



Portland

Live. Local. Perfectly Portland.

2026



Portland

Six distinct station formats mirror the diverse, nuanced and quirky Portland lifestyles

The ONLY radio cluster with live and local programming in every daypart

On air personalities are true Portland insiders with big influence on air, in the community, and socially

One of a kind fan events deliver high engagement and cultural resonance in an area proud of its offbeat and niche interests

We are a partner not a vendor, creating customized, integrated campaigns and solutions including Smart Reach Digital products

Connecting brands with audiences
in meaningful, engaging ways.





We
Know
What
Makes
Portland
Unique



A Walk On The “Weird” Side

- Hip, laid back city, proud of the slogan, “Keep Portland Weird”
- Progressive politics, indie vibe, and flair for the offbeat, with events like naked bike rides and costumed adult soapbox derby

Growing...Up.

- Portland is one of the **fastest growing cities** in the U.S.
- **Young, well-educated population**, attracted by growing tech industry, liberal lifestyle and plentiful recreation, from forests to festivals
- **Corporate revolution**: Big brands and agencies embracing alternative creativity in a new approach to traditional business

Beer, Bands And Bikes

- **More microbreweries than any city in the world** and a robust street food scene make a great complement to the city’s laid back attitude
- **Vibrant music scene hinges on music discovery**, being home to legendary genre pioneers and breakout artists and bands
- **Bikes are big**: as a hobby and mode of transportation – and help Portland’s keep its status as one of America’s Greenest Cities

Market Overview

SPORTS



Powerful Reach

3.3M+

Monthly
Listeners

419k+

Monthly
Stream TLH

275k+

Social Media
Followers

28k+

Opt-In
Database

Portland's #1 Sports Talk: All Sports, No Filter

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS
SPORTS TALK	MEN 25-54	681,800	203,400+	23,500+

CURATED CONTENT

- The FAN is **Portland's home for local sports**, partnering with U of O Athletics, Timbers MLS, Thorns NWSL, Fire WNBA & Seahawks NFL.
- **Fun, Informative and entertaining!** We are a sports bar on the radio.
- **Our Prime lineup**, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling male filter talk.

ENGAGED AUDIENCE

- **Portland's most engaging local hosts**, Dirt & Sprague, The Firm of Harris & Marang, Happy Hour with Luke Andersen and Primetime with Isaac & Suke.
- **910 ESPN is Portland's ESPN Radio**, serving top-rated national shows and sports content.



INFLUENTIAL VOICES



DIRT & SPRAGUE
WEEKDAYS 6AM-10AM



THE FIRM OF HARRIS & MARANG
WEEKDAYS 10AM-1PM



DUCK INSIDER
WITH JOEY MAC
WEEKDAYS 1PM-2PM



HAPPY HOUR WITH LUKE ANDERSEN
WEEKDAYS 2PM-3PM



PRIMETIME WITH ISAAC & SUKE
WEEKDAYS 3PM-7PM



TIMBERS FAN!
TUESDAYS 7PM-8PM

105.1 WEEKEND LINEUP:
Sports Saturday
with Rashad & Joe
Saturdays 9a-11a

910 ESPN LINEUP:
Unsportsmanlike
Weekdays 3a-7a
The Golics
Weekdays 7a-9a

The Rich Eisen Show
Weekdays 9a-12p
Matt & Myron
Weekdays 12p-2p

Freddie & Harry
Weekdays 2p-5p
Amber & Ian
Weekdays 5p-7p

910 ESPN-Portland also includes ESPN nights and weekends and top play-by-play including the NFL, College Football, the NBA and MLB.

Engagement Through Connection, Passion, Experiences



PRIME LINEUP

As the original home for sports radio in Portland, The FAN is the most hyper-local station in the market. Familiar and trusted local talent, Primetime with Isaac and Suke has been the market's most popular show since 2006. The FAN is fun, Informative and entertaining! We are a sports bar on the radio, offering one of the nation's best platforms for organic sales and programming integration that punches through! Our Prime lineup, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling pop culture talk.



HOME OF THE OREGON DUCKS

While the Oregon Ducks can be found on a variety of different TV Networks, only The FAN carries all 12 Ducks Football Games, including The Big Ten Championship Game, Any Ducks Bowl Games and The College Football Playoff & Championship Game. Plus, as of 2025, FAN & ESPN now cover Men & Women's Basketball and Men's Baseball! Oregon Ducks on the radio is adaptable to fit the weekend plans of every Ducks fan. Ducks on the radio reaches this passionate fan base whether they are driving to/from Autzen for home games or stuck with weekend plans during games.



