



 **100.3 SHE**

OUR STORY

SHE 100.3 is an engaging, upbeat station playing the Hits of the 80s, 90s and 2000s, anchored by entertaining personalities throughout the day.



CAPABILITIES PROFILE

Connect with your target audience through a dynamic, multi-platform campaign with Hubbard Chicago

- Heritage brands
- High-profile, live and local personalities
- Unique content and promotional ideas
- Award-winning production
- In-depth market research
- Industry experience

HIGH-IMPACT MEDIA

- Traditional Radio
- Podcasts
- Streaming
- Custom Video
- Listener Rewards
- 2060 Digital
- Social Media Integration

EVENTS

- Cause Marketing
- Brand Awareness
- Traffic Driving

CAMPAIGN ENHANCEMENTS

- Influencer Marketing
- Sampling Programs
- Contests & Sweepstakes
- Rewards Integration

WSHE LISTENER PROFILE



GENDER



43.2%
Male



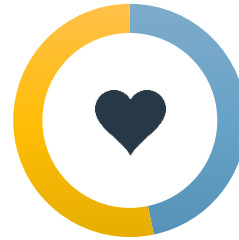
56.8%
Female



MARITAL STATUS



33.2%
Never Married
(Single)



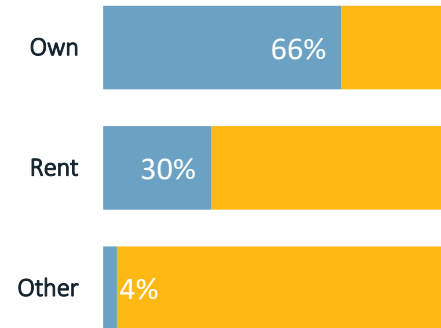
53.3%
Married/
Engaged



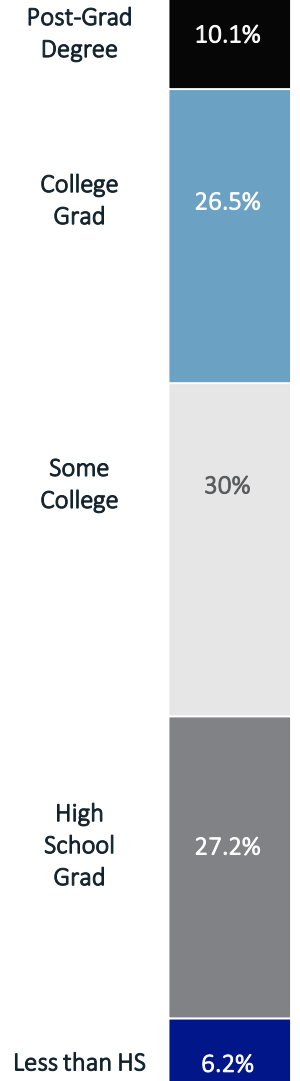
13.5%
Divorced/
Separated/Widowed



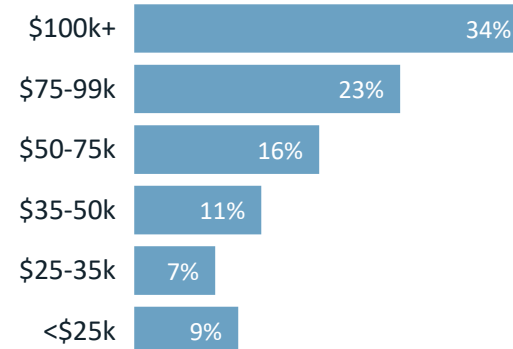
HOME OWNERSHIP



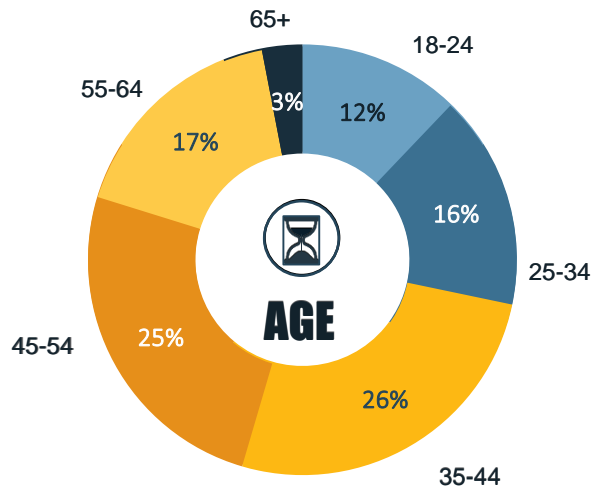
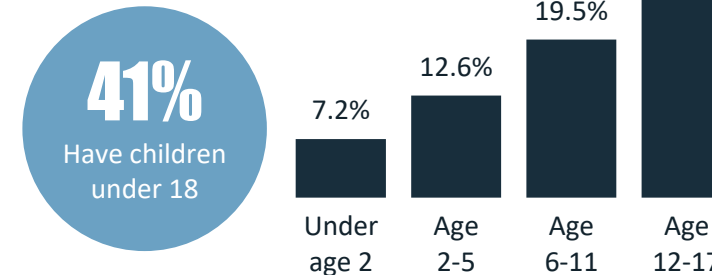
EDUCATION



