



HUBBARD CHICAGO OVERVIEW & CAPABILITIES



 **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

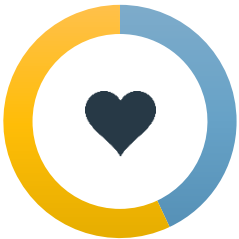


MARITAL STATUS



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

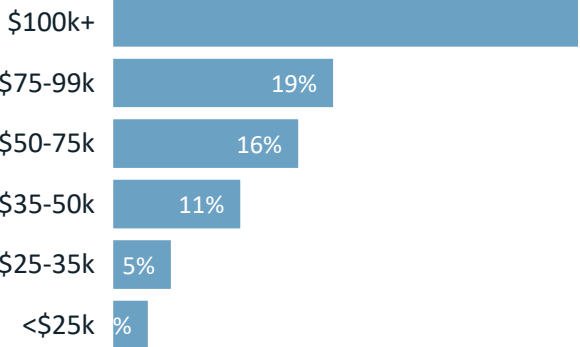
24%

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

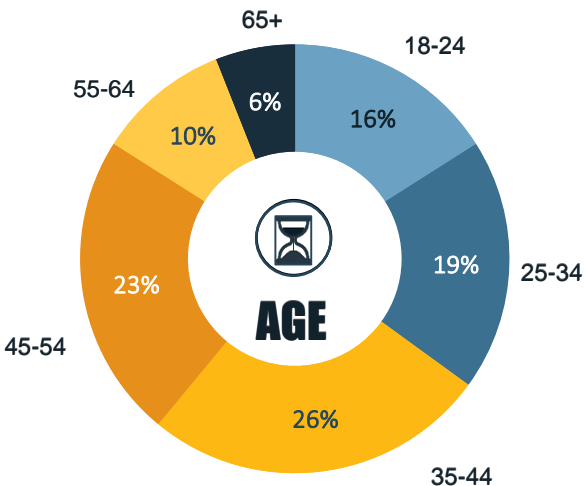
18.9%

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

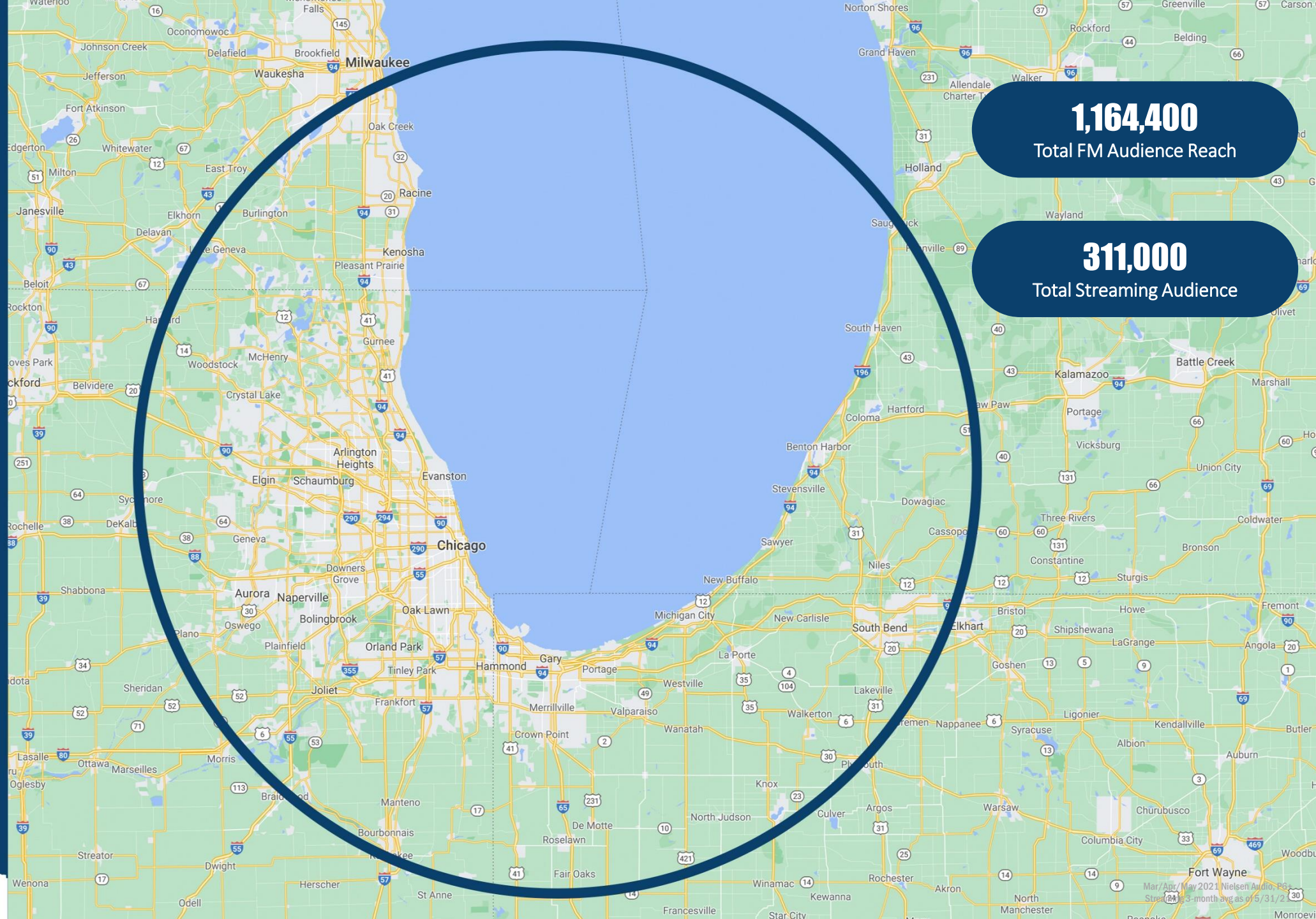
 @JennyVOnAir – 1,367 Followers

 @JennyVOnAir – 5,612 Followers

 @JennyVOnAir – 693 Followers

101.9 THE
MIX
CHICAGO

