



 **101.9 THE MIX**



OUR STORY

101.9 THE MIX is the #1 choice for Pop Music entertainment in Chicago. The MIX brand is at the epicenter of Chicago culture and activity, with a modern and loyal audience.

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

WTMX LISTENER PROFILE



GENDER



40.6%

Male



59.4%

Female

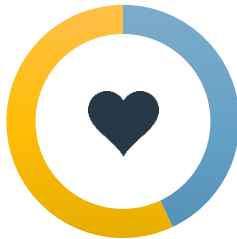


MARITAL STATUS



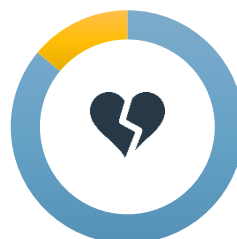
31.2%

Never Married
(Single)



54.1%

Married/
Engaged



14.7%

Divorced/
Separated/Widowed



HOME OWNERSHIP

Own

67%

Rent

31%

Other

2%



EDUCATION

Post-Grad
Degree

15.7%

College
Grad

30.4%

Some
College

27.4%

High
School
Grad

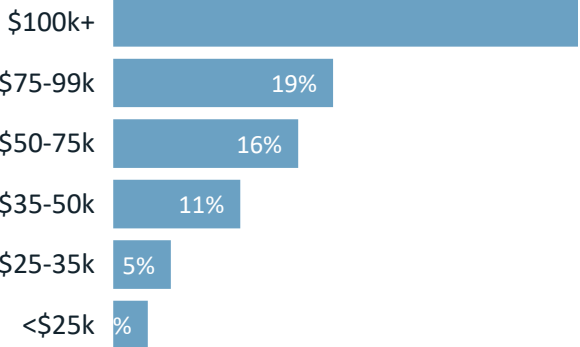
24%

Less than HS

2.4%



HOUSEHOLD INCOME



CHILDREN AT HOME

43%

Have children
under 18

Under
age 2

5.5%

Age
2-5

12%

Age
6-11

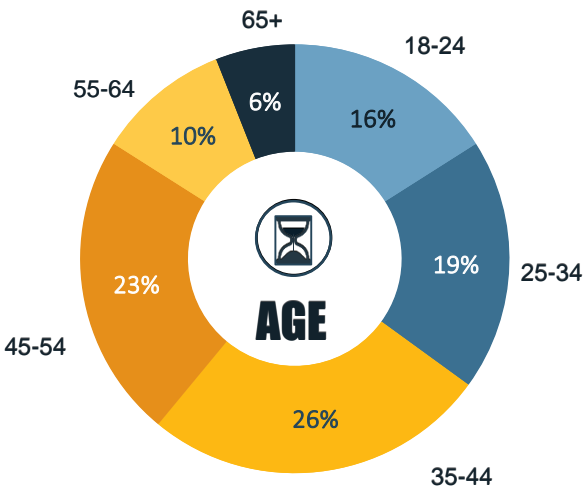
18.9%

Age
12-17

25.5%

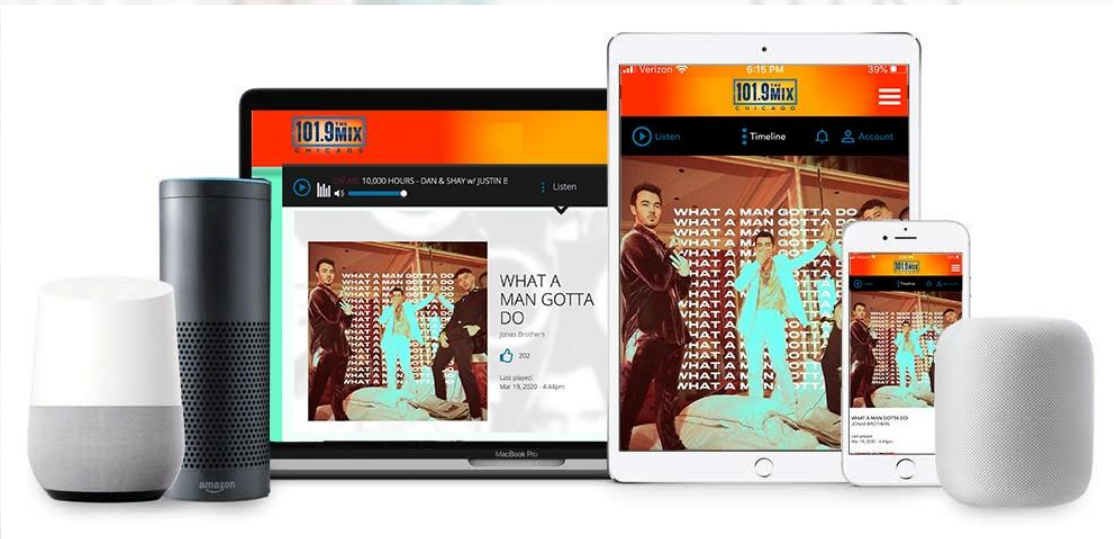


AGE



NOW PLAYING

WTMX is the #1 choice for Pop Music entertainment in Chicago as a Hot AC (Adult Contemporary) radio station. The MIX brand is at the epicenter of Chicago culture and activity, with a modern and loyal audience.



+1.17MM
Weekly
Listeners



338.21K
Monthly
Page Views



263.62K
Unique
Users



311K
Monthly Streaming
Sessions



83.8K
Facebook
Fans



18.9K
Twitter
Followers



17.7K
Instagram
Followers



75K
Email
Database

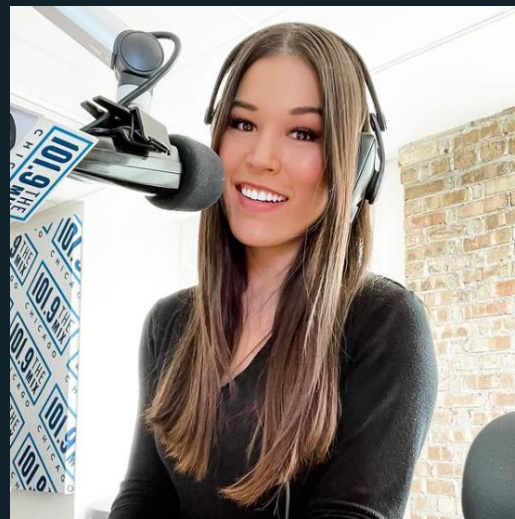


45K
Unique Mobile
App Users

THE POWER OF INFLUENCERS

101.9 The Mix 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.”


”





WHIP

MIX MORNINGS 5:30A-10A