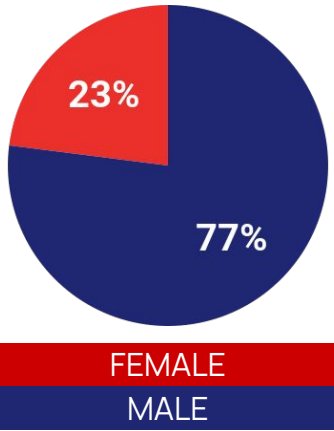
LONGEST-RUNNING ON THE WEST COAST

The FAN has provided listeners and advertisers with the top network and play-by-play content. The FAN has been ESPN Radio's only Portland home since it began, and today offers "The Worldwide Leader in Sports" to the northwest on both The FAN and sister station 910 ESPN-Portland. In addition to the Oregon Ducks, The FAN and ESPN-Portland are the market's home for Portland Timbers, Portland Thorns, Portland Fire, Seattle Seahawks Football, The NBA, Major League Baseball, and the top college football and basketball games each week.

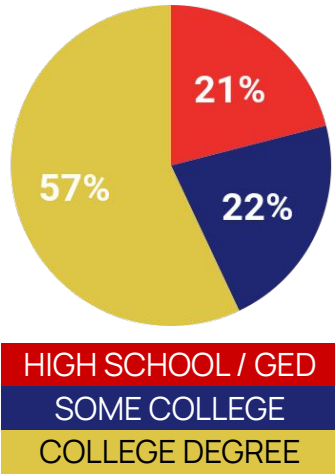
The FAN Listener Demographics

Target Demo: Men 25-54

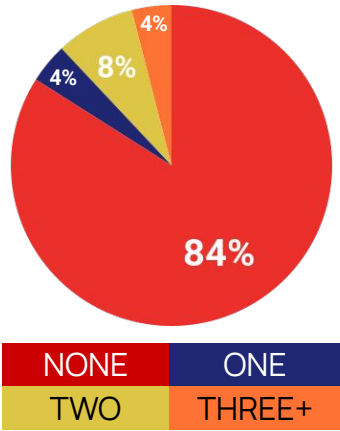
GENDER



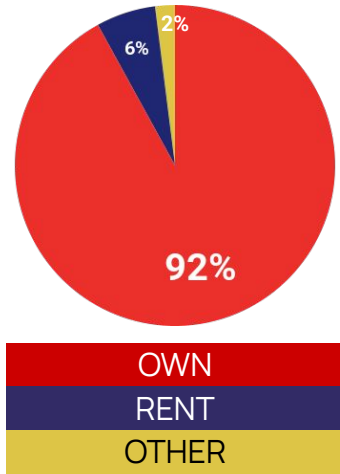
EDUCATION



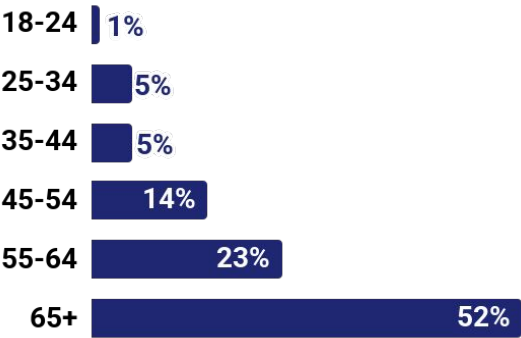
CHILDREN



HOME OWNERSHIP



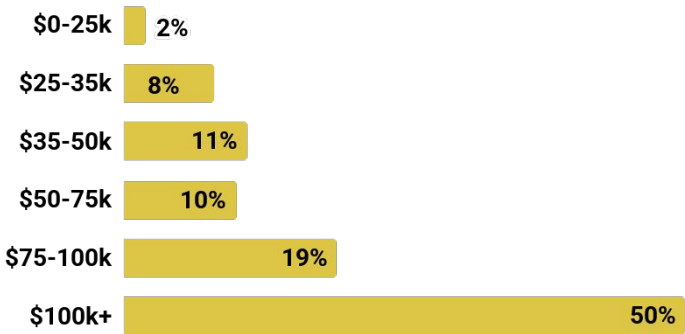
AGE



EMPLOYMENT



INCOME



Portland's Only True Classic Rock Station and Iconic Lifestyle Brand



FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
CLASSIC ROCK	A & M 25-54	754,100	58,260+	22,686+	4,800+