SIGNAL



1,164,400

Total FM Audience Reach

311,000

Total Streaming Audience

GET IN TOUCH

MARY EILEEN WEBER

Managing Director

312.297.5129 • maryeileen@2060digital.com

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





 **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.



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EVENTS

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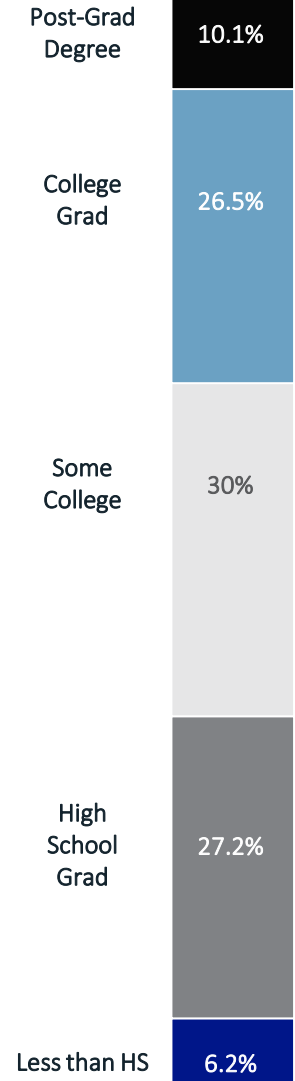
CAMPAIGN ENHANCEMENTS

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- Sampling Programs
- Contests & Sweepstakes
- Rewards Integration

