



 **97.1 THE DRIVE**

OUR STORY

97.1 FM, The Drive is Chicago's Classic Rock. Combining the greatest music ever made with venerable musicologists and contemporary hosts, The Drive's appeal spans several generations of rock fans.



CHICAGO'S CLASSIC ROCK

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

EVENTS

- Cause Marketing
- Brand Awareness
- Traffic Driving

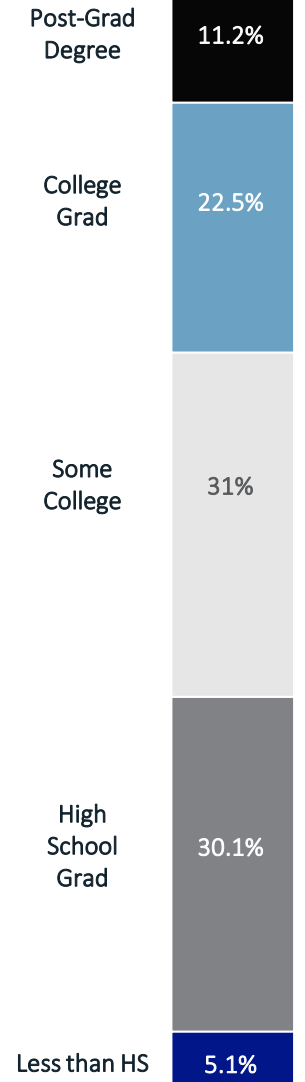
CAMPAIGN ENHANCEMENTS

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

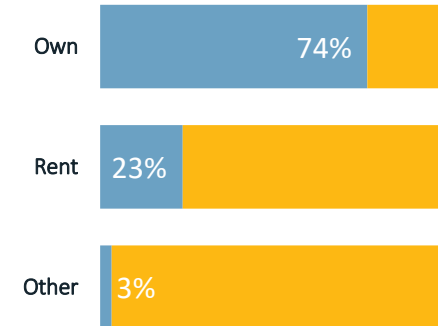
WDRV LISTENER PROFILE



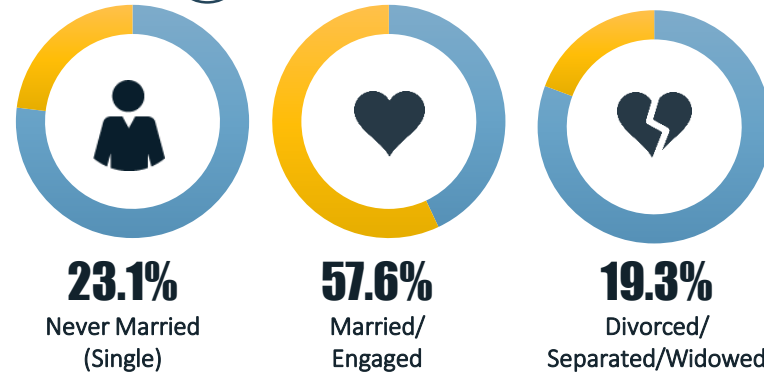
EDUCATION



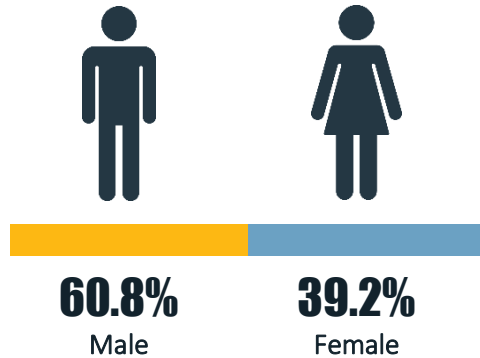
HOME OWNERSHIP



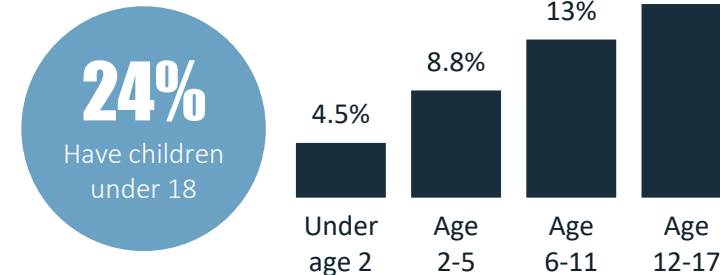
MARITAL STATUS



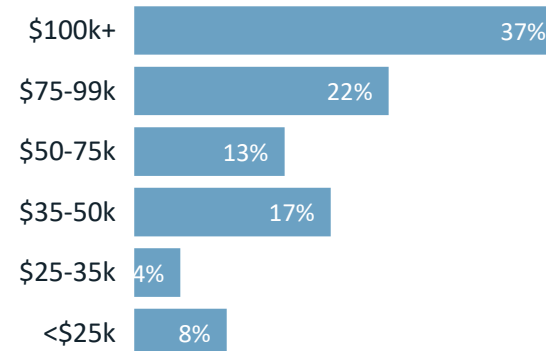
GENDER



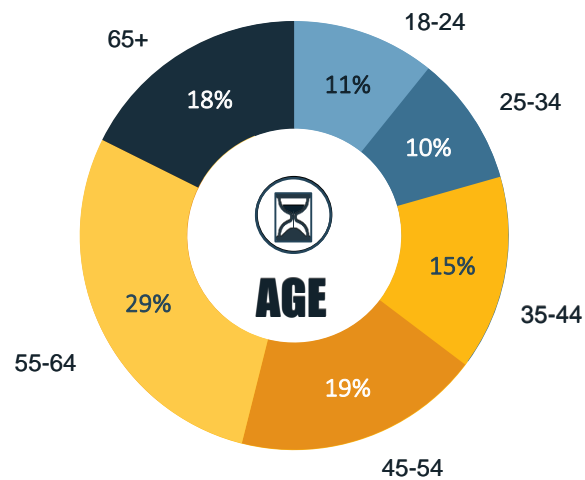
CHILDREN AT HOME



HOUSEHOLD INCOME

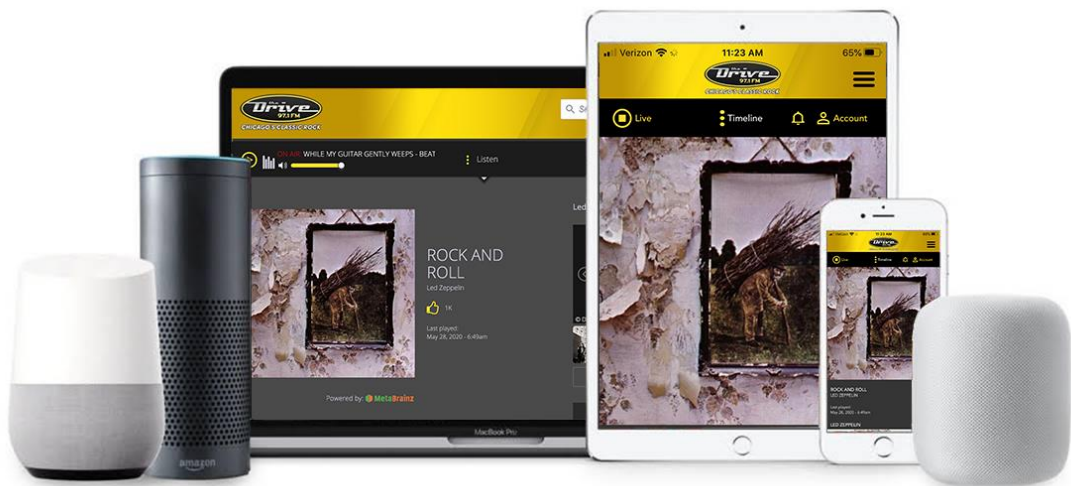


AGE



NOW PLAYING

Combining the greatest music ever made with venerable musicologists and contemporary hosts, The Drive's appeal spans several generations of rock fans. NAB Crystal Awards and Marconi Award Winners and Conclave Radio Major Market Station of the Year 2019, 97.1 FM The Drive has been rockin' Chicagoland for OVER 20 Years!



+1.15MM
Weekly
Listeners



461.94K
Monthly
Page Views



362.94K
Unique
Users



428K
Monthly Streaming
Sessions



43K
Facebook
Fans



3.7K
Twitter
Followers



4K
Instagram
Followers



26K
Email
Database



48K
Unique Mobile
App Users

THE POWER OF INFLUENCERS

97.1 FM The Drive 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.”

”



CHICAGO'S CLASSIC ROCK




SHERMAN

MORNINGS 5:30A – 9A

- Sherman is originally from southeast Wisconsin. He and his wife Katie have 2 young boys, Evan and Jesse and reside in a far FAR away land called: Gilberts, Illinois. Katie is a stay-at-home mom to help with Evan's Crohn's disease and the many doctor appointments. SHE is the Rock of the family. Sherman is into motorsports, working in his garage, his lifted Jeep Wrangler, and playing with RC cars with his boys.
- When not driving, since he lives so far away from everything, he enjoys fixing things around the house, telling his kids to quit arguing and watching old TV shows like Cheers on Hulu. He is also very involved with the Crohn's and Colitis foundation, a non-profit organization helping to find a cure for Crohn's disease.