CURATED CONTENT

- **Massively popular and influential lifestyle brand:** station branded paraphernalia always sells out.
- **Unrivaled, legendary status in market** offers opportunities for partners to borrow and build credibility.
- **Classic Rock Lover's station:** deep genre knowledge that speaks to a generation spanning socioeconomic groups

INFLUENTIAL VOICES



TERRY BOYD'S WORLD
WEEKDAYS 5:30AM-9AM



JOLENE
WEEKDAYS 9AM-2PM



GREG GLOVER
WEEKDAYS 2PM-6PM



REMY MAXWELL
WEEKDAYS 6PM-10PM



Engagement Through Connection, Passion, Experiences



THE MUSIC

Portland loves to ROCK and for nearly 50 years KGON has been the destination for those Portland rock fans to get the music they love. From the early days of Jimi Hendrix and Led Zeppelin to the hard rock superstars of the 80's like AC/DC and Guns n' Roses, to the music explosion from the Pacific Northwest in the early 90's, KGON has been here for it all. Generations of lifelong rock music fans call KGON "my radio station."



THE PERSONALITIES

The thing that sets KGON apart from other stations and connects it with its audience is it's personalities. Terry Boyd has been entertaining northwest Oregon and Southwest Washington for decades. PNW rock radio icon Jolene, Portland's very own Greg Glover, and the legendary Remy Maxwell round out the day. They all have one purpose day in and day out: To Entertain.



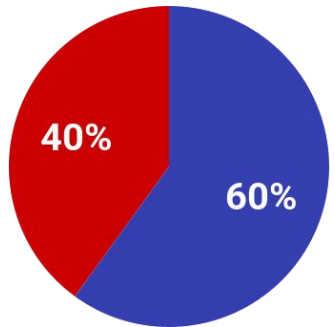
COATS FOR KIDS

Temperatures are dropping across Oregon again, which means it's time for kids to start bundling up before they leave the house. But for some of them, it's not as easy as throwing on a jacket. That's why we've partnered with the Portland Firefighters Association and Operation Warm for Coats for Kids.

KGON Listener Demographics

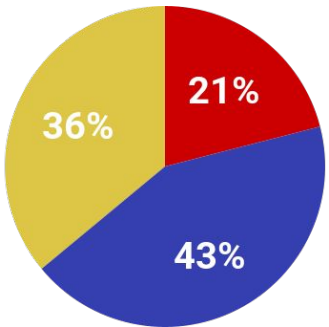
Target Demo: Adults and Men 25-54

GENDER



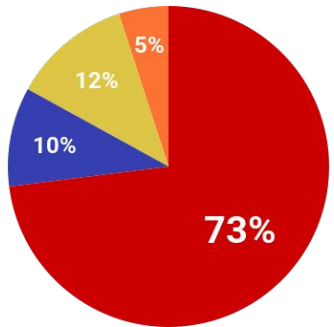
FEMALE
MALE

EDUCATION



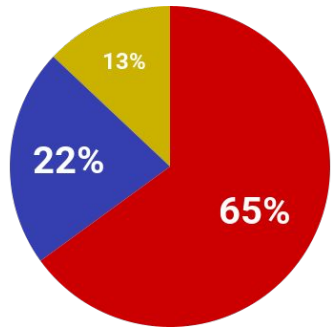
HIGH SCHOOL / GED
SOME COLLEGE
COLLEGE DEGREE