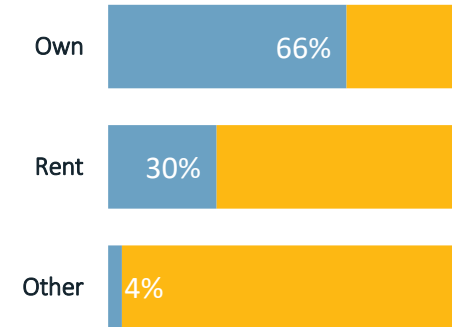
WSHE LISTENER PROFILE



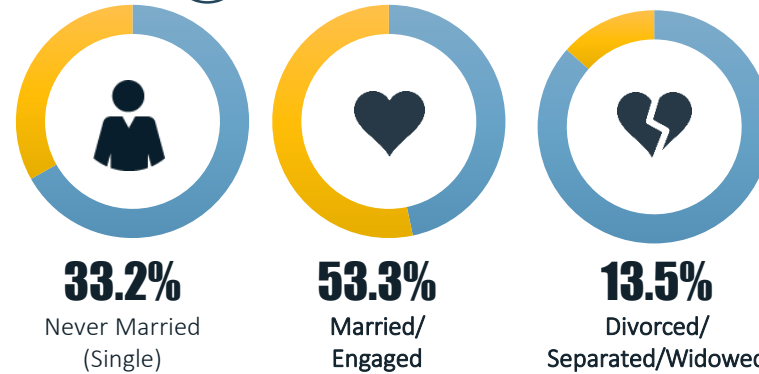
EDUCATION



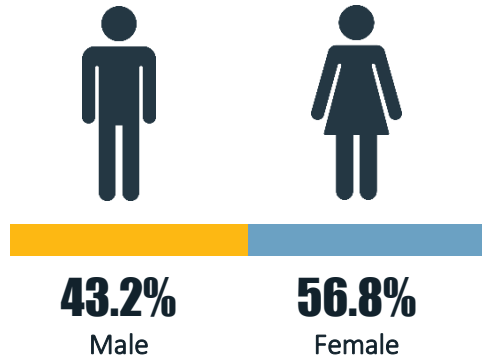
HOME OWNERSHIP



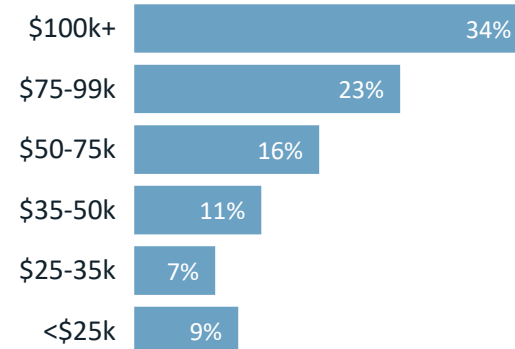
MARITAL STATUS



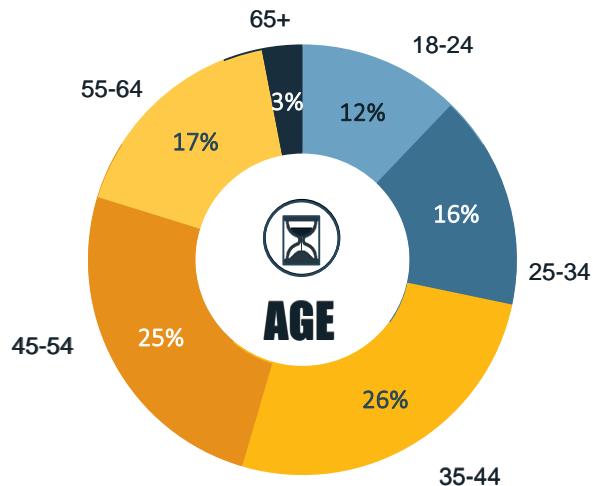
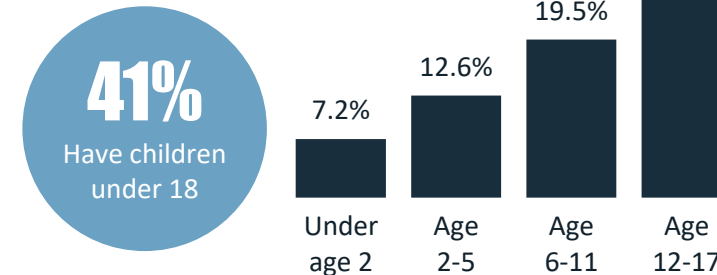
GENDER



