



Las Vegas

The Pulse of the Real Las Vegas.

2026



Las Vegas

A variety of station formats serve the diverse Las Vegas local community as well as the thriving visiting and transient population from all over the country and the globe.

Dedicated to the everyday Las Vegas community, serving residents through cause-driven initiatives and helping business owners reach marketing goals.

Second to none in event activations, with marquee programs including the 26th annual Chet Buchanan Show 98.5 KLUC Toy Drive which provided assistance for 110+ local area non-profit organizations and their families in need for 2024.

Embedded in the true Las Vegas Community, with the only local hosts in news/talk and personalities who have lived in the market for years and are active in the local scene and causes.

Connecting brands with audiences
in meaningful, engaging ways.



We Know What Makes Las Vegas Unique

MORE THAN SIN CITY

- Las Vegas is the no. 1 American destination for conventions and trade shows. Home to three of the 10 largest convention centers in the U.S., nearly 5 million business decision-makers visited the city that means business.
- While Las Vegas is globally renowned for its hotel and entertainment industries, "The Strip" only employs 5% of all Las Vegas metro area residents. Vegas is home to several thriving job sectors including logistics, manufacturing, mining and aerospace.
- Las Vegas is a city of families! The Clark County School District is the 5th largest school district in America, educating more than 324,000 students K-12.
- Las Vegas' natural beauty rivals the bright lights and glamour of The Strip. Locals looking for a break enjoy hiking and the great outdoors like the Valley of Fire, Lake Mead and Red Rock Canyon.

GAME ON

- With elite attractions enticing 41.6 million visitors to the city in 2024, Las Vegas stands with New York City, Los Angeles and Chicago among the top travel destinations in the nation.
- Visitors spend heavily in a city built on world-class entertainment and customer service. Tourists injected nearly \$88 billion into Las Vegas coffers in 2024 and broke several additional records in 2023.
- Everyone comes to Vegas! With more than 58.4 million enplaned/deplaned passengers last year, McCarran International Airport is among the world's busiest airports, ranking 7th in the U.S. for total passenger traffic just behind JFK and LAX.

A SPORTING SPIRIT

- Las Vegas remains a premier national destination for marquee sporting events and in 2023 saw Formula 1, the NFL Pro Bowl Games, NCAA Men's Basketball Regional, Super Bowl LVIII (end of 2023-2024 season) and more in addition to a rich tradition of championship boxing, the UFC, the World Series of Poker, NASCAR, National Finals Rodeo, USA Rugby Sevens and the Professional Bull Riders World Finals.
- Las Vegas continues to be the fastest growing professional sports market both wildly popular with tourists and growing a #VegasBorn fanbase of our own thanks to early successes by both our back to back WNBA World Champion Aces and Stanley Cup champion NHL Golden Knights!

