW
WEEKDAYS 6AM-10AM



RYAN CASTLE
WEEKDAYS 10:30AM-2PM



THE MENS ROOM
WEEKDAYS 2PM-7PM



JOLENE
WEEKDAYS 6PM-10PM



Engagement Through Connection, Passion, Experiences



MENS ROOM BEER

Enjoy a Mens Room IPA or a 20th Anniversary Lager! Now it's 2nd year Mens Room beer from Black Raven continues to sell around 1,000 cases every single week. Over the last 10+ years our listeners have helped raise north of \$1,000,000 for your local Fisher House Locations where military and veteran families can stay free of charge while a loved one is in the hospital by simply doing what we love to do... DRINK BEER.



KISW EVENTS

The Rock of Seattle knows how to throw a party! Throughout the year KISW hosts thousands of Rockaholics at our various events, including Live Day, Halloween Hullabaloo, Unwrapped: An Acoustic Holiday, and more! Dedicated fans come from all over the puget sound to engage with our talent, learn about our sponsors, and headbang along with our favorite bands.



MENS ROOM BEER

Celebrating 21 years in 2026, The Mens Room was born one evening in a dark bar during an argument over tater tots in 2004. The hosts, Miles Montgomery, Steve "The Thrill" Hill and Thee Ted Smith, as well as producer Mike Hawk joined forces to create a radio show to entertain audiences with no-holds barred, no-topic-off-limits conversation, laughter, and anecdotes. The Mens Room continues to have the #1 share in key adult and men's demos.



Seattle's Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
COUNTRY	ADULTS 25-49	713,600	193,800+	169,000+	19,860+

CURATED CONTENT

- **Seattle's** country station.
- **#1 Country Station** in Seattle with Adults, Men & Women 25-54 and 18+1
- **Seattle Wolf nominated for 2024 ACM** Major Market Station of the Year

ENGAGED AUDIENCE

- **Wolf listeners engage more through social media**, with over 193,000 social followers and a 6% average facebook engagement rate - 100x higher than the national average
- **The Wolf continually sells out their annual events** – Secret Show, Throwdown, Hometown Holiday, and Operation K9 Companion Concert

INFLUENTIAL VOICES



ELLEN + AARON
WEEKDAYS 6AM-10AM



KATIE & COMPANY
WEEKDAYS 12N-3PM



COOP
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM



Engagement Through Connection, Passion, Experiences



SECRET SHOW

The best mystery of the summer, Secret Show! Secret Show attendees won't know who the secret Country Star is until they step on stage. Literally a money-can't-buy experience, the only way into the show is by winning tickets through The Wolf! Previous secret performers include Megan Moroney and Old Dominion.



HOMETOWN HOLIDAY

Hometown Holiday is a unique concert experience that puts some of Country's most exciting artists share the stage. Known in Nashville as a Guitar Pull, this style of show is up close and personal, with the added element of artist stories and anecdotes. Past performers includes Luke Combs, Brothers Osborne, Jordan Davis, Kelsea Ballerini, Bailey Zimmerman and so many more!



COMMUNITY FOCUSED

100.7 The Wolf is committed to serving those who served our country. Active Duty Military, Veterans and their families all receive a Wolfpack giveback throughout the year. From February's 10k for the Troops valentine's card campaign to Operation K9 Companion in November where we raise money to provide fully trained service dogs for Vets suffering from PTSD. Over the past 4 years over \$1 Million Dollars has been raised to provide life saving service dogs.

Seattle's ONLY Alternative Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
ALTERNATIVE	ADULTS 27-39	970,500	120,600+	91,200+	13,530+

CURATED CONTENT

- The Alternative station that made **Seattle famous** for its music scene.
- **Reimagining Radio** with on-air, on-line, experiential platforms and the two-minute promise (#2MP).

ENGAGED AUDIENCE

- **Delivers** music fans who are smart, tech savvy, early adopters and hard to capture anywhere else; **complete 360° engagement** gives them the personal touch they crave.

INFLUENTIAL VOICES



GREG R
WEEKDAYS 6AM-10AM



CHRISTY TAYLOR
WEEKDAYS 10AM-3PM



IAN CAMFIELD
WEEKDAYS 3PM-7PM



THE END MUSIC
WEEKDAYS 7PM-12AM



Engagement Through Connection, Passion, Experiences



WORLD FAMOUS ENDSESSIONS

EndSessions are synonymous with exclusive concerts in Seattle. Over twenty years, hundreds of sessions and thousands of fans have been up close and personal to everyone from Green Day to Lumineers to Coldplay. These events are free and open to the public.