HOUSEHOLD INCOME

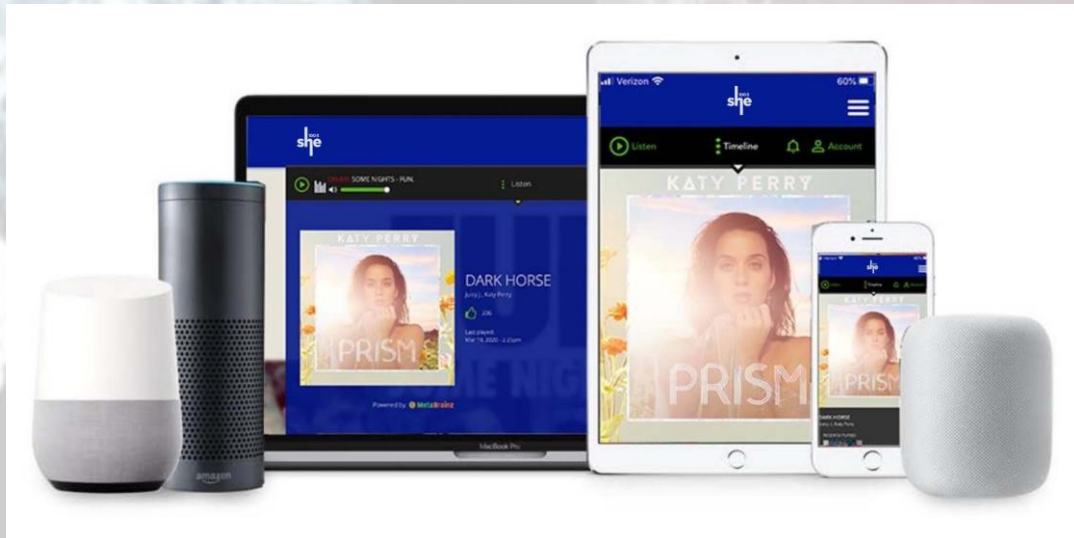


CHILDREN AT HOME



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

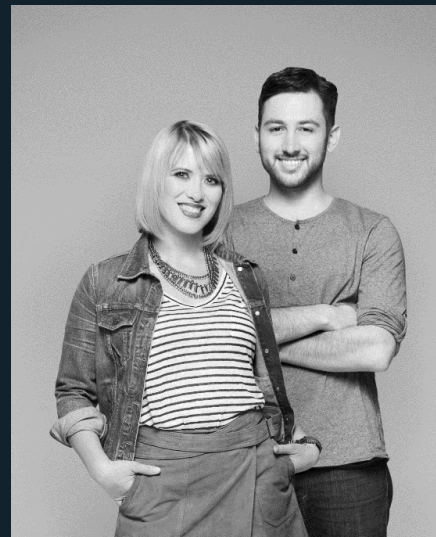


11.5K
Unique Mobile
App Users

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.

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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