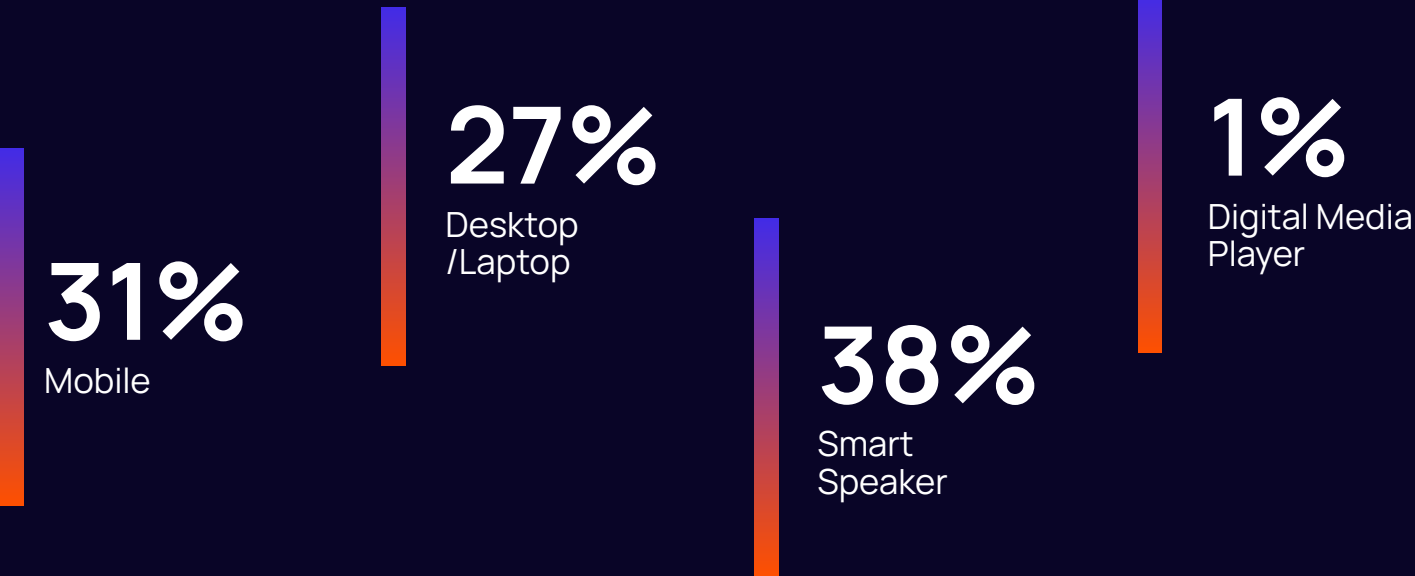
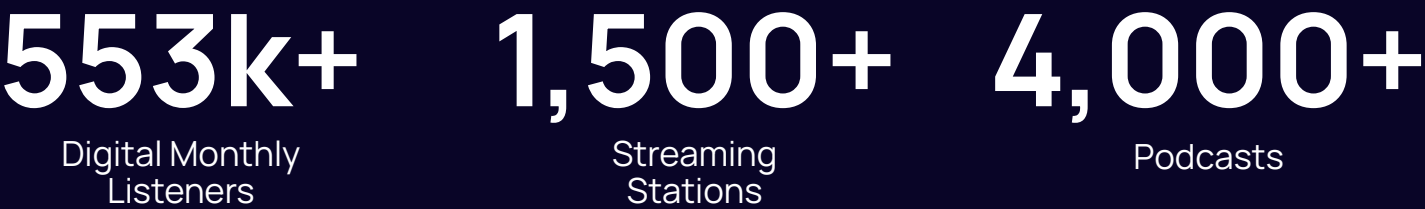
LOCALS HIT THE JACKPOT

- Locals know the truth...Las Vegas outgrew its glitzy, debaucherous reputation long ago. With its surprising affordability and 24/7/365 access to everything from entertainment to diapers to takeout and everything in-between, Clark County as a whole remains one of the fastest growing counties in the United States.

320 Days of Sunshine a year	Lowest Taxes In the nation	5.99M+ Convention delegate visits in 2024	150,211 Hotel/Motel rooms
---	--	---	---



Digital Listening Audience



AUDIENCE	COMPOSITION
P 18-24	6%
P 25-54	66%
P 55+	28%
Male	55%
Female	45%
College +	46%
HHI 100k+	31%
HHI 50K+	64%
Has Children	46%
Hispanic	3%
AfAm	6%
Multicultural	15%

Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

1.39M+

Weekly
Listeners ¹

232k+

Monthly Stream
TLH ²

175k+

Social Media
Followers ²

126k+

Monthly Website
Views ²

Source:

1. Nielsen Audio; M-Su 6a-12m Jan23-Dec23 P6+

2. Streaming, Social media, Website views Average (Jun-Dec 2023).



LAS VEGAS' BEST MUSIC VARIETY

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	MONTHLY SITE VIEWS
HOT AC	A & W 25-54	291,000	88,100+	50,200+	37,900+

