



South Florida

The Live And Local Rhythm Of The Coast.

2026



South Florida

South Florida-centric programming in exclusive formats captures the unique sound of the region that audiences crave and can't find anywhere else.

Reaching over 50% of the South Florida Market with live, local programming from morning to night.

Leader in local events from intimate concerts and major festivals to sports fan events—we set the stage for in-person, brand-to-consumer engagement.

#1 growth cluster and total solutions partner, providing on-air, experiential and digital marketing packages.

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



SPANISH NEWS/TALK

Powerful Reach

3M+

Weekly Listeners*

430K

Monthly Streams

638K+

Social Followers

61K+

Opt-in Database





More Listeners, More Impact
With **Audacy**, Your Message Is Heard!

Over 3M On-Air Listeners Weekly

That's Over 38% Of South Florida's Population!

Audacy's 7-station weekly audience could fill EVERY SEAT in Hard Rock Stadium (Dolphins), loanDepot Park (Marlins), Kaseya Center (HEAT), Amerant Bank Arena (Panthers), Chase Stadium (Inter-Miami CF), Seminole Hard Rock Live, Broward Center for the Performing Arts, Adrienne Arsht Center, *and* Ball & Chain Restaurant in Little Havana ...

9.6 times!

South Florida's At-Work Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL MEDIA FOLLOWERS ²	OPT-IN DATABASE	HISPANIC COMP (MARKET IS 57%) ¹
AC	ADULTS 25-54	1,465,900	147.7K	13,497	49%

- South Florida's mainstream Adult Contemporary station, with a 32-year heritage
- Music that helps you **relax, unwind and feel good**, featuring Today's Hits and Your All-Time Favorites
- Consistently a top reach station in **Adults, Women and Men**
- **Live, local talent for your workday** - true South Floridians who are tuned in to our unique audience and market
- South Florida's **HOLIDAY MUSIC STATION!**

ENGAGED AUDIENCE

- Reaches **at-work listeners**
- Joe DiMaggio Children's Hospital Kids Expo draws over 10,000 attendees every year.

INFLUENTIAL VOICES



JULIE GUY & TAMARA G.
WEEKDAYS 5:30AM-12PM



GAYLE GARTON
WEEKDAYS 12PM-7PM



JOHN TESH
WEEKDAYS 8PM-12AM



GABY OC
WEEKENDS



1. Sources: Data © 2025 Nielsen Audio, Miami-Ft. Lauderdale-Hollywood Jan'25-Aug'25 Weekly Cume., Mon-Sun 6A-12Mid, P6
2. Social media includes Facebook, Instagram, and Twitter followers updated as of 9/10/25
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Engagement Through Connection, Passion, Experiences



LOCAL PERSONALITIES

Beyond a strong, consistent musical identity, 101.5 LITE FM is enhanced by compelling personalities hosting. Julie Guy and Tamara G. are the perfect entrée for a lite breakfast: one's as sunny as a glass of orange juice; the other is the pulp – natural and authentic. Daytime host Gayle Garton weaves trends and tidbits with lite music throughout each workday.



FEEL GOOD FRIDAYS

101.5 LITE FM understands that our listeners eagerly anticipate Fridays. To kick off the best day of the workweek (FRIDAY), we'll share an uplifting story in the AM, and we will play feel-good music all day long, complements of YOUR BRAND.



WLYF HOLIDAY MUSIC

101.5 LITE FM is South Florida's "Home for the Holidays!" Featuring the greatest sounds of the Season, from Bing Crosby to Michael Bublé! You can ring in the holidays, create community goodwill and increase sales with this highly-popular programming feature as our Exclusive Holiday Music Sponsor – with hourly recognition through the Season



South Florida’s ONLY Miami-Centric Classic Hits Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL MEDIA FOLLOWERS ³	OPT-IN DATABASE	HISPANIC COMP (MARKET IS 57%) ¹
CLASSIC HITS	ADULTS 25-64	1,234,200	22.8K	5,669	57%