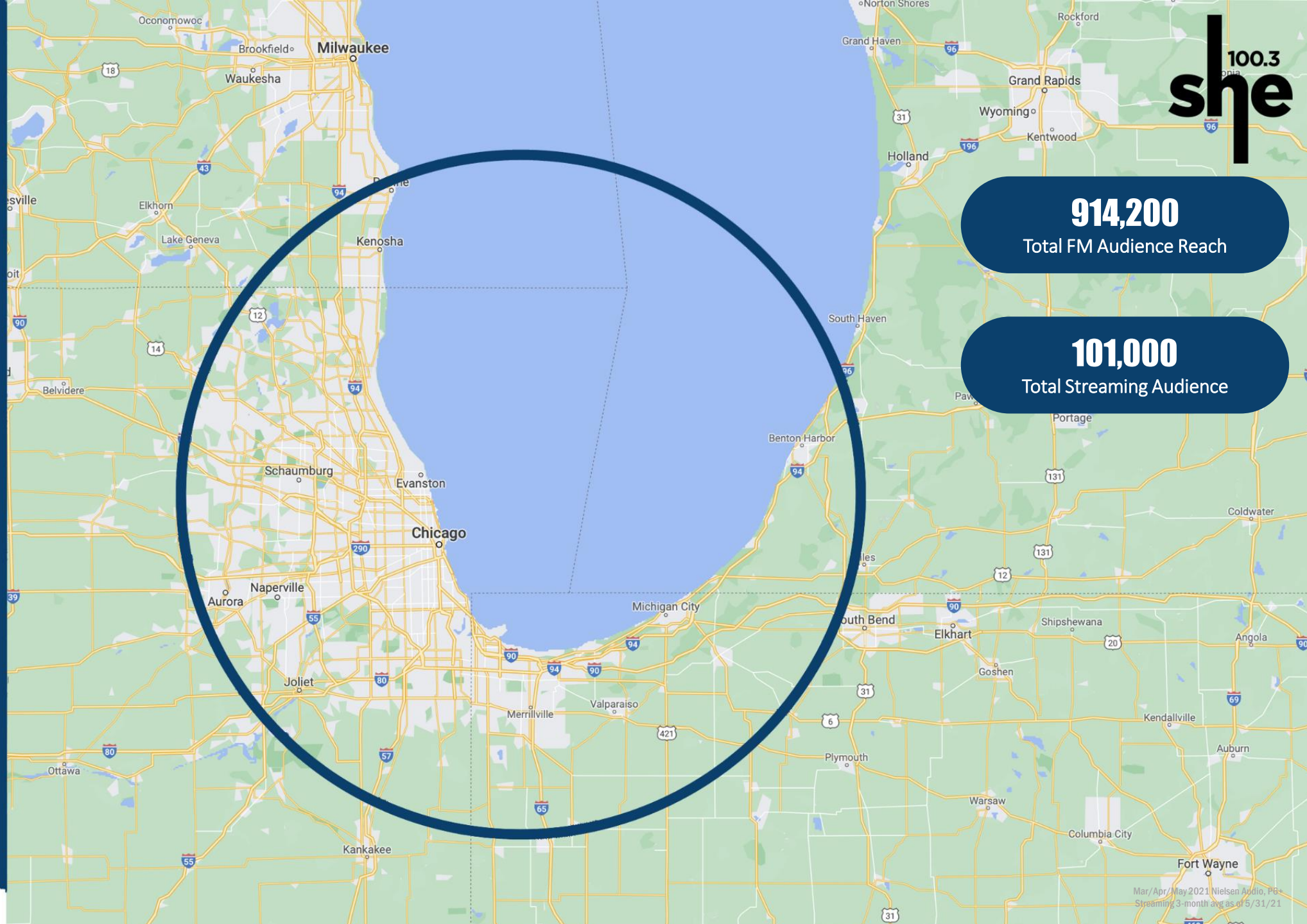
- A Tacoma native, Jose Bolanos grew up in the restaurant industry, but decided to try stand-up comedy at the age of 23. Soon after, he auditioned for a local radio show in Seattle and the rest is history. Today, Jose is a cast member on Brooke & Jeffrey, the popular morning show on Hubbard Radio Seattle's 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

MARY EILEEN WEBER

Managing Director

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 **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

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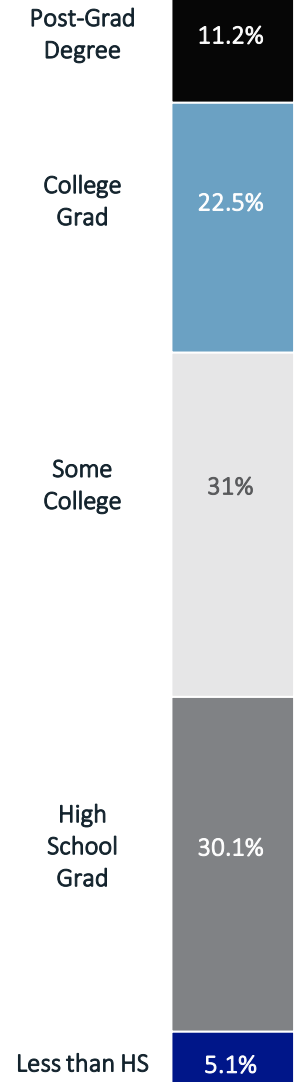
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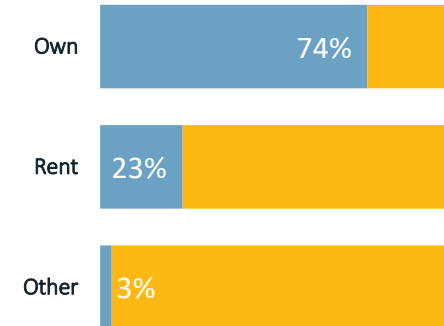
WDRV LISTENER PROFILE