CURATED CONTENT

- Plays the best music variety ranging from 90's, 00's and today
- Home to **Mercedes in the Morning**, a local influencer for over 25 years, with many awards and honors including:

BEST RADIO ON-AIR PERSONALITY TALENT

The 21st Silver State Awards

RADIO PERSONALITY AWARD

The 14th Annual Athena International Awards & Women in Entertainment and Media

LOCAL & ENGAGED

- The clear cut **#1 Morning Show** for W25-54
- #1** Market Leader for Adults & Women 25-54
- Leading Market talents that carry notable weight beyond radio as television & social media influencers
- Home to some of the largest, family-based events in the city including **Hop-N-Shop** (12k+ attendees) and **GhostWalk** (15k+ attendees)



MERCEDES IN THE MORNING
M-F 5A-10A



MIX MUSIC
M-F 10A-2P



HEATHER COLLINS
M-F 2P-7P



TRAFFIC & WEATHER W/ MITCH KELLY
M-F 6A-10A & 3P-6P



CONNECTION, PASSION, EXPERIENCES



HOP-N-SHOP

Las Vegas' largest Easter Egg Hunt and family event draws parents and their children to dozens of egg hunts and family-targeted merchants with games and prizes. It's complete free for families to participate and boasts one of the largest events in the city every year!

[2025 RECAP VIDEO](#)



FOUR CORNERS FOOD DRIVE

September is Hunger Action Month and you'll find Mix 94.1 leading the community in an incredible food drive to help raise funds for community food bank Three Square. With a little help from community partners and celebrity guests, the call is out to our city to help Three Square feed those in Las Vegas struggling with food insecurity.

[2025 RECAP VIDEO](#)



THE BEST MUSIC VARIETY

Taylor Swift
Ed Sheeran
Bruno Mars
Katy Perry

Justin Bieber
Lady Gaga
Imagine Dragons

LAS VEGAS' #1 HIT MUSIC STATION



FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	MONTHLY SITE VIEWS
TOP 40	ADULTS 18-44	258,100	34,400+	85,300+	12,700+

CURATED CONTENT

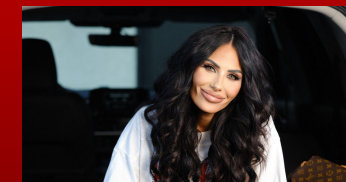
- **Las Vegas' longest running Top 40 station** with over 50 years of brand identity
- **Community connected** talent leading the charge on numerous local causes
- **Home of the 98.5 KLUC Toy Drive**, the largest single-location toy drive in the U.S. taking place for the last 24 consecutive years and benefiting thousands of local families

LOCAL & ENGAGED

- **Consistently a top 3 performer** with Adults & Women 18-34 & 18-44
- **Median audience** age of 37
- **51%** of audience fall within key demo Adults 18-44



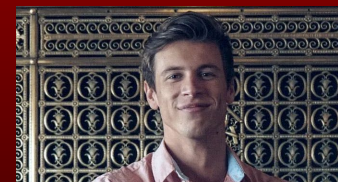
SHAWN TEMPESTA
M-F 6A-10A



MIKALAH GORDON
M-F 10A-2P



TINO COCHINO SHOW
M-F 3P-7P



BRU
M-F 7P-11P & SAT 3P-7P



MICAH
SAT 10A-12P



JB KING
SAT 12P-3P & SUN 10A-2P



**TRAFFIC & WEATHER
W/ MITCH KELLY**
M-F 6A-10A & 3P-6P



CONNECTION, PASSION, EXPERIENCES



TOWN SCARY

Town Scary is one of the largest Halloween events in Las Vegas! This safe trick-or-treat event hosted at the storefronts of Town Square brings approximately 30,000 people and offers parents and their children an evening of fun, prizes and of course a lot of candy!

[SPONSOR VIDEO](#)



TOY DRIVE

The 98.5 KLUC Toy Drive is the largest, single-location toy drive in the country running for 27 consecutive years. Listeners, celebrities and local business just in the past three years have donated \$1,328,334 in cash and gift cards, 20,592 bikes, and have filled 92 semi trucks with toys, all to benefit Help of Southern Nevada.