- **The greatest hits of the 80s, and 90s** with a unique combination of songs South Florida can’t get anywhere else
- Programmed **in Miami for Miami**, 102.7 The Beach’s library is heavily researched to include hit songs were Miami’s favorites back in the day
- 30 year Miami radio icon **Kenny Walker in AM Drive**, who’s also been the Miami Dolphins in-stadium announcer for 26 years
- **Top 3 reach station** for both Adults and Men

ENGAGED AUDIENCE

- **Delivers more established, well-balanced** audience with a market proportionate Hispanic comp of 57%
- **Affluent families make up the Beach.** 32% have an annual household income of \$100K+, 52% are married and 29% have children under 18 in the household

INFLUENTIAL VOICES



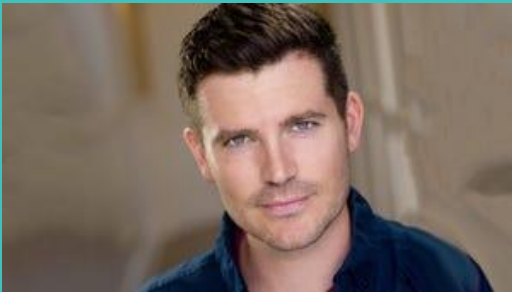
KENNY WALKER
WEEKDAYS 5:30AM-10AM



GABY OC
WEEKDAYS 5:30AM-9AM



JILL
WEEKDAYS 10AM-2PM



CJ ROBINSON
WEEKDAYS 2PM-7PM

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BEACH PATROL

Get unprecedented exposure in the South Florida community and on 102.7 The Beach airwaves with the Beach Patrol and community outreach program.

From June to September, 102.7 The Beach will keep listeners in the loop on all the places we will be visiting this summer!



YAPPY HOUR

The Beach has partnered with The Humane Society of Greater Miami and Tito's - The Vodka for Dog People to help you find your furry family member. Every week The Beach features adoptable pets from the Humane Society on air and on BeachMiami.com.

Once a month, The Beach hosts a Facebook Live with a representative from the Humane Society featuring available adoptable pets.



TOTALLY 80s FRIDAY NIGHTS

Totally 80s Friday Nights kicks off every Friday at 5pm and runs through Saturday morning at 2 am on WMXJ with the best of the 80s!

It's a Thriller, so get Footloose with the Celebration in the Love Shack and Don't Stop Believin' as we Shake You All Night Long!



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL MEDIA FOLLOWERS ³	OPT-IN DATABASE	HISPANIC COMP (MARKET IS 57%) ¹
TOP 40	ADULTS 25-49	1,008,200	201.1K	12,812	51%

- Today's **rhythmic hits** and Miami's party favorites from the 1990s through the 2000s
- **Power 96's Throwbacks** reflect an entire generation of Miami **music**, delivering Hispanics , African-Americans and the general market
- Miami club DJ legend **DJ Zog** and **Ivy Unleashed** on the WAKE UP MIAMI Morning Show
- Johanna Gomez voted **2023 Best TV News Anchor** in Miami New Times Magazine

ENGAGED AUDIENCE

- Reaching nearly half a million listeners weekly with timeless Throwbacks that spans several generations of listeners. We excel at delivering **millennial consumers**

INFLUENTIAL VOICES



WAKE UP MIAMI MORNING SHOW
WEEKDAYS 6AM-10AM



JOHANNA GOMEZ
WEEKDAYS 10AM-2PM



MIJO
WEEKDAYS 2PM-7PM



DD
WEEKENDS 2PM-7PM

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WAKE UP MIAMI WITH DJ ZOG & IVY UNLEASHED

Join DJ Zog & Ivy Unleashed for a morning filled with Miami flair. Their chemistry and dynamic personalities bring the perfect blend of música, humor, and local flavor to your mornings. Whether you're stuck in traffic on the Palmetto or getting the kids ready for school, DJ Zog & Ivy will make sure your day starts with a smile and a beat, they keep you connected to the vibe of the city. Listen to POWER 96 on your morning drive and get ready to wake up Miami style! ¡Dale!



MIXXMASTER WEEKENDS

The Mixx Master Weekends underpin Power 96's strategy for driving ratings and increasing the overall audience base of Power 96 during the peak consumer periods. For the Memorial Day, July 4, Labor Day, Christmas Day, and New Year's Day holidays, Power 96 DJs spin up the decks with today's hottest trending songs to keep listeners moving to the mix.