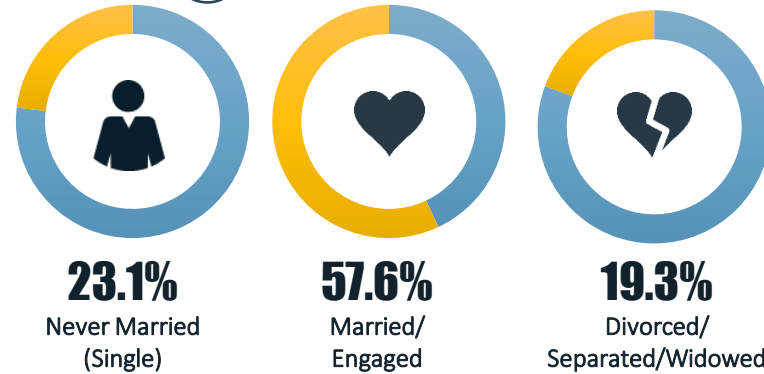
EDUCATION



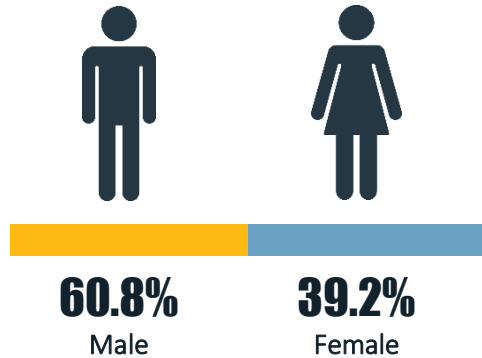
HOME OWNERSHIP



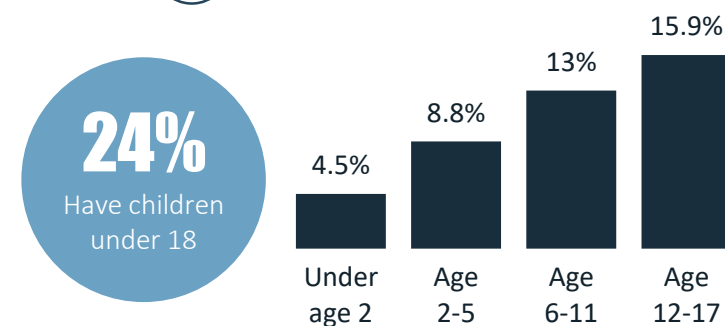
MARITAL STATUS



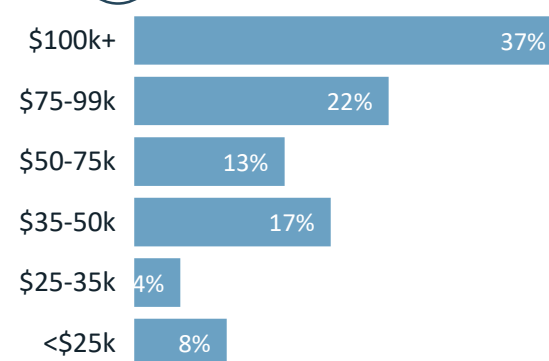
GENDER



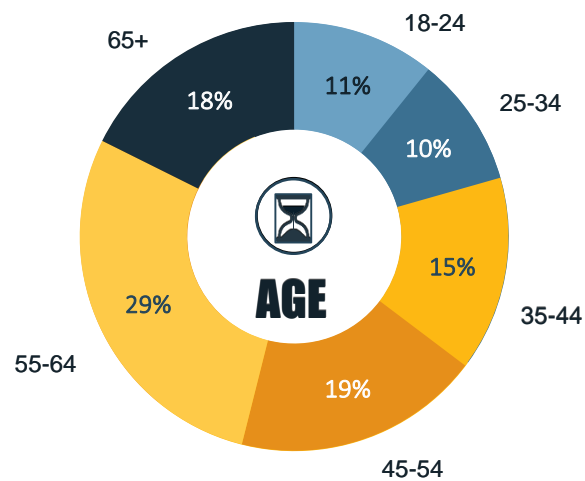
CHILDREN AT HOME



HOUSEHOLD INCOME