HOUSEHOLD INCOME

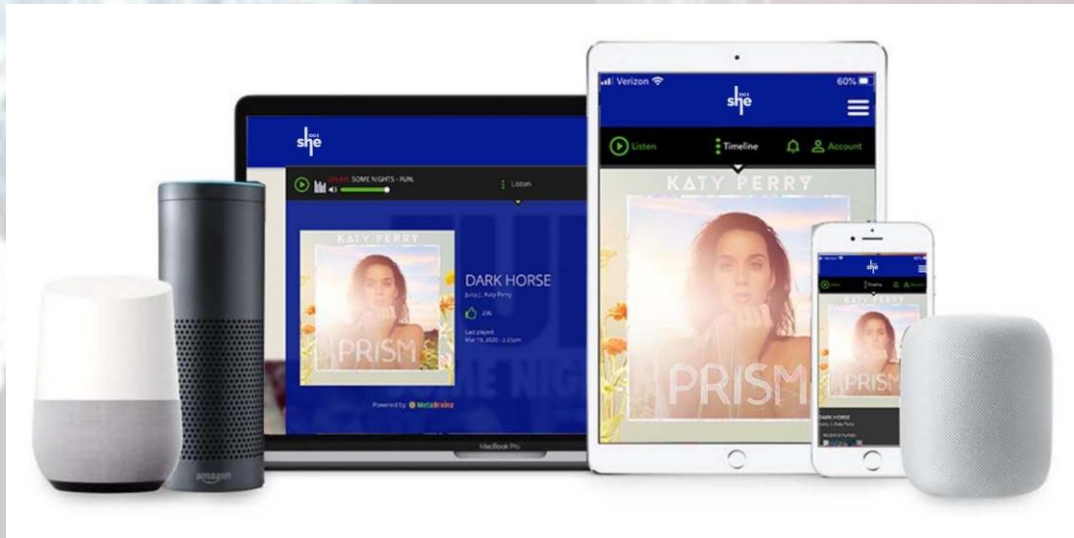


CHILDREN AT HOME



NOW PLAYING

An engaging, upbeat station playing the best variety of the 80s, 90s, 2K and today, anchored by entertaining personalities throughout the day



+931.8K
Weekly
Listeners



102.77K
Monthly
Page Views



83.74K
Unique
Users



101K
Monthly Streaming
Sessions



14K
Facebook
Fans



1.6K
Twitter
Followers



1.6K
Instagram
Followers



7K
Email
Database

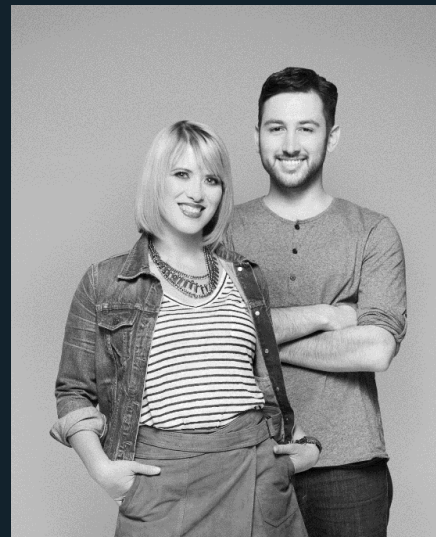


11.5K
Unique Mobile
App Users

THE POWER OF INFLUENCERS

SHE 100.3 works with brands to closely align messaging with paid content that inspires, informs and entertains. In a world of infinite choice, we believe authentic connections provide meaningful outcomes for our advertisers.