AUDACY MIAMI PERFORMANCE SPACE

Power 96 provides intimate artist experiences to our listenership via the Audacy Miami Performance Space! Past in-person artists include Karol G, Charlie Puth, Steve Aoki, & A Trak! Our virtual V Artist Lounge series has included artists like Lil Jon, Jack Harlow & Cardi B, Tiesto & more!



South Florida's Original Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL MEDIA FOLLOWERS ²	OPT-IN DATABASE	HISPANIC COMP (MARKET IS 57%) ¹
COUNTRY	ADULTS 25-54	690,800	155.7K	14,225	54%

- KISS 99.9 is **South Florida's exclusive Country Station**, featuring both music and interviews from the format's hottest superstars
- The focus is on fun, with on-air-talent that's always **upbeat, lifestyle-oriented and family-friendly**
- Host station for Audacy's **Stars & Strings** concert which sells out Seminole Hard Rock each November with Country's biggest names
- **KISS Cares For Kids Radiothon** for Joe DiMaggio Children's Hospital set a new record with over \$304K in donations in December, 2024

ENGAGED AUDIENCE

- Delivers **Adults 25-54 with families and women** who are the **primary purchase decision makers** in their households
- Reaching well over a third of a million people weekly

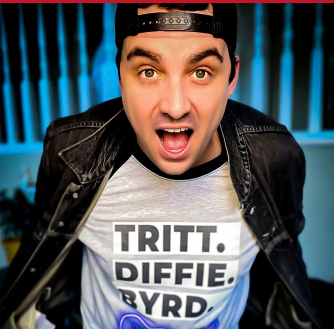
INFLUENTIAL VOICES



TC & DINA B
WEEKDAYS 6AM-10AM



KATIE & COMPANY
WEEKDAYS 10AM-3PM



COOP
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM



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KISS CARES RADIOTHON

Since 2003, KISS Country 99.9 has held a RADIOTHON that allows their listeners to hear amazing stories of hope and healing from patients, families and staff at Joe DiMaggio Children's Hospital. We hope you will support this amazing event by tuning in and making a donation today! We can't do what we do without you.



UNDERCOVER CONCERT

A top secret country star performs a private concert for those lucky enough to win their way into this special event. Ticket holders wait in suspense to see who is going to walk out on the stage that evening for a once-in-a-lifetime concert event.



FIRST RESPONDER OF THE DAY

All year long, KISS Country asks our listeners to visit WKIS.COM's special First Responder program landing page for a chance to nominate an exceptional first responder. Every Tuesday, one nominee will be featured on-air during our morning show as well as on the KISS Country social channels.

South Florida's Iconic Sports Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	SOCIAL MEDIA FOLLOWERS ³	OPT-IN DATABASE
SPORTS	MEN 35-64	198,900	50.1K	1,580

- **NOW ON THE MOST POWERFUL FM SIGNAL PERMITTED BY LAW!** WQAM simulcasts its Sports Talk format from 560 AM on 104.3 FM, a 100,000 watt signal, heard from Jupiter to the Keys!
- Iconic sports station in Miami-Ft. Lauderdale, all-sports radio station for more than 32 years
- Flagship of the **Miami HEAT, University of Miami Hurricanes Football & Basketball, and the Florida Panthers**
- **All-star lineup:** Joe Rose, Tobin & Leroy, Marc Hochman, Channing Crowder & Alex Solana

ENGAGED AUDIENCE

- Delivering an **audience of affluent men** with disposable income
 - **Annual Household Income \$150K+ – Index 163**
 - **Annual Household Income \$100K+ – Index 141**
- **Homeowners.** 72% are homeowners. 2X more likely than the market average to have an owned-home market value of \$500K+.