CHILDREN



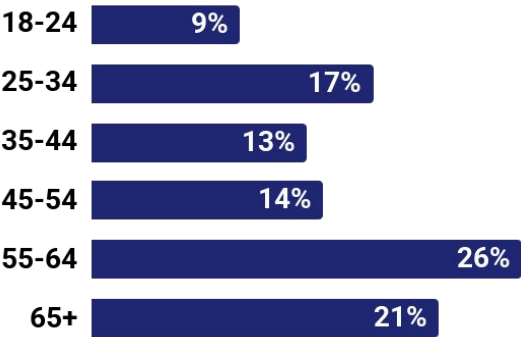
NONE
ONE
TWO
THREE+

HOME OWNERSHIP

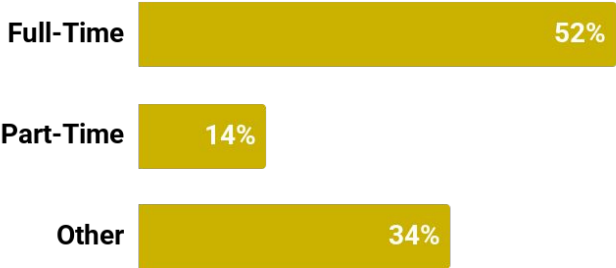


OWN
RENT
OTHER

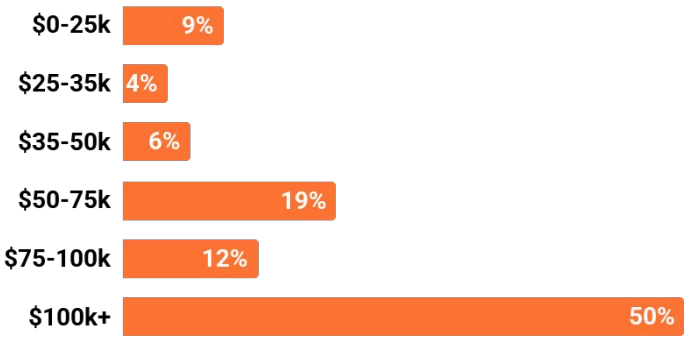
AGE



EMPLOYMENT



INCOME



Portland's ONLY True Alternative Station. Listen! Discover! Share!

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
ALTERNATIVE	ADULTS 25-54	529,000	38,754+	68,579+	13,000+

CURATED CONTENT

- **Unrivaed station captures and influences** Portland's distinct cultural essence
- **Curating the Best new Music:** famous for being first in the country to break major hits within a mix of alternative classics, and HD extension feature local music and artists
- **Legendary Concerts & Music Events** bring alternative artists and fans together for unforgettable experiences

ENGAGED AUDIENCE

- **Loyal & Devoted Listeners:** younger, more affluent, and in acquisition mode

INFLUENTIAL VOICES



GREG & BISCUIT
WEEKDAYS 6AM-10AM



JAYN
WEEKDAYS 12PM-2PM

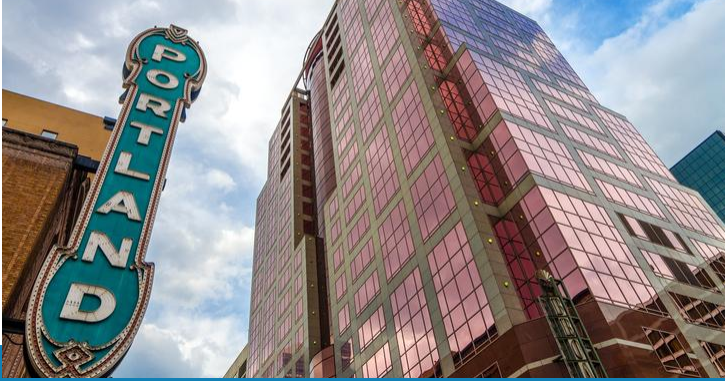


ALTERNATIVE MUSIC PLAYLIST
WEEKDAYS 2PM-8PM

PROGRAMMING FEATURES

- BOTTOM FORTY PICK
- GREG & BISCUIT WANNA KNOW
- WHAT'S THE CONNECTION
- TICKET BLITZ
- 94-MINUTE MUSIC STRETCH

Engagement Through Connection, Passion, Experiences



REAL, LOCAL, CONNECTED

94/7 has become a staple in the unique, weird and vibrant culture of Portland. Frequenting the same bars and dog parks, hitting the same trails and food trucks, 94/7 is always connected to Portland's communities!

Our loyal and devoted listeners are part of a family that is connected by a love of Alternative music and all things Portland.



CURATING THE BEST NEW MUSIC

Listen! Discover! Share! 94/7 is Portland's leader in finding and playing new music. Many of your favorite songs and artists premiered on our airwaves over the years, including Portugal The Man's live worldwide premiere of "Feel It Still!"

94/7 was also the first to play...

The Killers – Somebody Told Me, Franz Ferdinand – Take Me Out, Mumford and Sons – Little Lion Man, Of Monsters and Men – Little Talks, Lorde – Royals, Bastille – Pompeii, Neon Trees – Animal, and so much more!



LEGENDARY CONCERTS & EVENTS

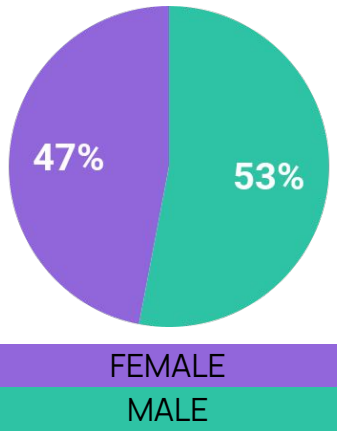
From sold out concert series to once-in-a-lifetime experiences, 94/7 is known for its legendary events. December to Remember is Portland's largest and longest running alternative concert series, packing three downtown venues. Celebrate the holidays with bands like Of Monsters and Men, The Head and The Heart, Billie Eilish, The Lumineers and more.