(Pictured: Cannons)



ALTERNATIVE MORNINGS

Gregg is nerd..loud and proud. In fact, Mornings on The End features hourly 'Nerd Talk' updates on Gregg's favorite geek themed stories of the day. Gregg also keeps listeners up-to-date on Seattle's headlines with his daily News segment. Bonus - Gregg also hosts the Full 90 Soccer Time Podcast, which features a weekly look at The Sounders!



A PASSION FOR MUSIC

The End is all about the music, with weekly and monthly features celebrating the music our listeners love. The End's Locals Only program showcases local bands from around the Pacific Northwest, including a featured Locals Only Artist/Band of the month. Plus, every week, The End features 'The Song of the Week'...a fresh tune that we think you would like to hear.

Seattle’s Best Variety from the 90s, 2000s & Now

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
MAINSTREAM AC	WOMEN 30-45	659,700	123,400+	57,500+	8,630+

CURATED CONTENT

- **Music that moves her.** From nostalgic throwbacks to today’s chart-toppers, Emma 94.1 curates the perfect mix to power her day. It’s the soundtrack to her life, the rhythm of her heart.

ENGAGED AUDIENCE

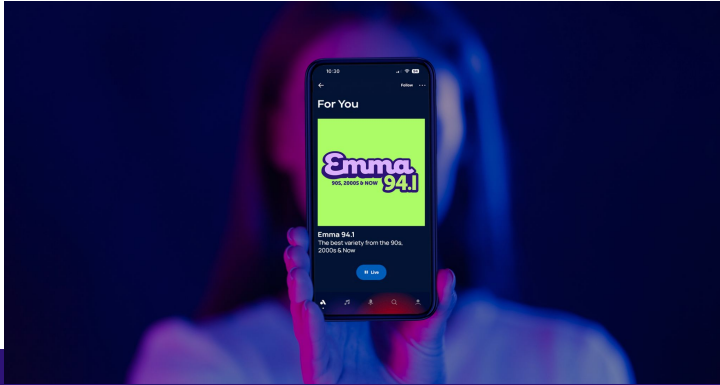
- **Seattle’s Power Players:** Moms 30-45
- **Emma 94.1 delivers access to a highly desirable audience.** These women are at the prime of their spending power, shaping their families and their communities.
- **They’re tech-savvy, community-minded, and trendsetters.** They’re the heart of the Pacific Northwest, and they’re listening to Emma.

INFLUENTIAL VOICES



MASON MOUSSETTE
WEEKDAYS 2PM-7PM

Engagement Through Connection, Passion, Experiences



MEET EMMA, THE HEART OF THE PNW

Emma 94.1 is the brand that speaks directly to the active, smart, and fun-loving Northwest Moms. We're here to make their busy lives a little brighter and a lot more fun.



ELEVATE YOUR BRAND

Seattle's women are decision-makers, influencers, and brand advocates. Reach them where they're truly engaged – with Emma 94.1. We offer custom sponsorships, entitlements and unparalleled access to this dynamic audience.



THE BEST OF THE PAST, THE BEST OF NOW

We're mixing your favorite 90s and 2000s hits with today's chart-toppers for a fresh, upbeat sound that's uniquely Seattle. Emma 94.1 is more than just radio; it's a journey of musical rediscovery. Tune in and experience the difference.

Key Ownership Programs & Opportunities

CONCERTS & EVENTS

- Miles Montgomery Classic - KISW
- Secret Show - Wolf
- Legends of The West 2 - HOT
- Throwdown* - Wolf
- Halloween Hullabaloo* - KISW
- Live Day! - KISW
- Hometown Holiday - Wolf
- Unwrapped: An Acoustic Holiday

UNIQUE INTEGRATED SPONSORSHIPS

- Studio Sponsorships
- Show Sponsorships
- Station Entitlements
- Fundraising Campaigns:
 - Seattle Rock Day
 - Kicks for Kids
 - Operation K9 Companion
 - Coats for Kids

CAUSE MARKETING TIE-INS

- American Foundation for Suicide Prevention
- Bike MS
- Breast Cancer Awareness
- Diversity Employment Career Fair
- Essential Worker's Weekend
- Gender Justice League
- Hospitality Workers GoFundMe
- I'm Listening
- Make-A-Wish
- Mary's Place
- Melodic Caring Project
- Northwest Battle Buddies
- Operation Warm
- Puget Sound Fisher Houses
- S.M.A.S.H.
- Salvation Army
- South Sound Charity Run
- United Way of King County
- WA State Nurses Association





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



Seattle

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