- Whip has worked in Chicago radio for literally half his life. He was born in Blue Island, but lived on the Northwest Side of Chicago for his first twelve years, then moved to the Western Suburbs, then went to the University of Illinois – where he studied broadcast journalism, and still remembers the people there who told him not to get into this business, because it's too unstable.
- He also likes to say that he's done a lot of broadcasting in his career, and just a little bit of journalizing...meaning, that his studies have come in handy. He enjoys reporting news, but hates reporting traffic, although he makes a point of trying not to cry about it in front of people when he's asked to fill in for Melissa. Whip now lives with his wife Stacy, daughter Tori, and two sons Kyle and Alex in the Northwest suburbs, after spending the formative years of his adulthood living on the North Side.

 @MixWhip – 6,051 Followers

 @MixWhip – 7,766 Followers

 @MixWhip – 3,018 Followers



NIKKI

MIX MORNINGS 5:30A-10A

- It all started for me with making mixtapes in high school (I would mix The Cure and Nine Inch Nails vocals together to form sentences). Since then, my passion for radio and music has never stopped.
- For the past 10 years, I have been fortunate enough to be the Music Director for THE MIX. My husband and I live in the city with our 9 year old son, who might I add, has attended every Lollapalooza since he was 3! (P.S. Kids under 12 are free and kiddipalooza is great!) I've always had such an appreciation for many different types of music.
- I LOVE talking to MIX artists, so having the opportunity to do this show falls right in line with what I was always destined to do. BUT, when the music stops, you'll either find me at a Cubs game, schooling people on all things Michigan State, and/or having a glass of wine on any patio that's open.