 @sherman_and_tingle – 109 Followers

 @shermanandtingleshow – 53,189 Followers

 @sandtradioshow – 852 Followers

 @sandtradioshow – 451 Followers






TINGLE


MORNINGS 5:30A – 9A

- Tingle is from Agoura, California and has two daughters...one in college and one in high school. His wife April is a phenomenal cook who spends her days shopping at TJ Maxx or HomeGoods in her pajama pants or at fitness classes with girlfriends where she finishes each session with a Winston light!
- Tingle is passionate about his team, the WHITE SOX!! You will find most likely find Tingle in Plainfield getting injured at the local gym. If he is not there, Tingle will most likely be at his local bar, rocking out to Rush or Van Halen while watching his fantasy teams get absolutely crushed! His likes? His Alma Mater Arizona State, food, sports, food, the lottery, Vegas and food! He also is heavily involved in the fight against pediatric cancer with one of Illinois' premier organizations, Cal's Angels!

 @sherman_and_tingle – 109 Followers

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JILL EGAN

MORNINGS 5:30A – 9A

- Jill lives where she grew up, in the Southwest suburbs, with her husband and 2 grammar school-aged kids. She's a Columbia College graduate, and has been working in Chicago radio for over 20 years. She's a lifelong White Sox fan, from a large Southside Irish family of loud people, who like to drink and laugh. She likes to cook for her family, and tries to eat healthy.
- Jill's into fitness, likes to do hot yoga, run, and hike outdoors, and her kids tag along from time to time. Jill also has a personal blog, Radiomom.blogspot.com, where she covers a variety of topics, from arts and crafts, to rants about oversharing on social media, and shares images of what she wears, when she fills in occasionally on local TV News programs.

 @jilleganchicago – 1,145 Followers

 @jilleganchicago – 970 Followers








RACHEL KELSO

MORNINGS 5:30A – 9A

- Rachel's a Chicago transplant from Atlanta, Georgia, and is currently living it up in Wrigleyville. When she's not taking your calls on The Sherman & Tingle Show, Rachel is riding a Divvy bike around the city, kayaking on Lake Michigan, and taste-testing some of the best bars and restaurants Chicago has to offer.
- You can catch her every Saturday during football season cheering on her Georgia Bulldogs and cursing the Crimson Tide. Go Dawgs! She's also in love with Bill Hader and Peter Dinklage, so if you have their digits, hit her up!

 @kelsohhhhhhh22 – 30 Followers

 @rachel.kelso – 2,030 Followers

 @kelsohhhhhhh – 495 Followers






BOB STROUD

MIDDAYS 9A - 2P, TEN @ 10, ONE 45 AT 1:45P, ROCK N' ROLL ROOTS

- Born in Kalamazoo, Michigan, Bob Stroud's first radio gig in Chicago was with WMET in 1979. Since then he has truly become a Chicago radio icon and considered to be one of the most respected voices of rock & roll in the city.
- An acknowledged music junkie, Stroud's non-radio musical past includes playing his grandmother's Perry Como 78s on her Victrola in 1957; buying his first four 45s in 1962; getting his first transistor radio in 1963; buying "Meet the Beatles" in 1964; and fronting an 11-piece rock and R&B band called Rockestra from 1990 – 2000. In late 2003, Bob was contacted by Cryan' Shames percussionist J.C. Hooke and invited to become the new lead singer of this legendary Chicago band. When Bob bought his first Cryan' Shames record at 15, he never dreamed he'd join the band at 51.
- His understated presentation combined with WDRV's focus on the music has resulted in The Drive being a top-ranked station during middays since the day WDRV launched. In fact, it was Bob's voice that introduced Chicagoans to 97.1 FM The Drive on April 2nd, 2001, the day The Drive was born. In 1980, Stroud created the popular Rock & Roll Roots show spotlighting different artists and groups from the 60s to 70s. "Roots" has become a radio staple for classic rock fans airing every Sunday from 9am-Noon and 9pm-Midnight on The Drive.

 @97.1BobStroud – 4,834 Followers

 @DriveBob – 564 Followers



CHICAGO'S CLASSIC ROCK



SEAVER

AFTERNOONS 2P – 7P

- Seaver is originally from Salt Lake City Utah. He moved to Chicago in 1991, and thirty years later he's still here and loving it. He's married to The Lovely Vanessa, who is employed in Human Resources at a non-profit in Glenview, and with her daughter Olivia they live on the far northwest side of Chicago.
- Seaver is into watching sports and making it "interesting" with a wager or two, and learning the ins and outs of his home recording studio. His greatest love is his family, home and being a part-time dad Seaver and Vanessa share a love of vinyl and have a tradition of making Record Store Day one of their holidays.