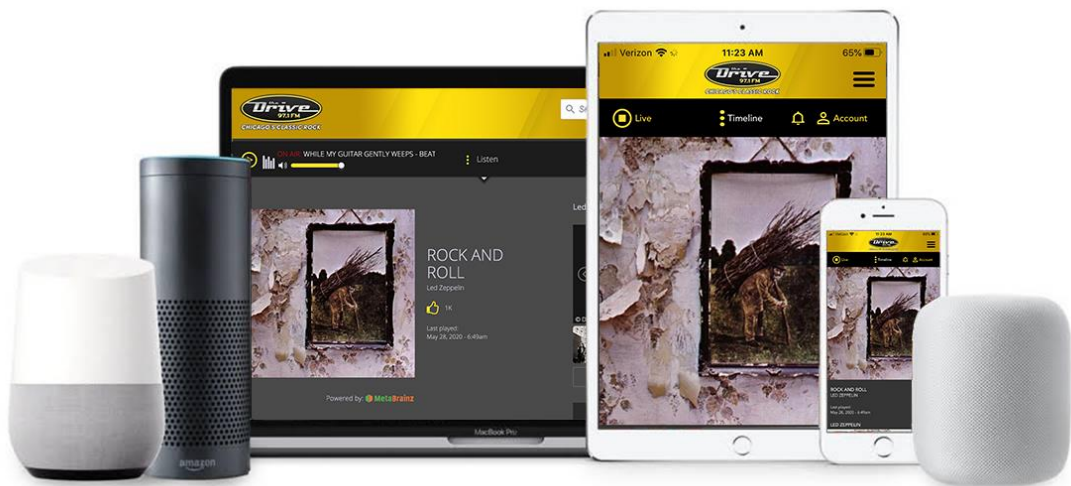


AGE



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

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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!

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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