Throughout the year, 94/7 Sessions and Alterna Summer School provide intimate and exclusive experiences with Portland's favorite alternative bands.

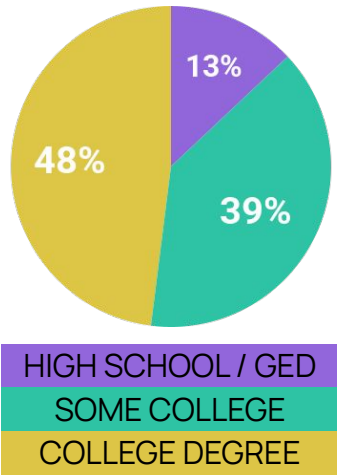
KNRK Listener Demographics

Target Demo: Adults 18-49

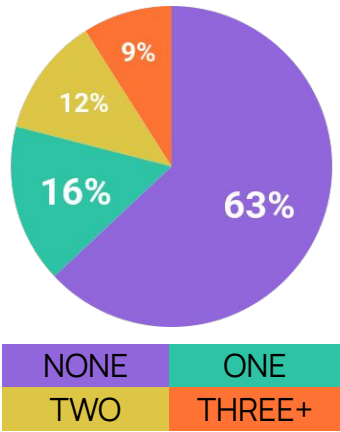
GENDER



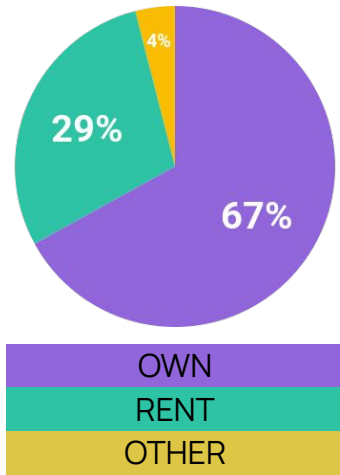
EDUCATION



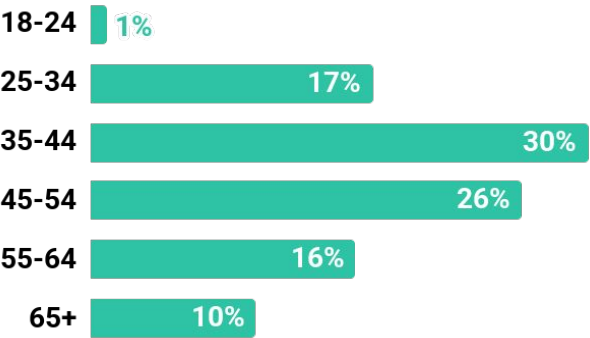
CHILDREN



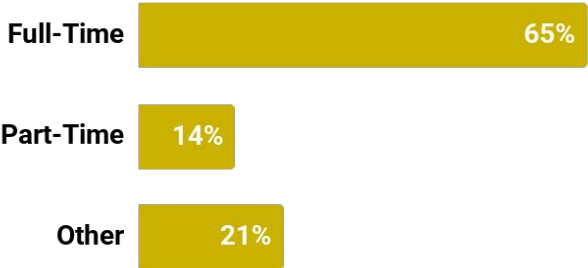
HOME OWNERSHIP



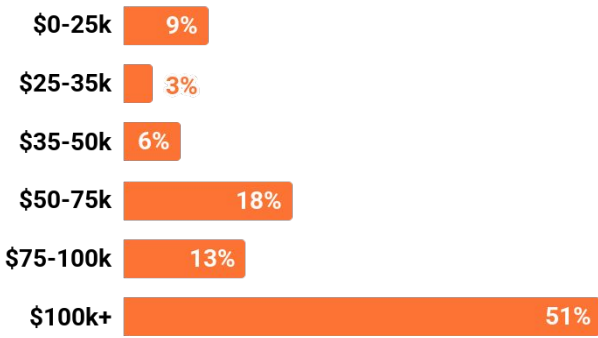
AGE



EMPLOYMENT



INCOME



Portland's #1 in Country Music: Nashville's Voice in the Northwest

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS	OPT-IN DATABASE
COUNTRY	ADULTS 18-54	520,300	69,900+	148,100+	10,700+

CURATED CONTENT

- **Local country station** with established personalities, who live in and care about the community.
- **The Portland area's best connection to Nashville** with unique artist experiences only we can provide.