[2025 RECAP VIDEO](#)



THE BEST MUSIC VARIETY

Billie Eilish
Taylor Swift
Bruno Mars
Lady Gaga

The Weeknd
Miley Cyrus
Post Malone
Harry Styles

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	MONTHLY SITE VIEWS
RHYTHMIC AC	ADULTS 25-54	278,700	23,000+	12,500+	13,600+

CURATED CONTENT

- **Throwback Hits** from 90s to the mid 2010s with a mix of current releases
- **The original in the format**, our recipe is often imitated but our performance and success cannot be duplicated
- **Local Talent** with deep ties to Las Vegas Strip night light and Las Vegas professional/college sports

LOCAL & ENGAGED

- **Consistently a top 3** performer Adults 18-34, 18-49, 21-49, 25-54
- **An educated bunch** with more than 54% having some level of College and/or Grad School in their background. Combined with over-indexing audiences P35-49 and you're reaching them at their peak earning potential years.



DJ CO1
M-F 10A-2P
SAT 12P-6P



BOJO
M-F 2P-7P
SUN 12P-6P



THROWBACK HITS
M-F 7P-10P



SLOW JAMS WITH R DUB
M-TH 10P-12P

CONNECTION, PASSION, EXPERIENCES



SLOW JAMS WITH R DUB

Slow jams with R Dub hits the Q100.5 airwaves every night, seven days a week. A mix of old and new R&B love songs and an outlet for listeners to call in and dedicate to that special someone.



NIGHTMARE ON Q STREET

Q 100.5's annual Throwback Concert is the market's fastest growing audience's BIG NIGHT OUT with celebrated artists and hits spanning the last three decades of hit music.

[RECAP VIDEO](#)



THE BEST MUSIC VARIETY

Nelly
Jay Z
Eminem
TLC

Ice Cube
Mary J Blige
Snoop Dogg
Notorious B.I.G

LAS VEGAS' #1 NEWS/TALK STATION

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	MONTHLY SITE VIEWS
NEWS/TALK	ADULTS 35-64	41,200	51,800+	5,900+	15,400+

CURATED CONTENT

- **KDWN features some of the nation's leading names** in the news and talk space offering a daily perspective on current events, news, financial updates, sports and entertainment and yes, the political landscape.
- **We carry them live** while it's happening so listeners can be part of the conversation while it's relevant.

LOYAL & ENGAGED

- **Loyal listeners**, hearing your commercial as part of the content they are raving fans of.



BRIAN KILMEADE
M-F 6A-9A



MARKLEY, VAN CAMP & ROBBINS
M-F 9A-12N



SEAN HANNITY
M-F 12N-3P



JIMMY FAILLA
M-F 3P-6P



STEVE SANCHEZ
M-F 6P-8P



DR. DALIAH SHOW
M-F 8P-10P



INTO THE PARABNORMAL
M-F 10P-12A



THE OTHER SIDE OF MIDNIGHT
M 1A-5A | TUE-FRI 12A-5A



ANOTHER SIDE OF MIDNIGHT
SA-SU 12A-3A



BULOVA SUNDAYS WITH SINATRA
SUNDAYS 8P-10P



TRAFFIC & WEATHER
M-F 6A-10A & 3P-6P



NASCAR LOCAL RACE COVERAGE



LAS VEGAS' #1 NEWS/TALK STATION

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	MONTHLY SITE VIEWS
NEWS/TALK	ADULTS 35-64	55,300	68,700+	10,600+	132,000+

CURATED CONTENT

- **In the world of "fake news"** KXNT is Las Vegas NewsTalk station that listeners trust for their news and information.
- **Home to Las Vegas information hallmarks:** weather and traffic together on the 5's, news at the top and bottom of the hour, and The Bloomberg Business Report during morning drive.