INFLUENTIAL VOICES



THE JOE ROSE SHOW
WEEKDAYS 6AM-10AM



THE TOBIN & LEROY SHOW
WEEKDAYS 10AM-2PM



HOCHMAN, CROWDER & SOLANA
WEEKDAYS 2PM-6PM



VLAD & DAN DAY
WEEKDAYS / WEEKENDS

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Engagement Through Connection, Passion, Experiences



JOE ROSE

"The Big Dog" has been a staple on South Florida Sports Radio and Television for more than 30 years. Joe has hosted his show in Miami for more than 20 years. Rose is also the color commentator on Miami Dolphins radio broadcasts. He played for the Miami Dolphins for 7 years and is known for catching the first touchdown pass of Dan Marino's professional career.



WHISKEY, STARS & CIGARS

Get Ready for Whiskey, Stars & Cigars! Join us for an unforgettable evening at a premier cigar bar and lounge, for the return of Whiskey, Stars & Cigars this Spring and Fall! This exciting event will bring together the best of sports, cigars, and cocktails, as we unite local fans, athletes, and sports personalities for a night of lively discussion and networking.



PLAY-BY-PLAY

The Miami HEAT, Miami Hurricanes Football / Basketball, and the Florida Panthers play their games on WQAM. WQAM can put your business in the games or through daily or weekly programming dedicated to each popular franchise.