ENGAGED AUDIENCE

- **The Wolf listener** is a family oriented 38 year old working female/mother of two living in suburbs. (Primarily Clackamas, Washington & Clark Counties)
- **Honest, family friendly and fun**

INFLUENTIAL VOICES



DANNY DWYER IN THE MORNINGS
WEEKDAYS 6AM-10AM
SATURDAYS 10A-3P



KATIE & COMPANY
WEEKDAYS 10AM-3PM



KELLI
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM

Engagement Through Connection, Passion, Experiences



HOT COUNTRY NIGHTS

Hot Country Nights kicks the year off with five consecutive Saturday night concerts featuring hot artists and rising stars. Year after year, Hot Country Nights series sells out before the new year begins!

Previous performances include Zach Top, Megan Moroney, Chris Lane, LoCash, Hudson Westbrook and more!



LEADING LADIES LIVE

Another historically sold out event, Leading Ladies celebrates female country voices with an all acoustic lady-led guitar pull.

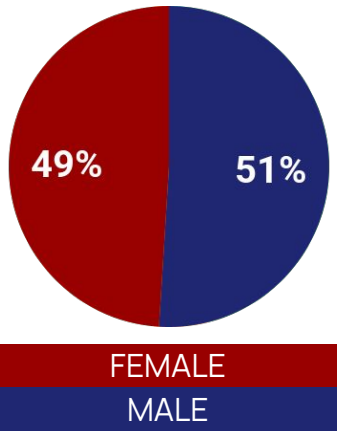
Previous performances include Ashley Cook, Maddie & Tae, Meghan Patrick, Priscilla Block and more!