LOYAL & ENGAGED

- **Delivers the coveted affluent baby boomers and generation X influencers** with 72% of our audience P35+
- **Affluent households** with the station indexing 117 for HHI between \$100k-\$150k



GLENN BECK
M-F 6A-8A



ALAN STOCK
M-F 8A-9A



THE DANA SHOW
M-F 9A-12N



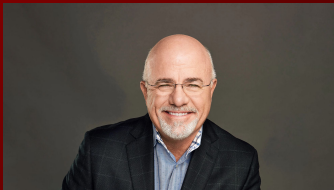
ERICK ERICKSON
M-F 12N-3P



MARK LEVIN
M-F 3P-6P



WILL CAIN COUNTRY
M-F 6P-7P



THE RAMSEY SHOW
M-F 7P-10P



COAST TO COAST A.M.
M-F 10P-2A



TRAFFIC & WEATHER
M-F 6A-10A & 3P-6P



LAS VEGAS' WAGERTAINMENT STATION

FORMAT

SPORTS/WAGERTAINMENT

TARGET DEMO

MEN 35-64

WEEKLY LISTENERS

1,800

SOCIAL FOLLOWERS

5,240+

CURATED CONTENT

- **The biggest names in sports betting**, hottest takes, insider info and more are home on TheBET.
- **TheBET is Las Vegas's home** for San Diego Padres baseball!

LOYAL & ENGAGED

- **Sports audiences are locked in** to the discussion and/or play by play
- TheBET fan is a **passionate and brand-loyal** consumer.
- **TheBET connects advertisers with consumers** on an emotional level via shared passion point and the universal love of sports.



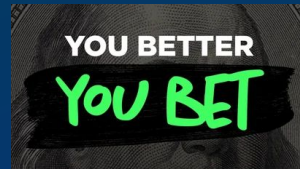
MAGGIE AND PERLOFF
M-F 3A-6A



THE DAILY TIP
M-F 6A-9A



BET SWEATS
M-F 9A-12N



YOU BETTER BET
M-F 12N-4P



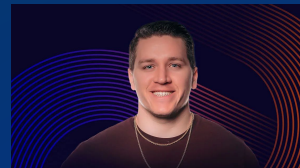
BETMGM TONIGHT
M-F 4P-8P



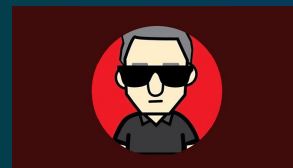
SPORTING TRIBUNE TODAY
M-F 8P-9P



BART WINKLER SHOW
M-F 10P-11P



PAT BOYLE
M-F 11P-3A



SATURDAY SPORTS BEAT
WITH TONY CORDASCO
SAT 8A-9A



LAS VEGAS' HOME FOR
THE SAN DIEGO PADRES



TRAFFIC & WEATHER
M-F 6A-10A & 3P-6P



FIESTA 98.1 FM - LA QUE DA MÁS

FORMAT
REGIONAL MEXICAN

TARGET DEMO
HISPANIC ADULTS

WEEKLY LISTENERS
88,100

SOCIAL FOLLOWERS
214,900+

LOCAL & ENGAGED

- **Fiesta 98.1 reaches more than 300,000 people** via radio & social media
- **We serve and inform our local community** while providing an entertaining, innovative, resourceful and unique platform; giving more to our listeners.
- **Las Vegas' Hispanic population has increased 146%** since 2000
- **1 in 3** people in Las Vegas are Hispanic