HOME OF THE MIAMI HEAT, UM HURRICANES AND FLORIDA PANTHERS



Complete Coverage On and Off the Court, the Field and the Ice

STATION

WQAM 104.3 SPORTS

PARTNERSHIP

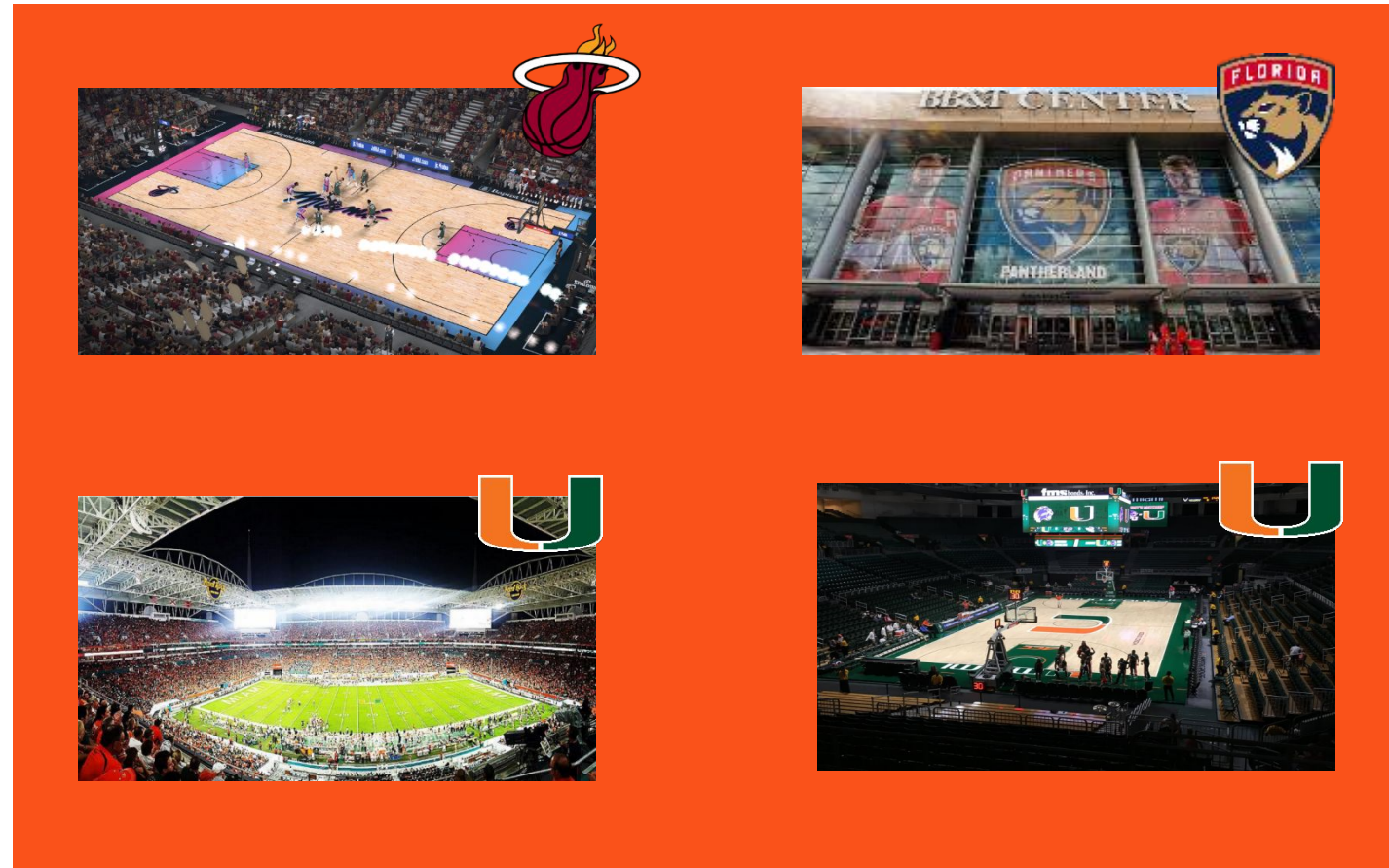
FLAGSHIP STATION

CURATED CONTENT

- Celebrating 32 years of delivering Miami's most zealous fans: Dol-Fans, HEAT Fans, 'Canes Fans and Panthers Fans
- Flagship station for HEAT, Panthers, Canes Football and Basketball Game Day Broadcasts with Pre-Game, In-Game and Post-Game coverage
- WQAM's iconic primetime talent offers fans exclusive access, interviews and insights with key members of their teams, including Countdown to Regular Season, Coaches Shows, Updates, Injury Reports, and more
- Hurricane Hotline 2-hour show that brings you inside Hurricanes sports... It's All About the U!!!

ENGAGED AUDIENCE

- **Fan loyalty/alumni = brand/team loyalty.** South Florida's passionate sports fans are more engaged with a sponsor's brand than a non-fan.



FORMAT
SPANISH
CONSERVATIVE TALK

TARGET DEMO
ADULTS 35+

MONTHLY LISTENERS¹
45,300

SOCIAL MEDIA FOLLOWERS³
1,519

HISPANIC COMP (MARKET IS 56%)¹
96%

CURATED CONTENT

- Radio Libre 790 is **South Florida’s Conservative Spanish News Station**, empowering listeners through credible information, frank discussion, and unwavering advocacy.
- Delivering live, original on-air content from some of the most trusted names in Conservative media including **Eli Escobar**, **Lourdes Ubieta**, and **Jorge Bonilla**.
- Radio Libre **empowers, informs, and advocates core values** for this critical Spanish demographic.
- **Hispanic Dominant:** 96% Hispanic, 2% African American.¹

AFFLUENT AND ENGAGED AUDIENCE

- Spend \$915.4 Million on retail and food service sales yearly.¹



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Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Stars & Strings
- Undercover Concerts
- National Air & Sea Show
- Whiskey, Stars & Cigars

UNIQUE FEATURES

- Studio Naming Rights
- Text Line Sponsor
- Show Sponsorships
- Weather & Traffic Center
- Weather & Traffic Updates
- Podcast Sponsor
- Studio Hotline

SPORTS PARTNERSHIPS & FAN EVENTS

- Miami HEAT
- University of Miami Hurricanes Football
- University of Miami Hurricanes Basketball
- Florida Panthers
- Miami Dolphins
- Watch Parties
- Fantasy Football Convention

CAUSE MARKETING TIE-INS

- KISS 99.9 Joe DiMaggio Children's Hospital's Radiothon
- HEAT. HELP. CURE.
- 102.7 The Beach Buddies
- Lite FM Breast Cancer Awareness
- Power 96 The Power to Give – HIS House Foster Home Holiday Program
- Kenny's Kids Holiday Toy Drive
- Channing Crowder's Boys and Girls Club Holiday Toy Drive

COMMUNITY EMPOWERMENT

- Teacher of the Month
- High School Hometown Tour
- Lite the Town Pink
- Power Cuts
- Stuff The Bus
- Load Up Your Lunch





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



Audacy

South Florida

The Live And Local Rhythm Of The Coast.