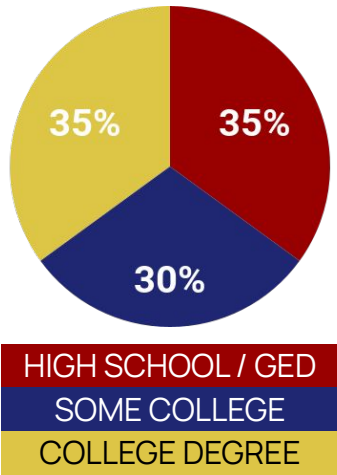
KWJJ Listener Demographics

Target Demo: Adults 18-54

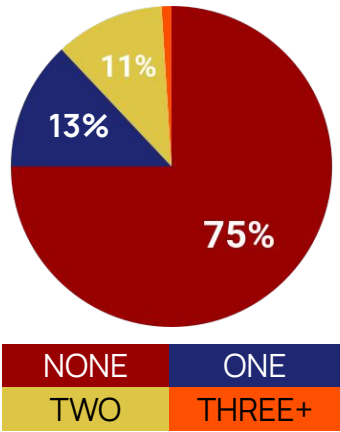
GENDER



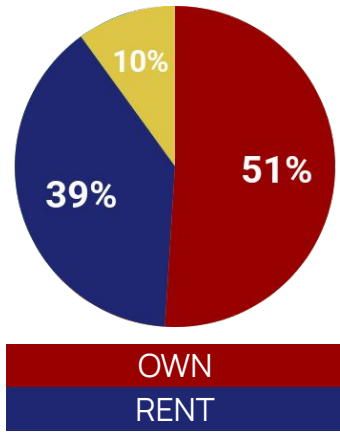
EDUCATION



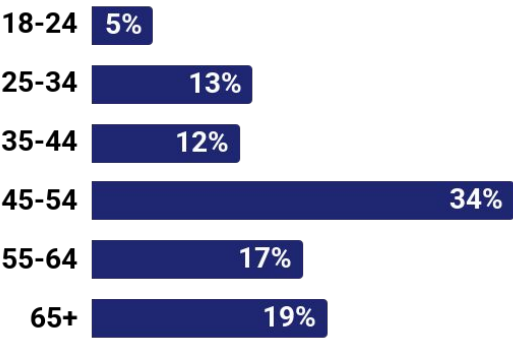
CHILDREN



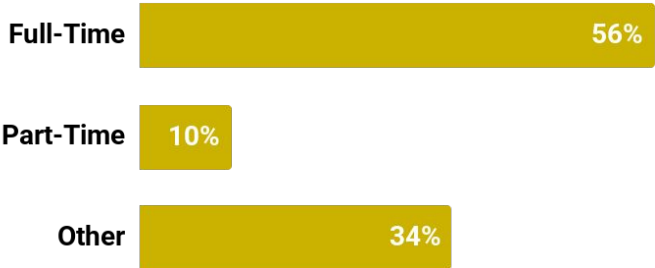
HOME OWNERSHIP



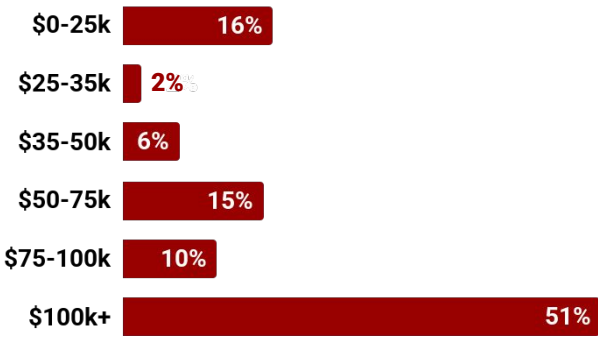
AGE



EMPLOYMENT



INCOME



Upbeat & Feel-Good, Charlie is your favorite playlist!

FORMAT	TARGET DEMO	MONTHLY LISTENERS	MONTHLY STREAM TLH	SOCIAL FOLLOWERS
ADULT HITS	ADULTS 25-54	817,400	49,300+	12,500+

CURATED CONTENT

- **Charlie is a station that everyone can agree to,** reaching over 360k listeners each week!
- **It's an upbeat, feel-good station** that provides great music for our listeners and an uncluttered environment for our advertisers, Charlie is your favorite playlist. Tune in and have fun! In the words of our listeners, “Whenever I turn on Charlie it makes me smile!”

INFLUENTIAL VOICES



CHARLIE PLAYLIST
24/7/365

FEATURES

- All Music Workday**
Weekdays 8:30-12n
- Charlie's Grab Bag**
Monday-Thursday
- Daily One Hit Wonders**
Monday-Thursday 7:30a & 4:30p
- Everything 80's Weekends**
Friday-Sunday

Engagement Through Connection, Passion, Experiences



EVERYTHING 80'S WEEKEND

Charlie takes you back to the glory days of MTV, big hair, Parachute pants and Pop Rocks!!!

Let your weekends come alive with the music of Duran Duran, Madonna, Prince, The Cars, ZZ Top, Huey Lewis and The News, Michael Jackson and many many more...

It's one big party on the Radio .. dance all day and dance all night reliving your wildest 80's memories.. EVERYTHING 80's weekends, Ray Bans recommended!



PORTLAND'S FUN CHRISTMAS STATION

This is not your Grandma's Christmas Music Station... This is where Santa and the reindeers come to party and fill up on Eggnog before they leave the North Pole....yeah!! Every year Charlie puts the SPIRIT in Christmas spirit... fun, upbeat, energetic Christmas songs that will turn your nose as red as Rudolph's.

Christmas music does not mean 'snooze fest' on Charlie.. it's ho! Ho! Ho! How about some fun under the mistletoe!!



ALL MUSIC & COMMERCIAL FREE

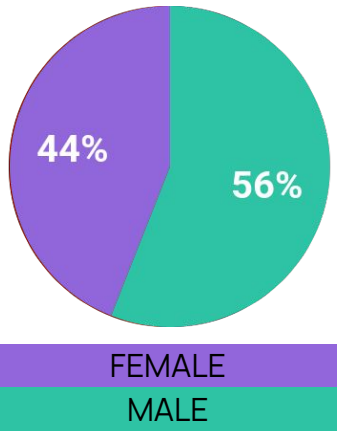
Charlie is the one Station that everyone in the office can agree on... nothing but the hits from the start of your workday until the end.. it's no wonder Charlie is the #1 Station to listen to at work.... And why wouldn't you??

Every week day and every weekend its nothing but music from 9am-Noon.. no commercials, no jibber jabber or obnoxious DJ's... JUST MUSIC... The All Music Workday.. 9 til Noon EXCLUSIVELY on Charlie!