 @NikkiOnTheMix - 105 Followers

 @NikkiOnTheMix - 488 Followers





VIOLETA PODRUMEDIC


MIX MORNINGS 5:30A-10A

- Violeta was born and raised in the Lakeview neighborhood of Chicago. Being first generation American in a super Serbian, restaurant family life has been interesting to say the least. Violeta attended Resurrection High School and graduated with a Bachelor of Arts degree in Political Science and Communication from the University of Illinois at Chicago.
- While attending UIC, Violeta held down several internships including a Congressional Campaign, The Boys and Girls Club of Chicago and Check Please! on WTTW. However, it was an internship in the Newsroom for a Chicago Radio station where she found her calling....writing, monitoring and compiling traffic reports. When not making everyone aware of slowdowns and gapers delays during your morning commute, you can find her practicing hot style yoga or enjoying a good happy hour deal. She loves crème brûlée, bowling, and birthday's (but who doesn't?).

 @VioletaPod – 324 Followers

 @VioletaPod – 4,029 Followers

 @VioletaPod – 8,991 Followers

 @VioletaPod – 4,726 Followers




CHRIS PETLAK

MIX AFTERNOON SHOW 2P-7P

- Born and raised in the North Suburbs of Chicago, Chris comes home to Chicago after several years in Los Angeles where he worked as Associate Creative Director for cool clients like SEGA, Square-Enix and Blizzard. Chris is also the co-creator, co-executive producer, writer and lead on the TV series The Jamz on Amazon Prime and Apple TV and co-hosts the Not From Here podcast.
- Chris is an accomplished musician and Stand Up comedian having appeared at The Comedy Store LA, Flappers and The Ice House. In addition to his evening duties, Chris also serves as Director of Digital Content here at THE MIX. Chris, his wife Amy, daughter and dog Roscoe reside on the Northside of the city.

 @ChrisPetlakOfficial – 94 Followers

 @ChrisPetlakOfficial – 567 Followers

 @ChrisPetlakOfficial – 1,620 Followers

 @ChrisPetlakOfficial – 935 Followers




LISA ALLEN

MIX AFTERNOON SHOW 2P-7P

- Lisa was born and raised on the south side of Chicago and has been part of the Chicago landscape for over ten years. When she's not on the air, you can find her checking out live music, trying out new sushi places or waiting for the next episode of The Walking Dead to air.
- Her favorite things include playing tourist in Chicago, tattooed boys with guitars and anything involving guacamole! After several years working weekends at THE MIX, Lisa has landed her dream job as Midday host and is thrilled to be back at a place she calls home!

 @LisaAllenOnAir – 5,179 Followers

 @LisaAllenOnAir – 5,523 Followers

 @LisaAllenOnAir – 292 Followers






DASH

MIX EVENINGS 7P-MID, MIX NEW MUSIC CLUB, 10P-11P

- Dash grew up in Chicago, raised between Uptown and Skokie! Dash attended Niles North High School and then the University of Illinois “ILL” where he worked as a Bud Light guy handing out free beer at the bars! While at U of I, Dash studied advertising and ran the University radio station
- During his off time, Dash can be found on the couch binge watching any movie that stars Bill Murray. He loves taking in improv at the iO Theater, thrifting vintage vinyl, producing music videos and short films, and washing cars at his family’s three generation owned car wash on Broadway in Uptown!

 @LiveWithDash – 7,979 Followers

 @LiveWithDash – 557 Followers

 @LiveWithDash – 4,097 Followers

 @LiveWithDash – 171 Followers





JENNY V

MIX MIDDAY SHOW 10A-2P

- Jenny recently got married and moved into a new apartment in the city with her fiancé and 6 lb. miniature pincher, Bebe. She enjoys anything outdoors whether it's going to a live concert at the amphitheater, biking to the beach or walking her dog in the park. As a former Miss Iowa USA, Jenny is also into health, beauty and fitness. Going to the gym is a regular part of her week; especially when she lives near all the great restaurants!
- Jenny loves traveling and going out to eat to try new foods (sushi being her favorite.) She also uses food delivery often because cooking isn't one of her strengths. Although Jenny loves makeup and getting dressed up, she also loves throwing on a ball cap and going to Cubs games. She is an advocate for women empowerment and is passionate about helping children facing adversity. Jenny volunteered for Big Brothers Big Sisters as a mentor for 5 years.