CHICAGO'S CLASSIC ROCK




JANDA


AFTERNOONS 2P – 7P

- Janda co-hosts afternoons with Seaver on The Drive. Janda is an enthusiastic transplant to Chicago, having arrived from Los Angeles. She has hosted radio programs across the country, including at KCRW – Los Angeles, 91X – San Diego, Soundbreak.com – Los Angeles, KNDD – Seattle, WAVF – Charleston and WEND – Charlotte. Her experience also includes work behind the camera as a video director and producer and as a music curator.
- Janda's interests outside of radio and music include all kinds of film and TV shows, thriller fiction, food, her family and her cats Ollie and Liam. When she has any spare time, she studies traffic maps and practices saxophone and guitar. Her favorite artist of all time is David Bowie, and her favorite color is red. Janda says, "I'm thrilled to be here in Chicago, the best city in the world, and at The Drive, the best station with the best fans in the world!"

 @BehindTheSongPodcast – 767 Followers

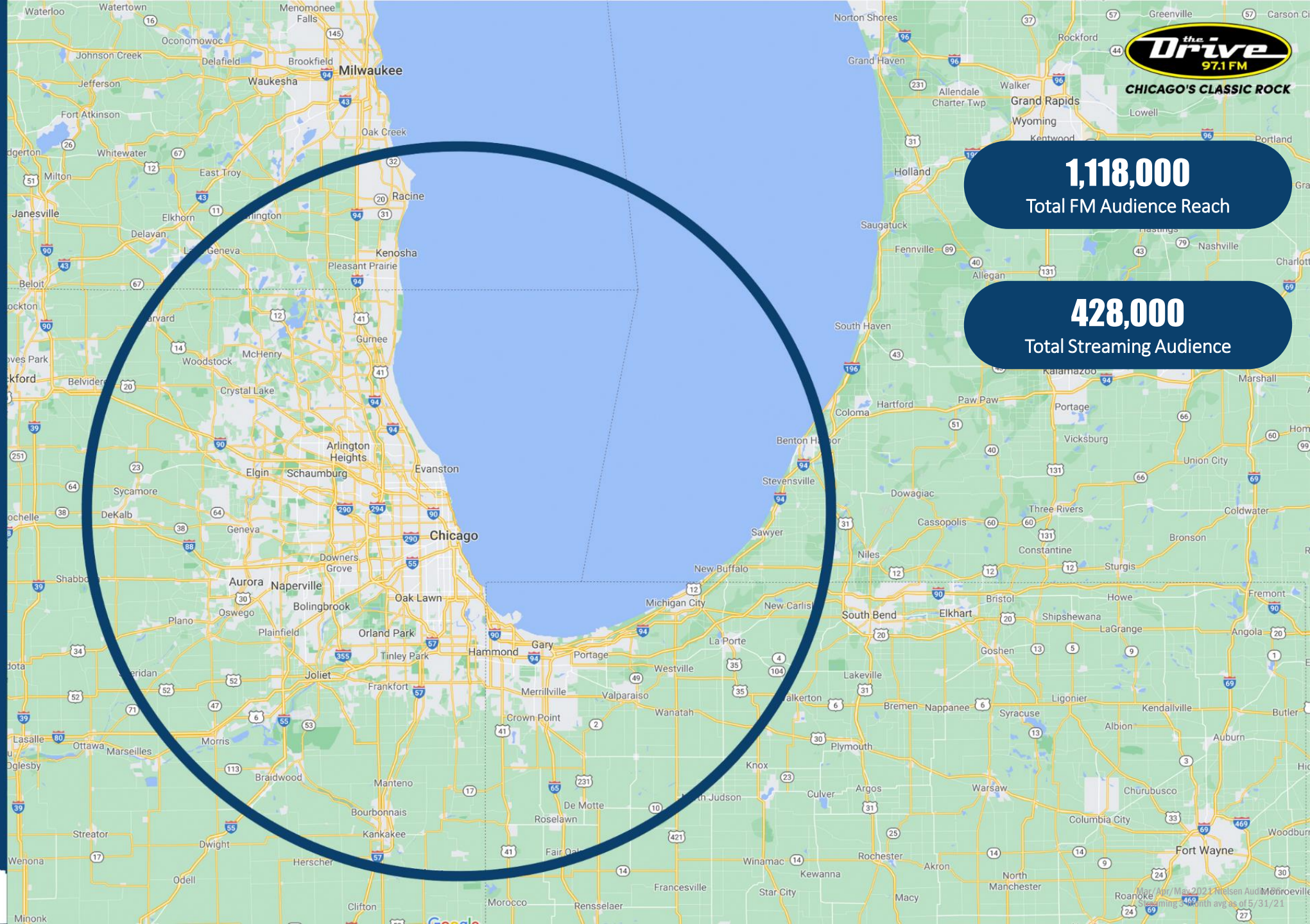
 @JandaLaneRadio – 1,000 Followers

 @JandaLaneRadio – 643 Followers

 @JandaLane – 1,393 Followers



SIGNAL



GET IN TOUCH

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Managing Director

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