Establish your brand and connect with customers utilizing some of the most influential voices in Chicagoland.



THE POWER OF LOCAL PERSONALITIES

Embedded in communities across America, local radio personalities have a special relationship with their listeners – the kind of relationship that builds brands.

In their proprietary “Our Media” panel of 2,000 local media consumers, Katz Radio Group takes a deeper look at the human connection between on-air talent and their fans.

81%

of listeners consider their favorite personality to be a friend, family member or acquaintance

90%

know personal details about their favorite personality

59%

of radio listeners follow their favorite personality on social media

83%

of listeners value and trust their favorite personality's opinions

78%

talk to friends about what they hear from their favorite personalities



“

“This relationship that personalities foster with their listeners translates to a platform of authenticity that extends to endorsements.”

”



BROOKE & JEFFREY

BROOKE AND JEFFREY IN THE MORNING 5:30A-9A

➤ BROOKE


A self-described small town girl living the big city dream, Brooke has worked in morning radio for the past 13 years. Brooke and her husband recently welcomed a baby girl to the world, and are living in a constant state of sleep deprived, delirious, life altering joy. In her free time Brooke serves as a spokesperson for the American Heart Association and the Komen Foundation.

➤ JEFFREY

Jeffrey Dubow, known as “Young Jeffrey,” joined the show nearly 10 years ago and previously served as an on-air personality and executive producer of the Marconi Award-winning program, Brooke & Jubal. Young Jeffrey has been described as the “heard and soul” of the show. Originally from Los Angeles, he moved to Seattle to attend college and found his calling working in radio. For 10 years, Jeffrey has brought energy and sarcasm to the airwaves, but he’s best-known for his parody songs (“Song of the Week”), which he performs live on the show every Friday morning. He’s written and sung more than 300 songs to date, but he’s still anxiously awaiting a call from Capitol Records to finally sign him to a multi-million-dollar record deal.

 @BrookeAndJeffrey – 39,600 Followers

 @BrookeAndJeffrey – 169,851 Followers

 @BrookeAndJeffrey – 62,048 Followers

 @BrookeAndJeffy – 9,704 Followers




LISA KOSTY

MIDDAYS 10A-2P

- If they gave an award for the person “Most likely to hug”, we’re pretty sure it would go to Lisa Kosty. Always a people person, Lisa loves being a part of your day at work. A graduate of Saint Mary’s College, it’s no surprise that Lisa’s an avid Notre Dame fan, in addition to cheering on the Bears and the Cubs with her husband David.
- Residing in the South Loop of Chicago, you can often find Lisa dancing at a concert or enjoying the lakefront. Lisa loves to cook and is always happy to share a recipe. Lisa encourages you to dance like EVERYONE is watching, as long as your boss won’t fire you for doing so.

 @LisaKostyRadio – 746 Followers

 @LisaKosty – 229 Followers



GINGER JORDAN

MIDDAYS 10A-2P


- A graduate of Hoffman Estates High School, Ginger attended the University of Illinois for her undergraduate degree and Marquette University for her graduate degree. Ginger lives in the city and loves anything having to do with the great outdoors, whether it is going to a live concert, biking to the beach or kayaking along the lakefront.
- During her free time, Ginger loves to travel. She has been to 6 continents, 30 countries, 40 states and 2 U.S. territories. In addition, she is on a mission to visit every Major League Baseball ballpark....23 down with 7 to go! Causes Ginger spends her time supporting Ovarian Cancer Research, Anti-gun violence, Alzheimer's and student-run media and journalism education.