 @JennyVOnAir – 509 Followers

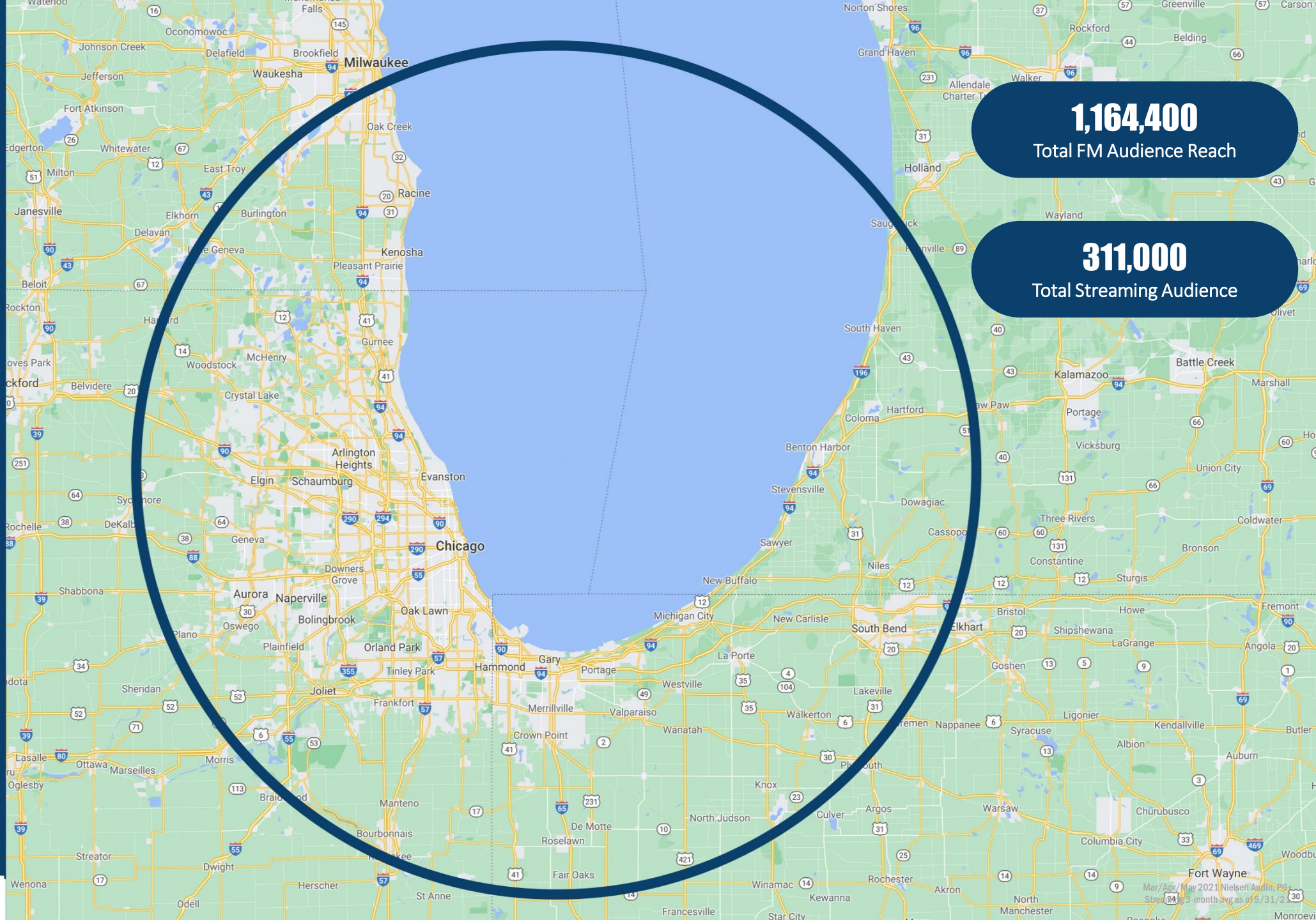
 @JennyVOnAir – 1,367 Followers

 @JennyVOnAir – 5,612 Followers

 @JennyVOnAir – 693 Followers



SIGNAL



1,164,400

Total FM Audience Reach

311,000

Total Streaming Audience

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!