DON CHETO
M-F 5A-11A & SAT 5A-10A



LA MADRINA
M-F 11A-3P



EL TORITO - ROGELIO REGALDO
M-F 4P-6P



KARLIOPPY PERALTA
M-F 6P-10P

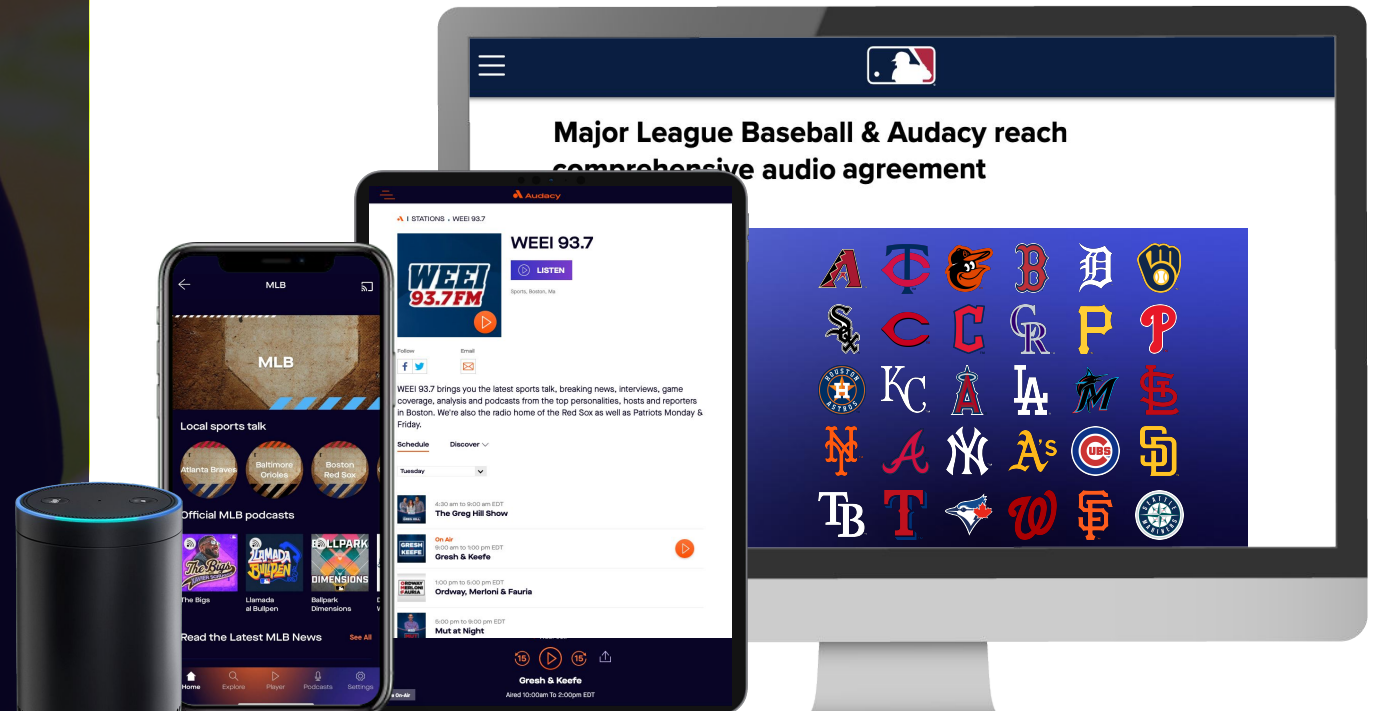


Audacy is the Official Digital Audio Partner of Major League Baseball



Reach baseball fans in the Las Vegas area, no matter what team they cheer for!

Get access to **4,860** regular-season MLB games plus postseason games via the MLB In-App PxP, Audacy Sports Streaming Network and Audacy+MLB Podcast Sports Network.



Key Ownership Programs & Opportunities

SIGNATURE EVENTS & PARTNERSHIPS

Q1

- Love Affair (concert)

Q2

- Walk For Wishes
- Hop N Shop

Q3

- Mix 94.1's Four Corners Food Drive
- Candlelighters 5K

Q4

- Socksgiving
- Nightmare on Q Street
- Ride For Kids
- Town Scary
- KLUC Toy Drive
- Veterans Day Parade
- Noon Years Eve
- New Years Eve (Las Vegas Strip)





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



Las Vegas

The Pulse of the Real Las Vegas.