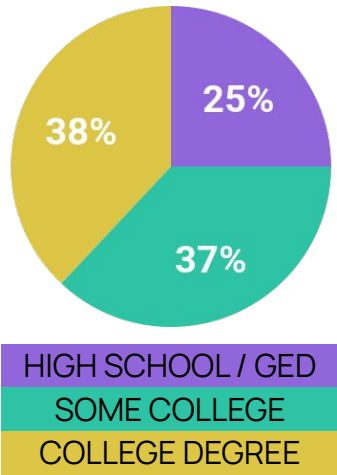
KYCH Listener Demographics

Target Demo: Adults 25-54

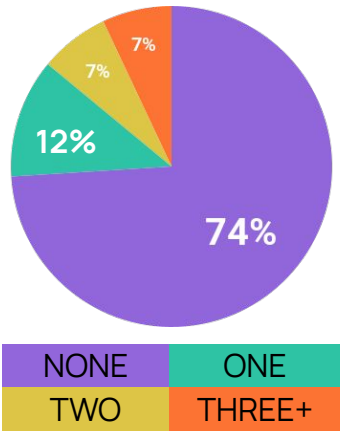
GENDER



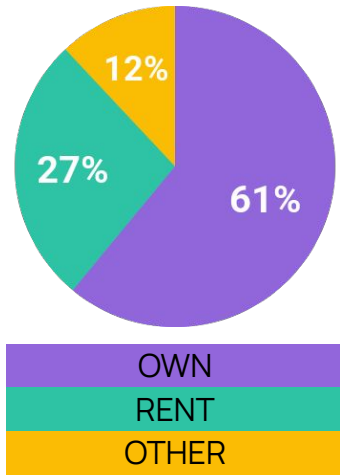
EDUCATION



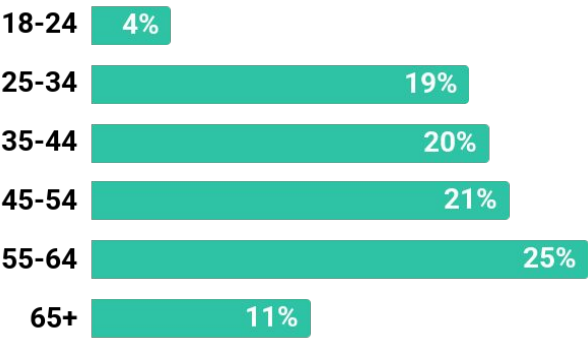
CHILDREN



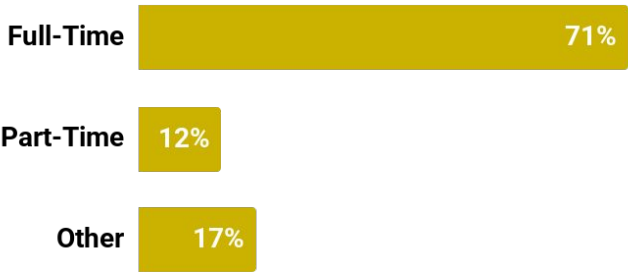
HOME OWNERSHIP



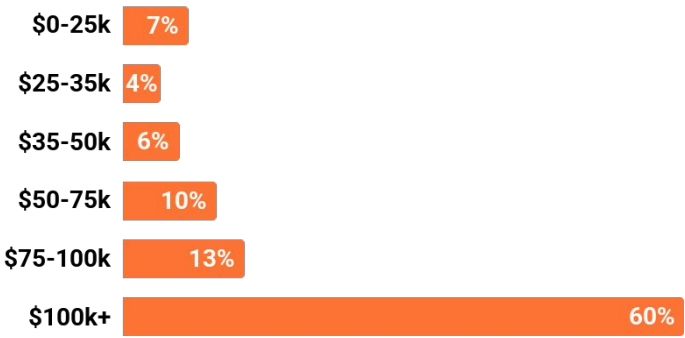
AGE



EMPLOYMENT



INCOME



Key Ownership Programs & Opportunities

CONCERTS & LIFESTYLE EVENTS

- Golf Classic - 105.1 The FAN
- FAN Madness - 105.1 The FAN
- December to Remember - 94/7fm
- Hot Country Nights - 99.5 The Wolf
- Leading Ladies Live - 99.5 The Wolf

UNIQUE INTEGRATED SPONSORSHIPS

- Studio Sponsorships
- Show Sponsorships
- Coats for Kids - Cluster
- Sessions - 94/7fm
- Alterna Summer School - 94/7fm
- Charlie Christmas - 97.1 Charlie FM

SPORTS PARTNERSHIPS

- Oregon Ducks Football
- Portland Timbers
- Portland Thorns
- Portland Fire
- Seahawks Football
- Football Fridays
- Branded Reports
- Branded Weeks
- FAN Sports Desk
- FAN Podcasts
- FAN Text Line
- Pro Football Challenge
- Stat or Story
- Daily Ticker
- Mail Sack
- Web Gems
- Poll Question
- Primetime Stock Watch
- In The News
- The Club

CAUSE MARKETING TIE-INS

- Breast Cancer Awareness
- Doernbecher's Children's Hospital
- I'm Listening
- MyMusicRx
- Operation Warm
- Oregon Music Hall of Fame
- Salvation Army's Veterans & Family Center
- Union Gospel Mission
- Vitalogy Foundation



Portland

Live. Local. Perfectly Portland.