JOSE

MIDDAYS 10A-2P

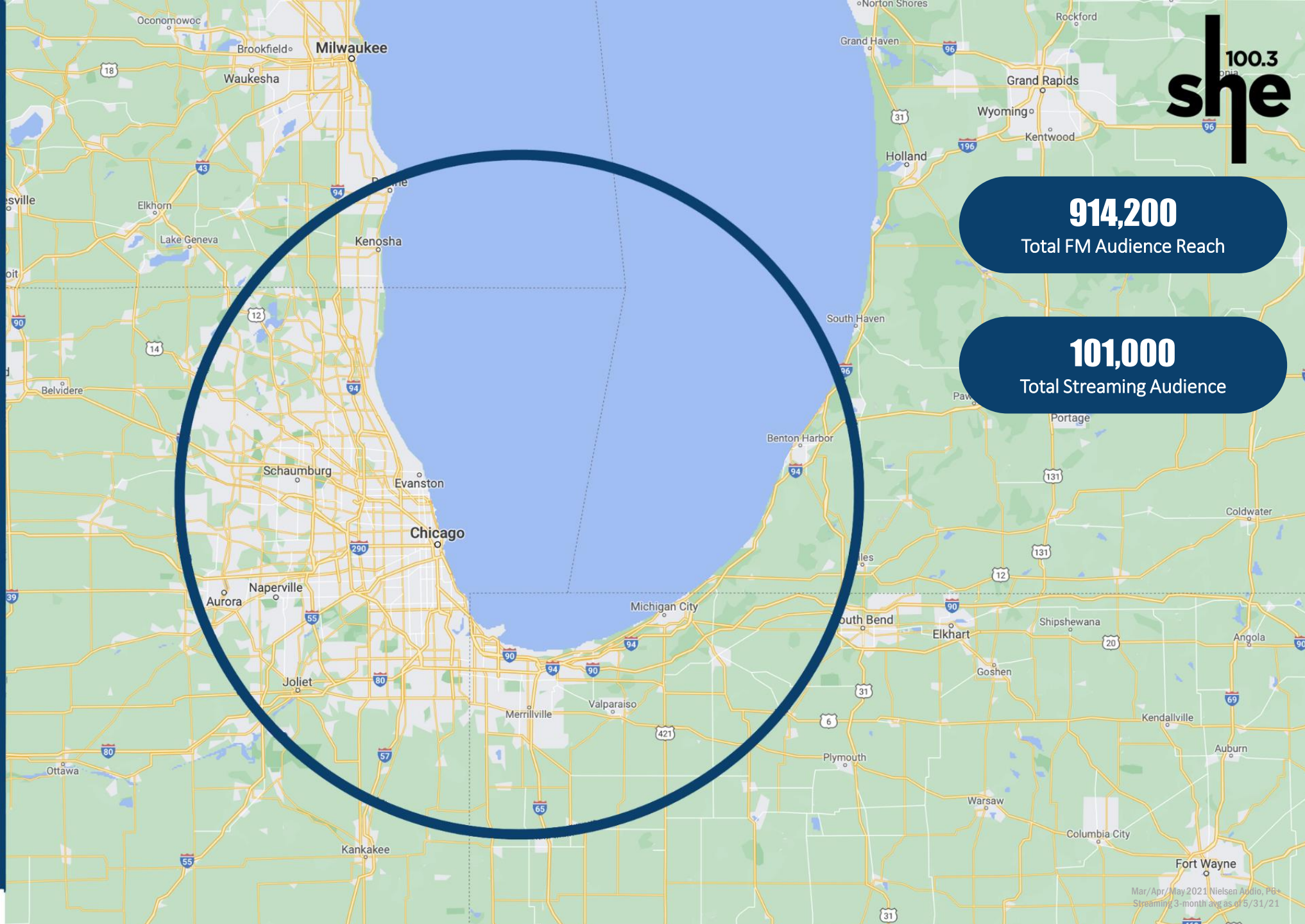
- A Tacoma native, Jose Bolanos grew up in the restaurant industry, but decided to try stand-up comedy at the age of 23. Soon after, he auditioned for a local radio show in Seattle and the rest is history. Today, Jose is a cast member on Brooke & Jeffrey, the popular morning show on Hubbard Radio Seattle's MOVIN 92.5 KQMV, which is syndicated by Premiere Networks on more than 50 stations nationwide. Jose previously co-hosted the Marconi-Award winning Brooke & Jubal Show.
- Brooke & Jeffrey features conversation on the latest happenings in pop culture and entertainment, hilarious skits and listener interaction. As a key member of the team, Jose entertains the audience with his arsenal of impressions and hilarious characters. Known for his crazy stunts and high energy, listeners also count on Jose for his infectious laugh
- As a standup comedian, Jose has been featured on several TV Networks, including FOX, USA Network, NBC, and others. Known for sharing stories about his life, as well as myriad impressions and accents, he's been dubbed "Best Comedian in Western Washington." He continues to tour and headline comedy clubs and theaters nationwide, making people smile and laugh all over the country.

 @hilariousjose – 17,091 Followers

 @hilariousjose – 43,765 Followers

 @hilariousjose – 7,740 Followers

SIGNAL



GET IN TOUCH

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To get started on your advertising, digital, creative, events, and/or social media marketing, reach out to us today!