CHICAGO'S CLASSIC ROCK




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





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

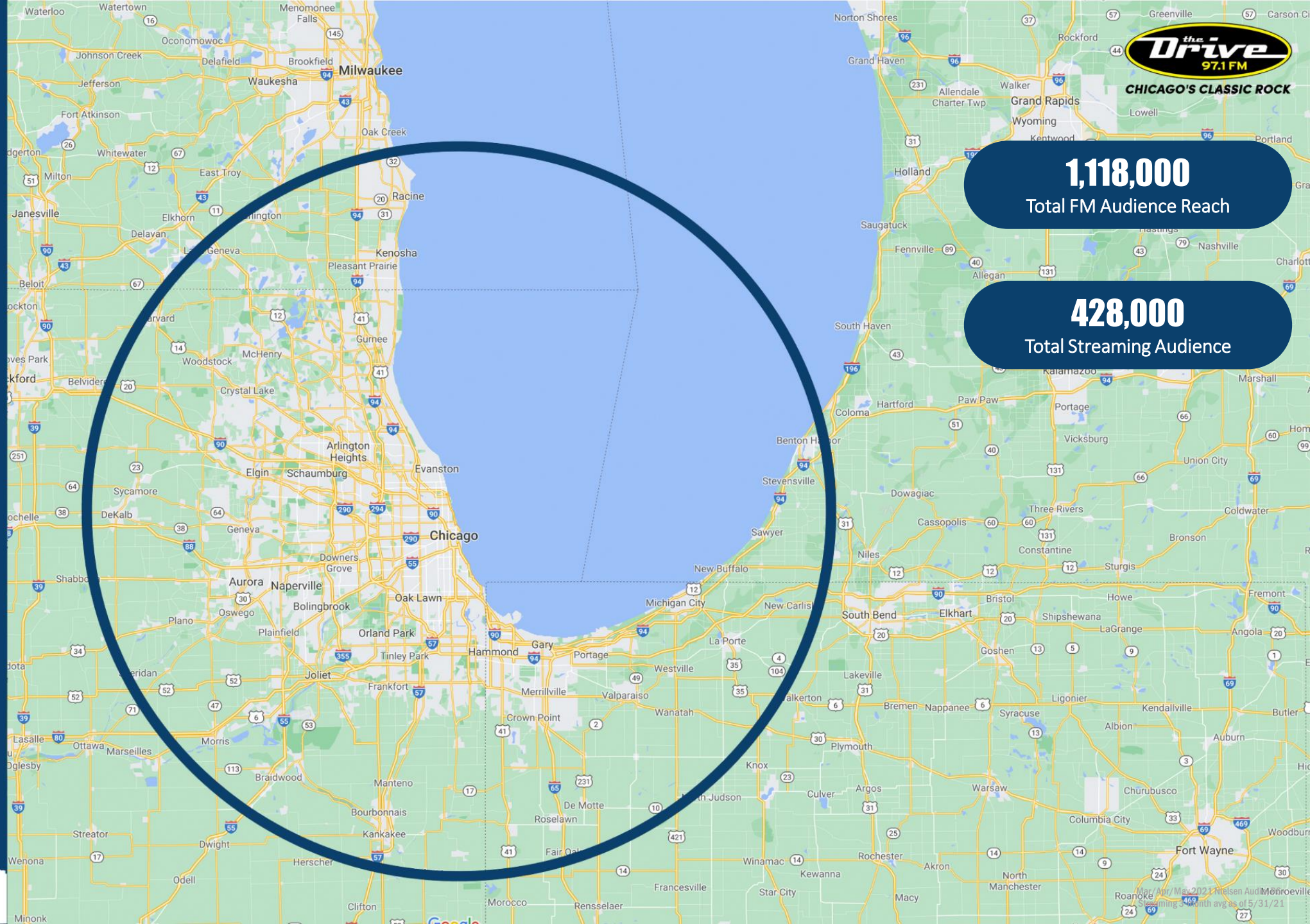
 @JandaLaneRadio – 1,000 Followers

 @JandaLaneRadio – 643 Followers

 @JandaLane – 1,393 Followers



SIGNAL



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MARY EILEEN WEBER

Managing Director

312.297.5129 • maryeileen@2060digital.com

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 **2060 DIGITAL**

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As one of the 3% of Premier Google Partners, a Facebook Marketing Expert and an awarded Top Digital Agency, 2060 Digital works with your team to develop a customized strategy with long-term success in mind.

Optimal digital marketing practices are changing constantly, and our team stays ahead of the curve to give your business an advantage over competitors. From social media to SEO, let's build your brand together.



ABOUT US

*Built on creativity
technology and
passion*

2012

2060 Digital launched in 2012 and quickly became a national standalone digital agency.

9

2060 Digital has offices in 9 locations including Chicago, Washington, D.C., Cincinnati, St. Louis, Minneapolis-St. Paul, Phoenix, Seattle, West Palm Beach and Northern Minnesota.

90

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20

Our parent company, Hubbard Broadcasting, includes 13 powerful television and over 48 radio brands in more than 20 markets as well as ReelzChannel and other assets.

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GOOGLE ANALYTICS
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MANAGEMENT

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PR STRATEGY
BRAND COMMUNICATION
MEDIA PLACEMENT
CRISIS COMMUNICATION
PR CONSULTING
MEDIA TRAINING

BRANDING & CREATIVE

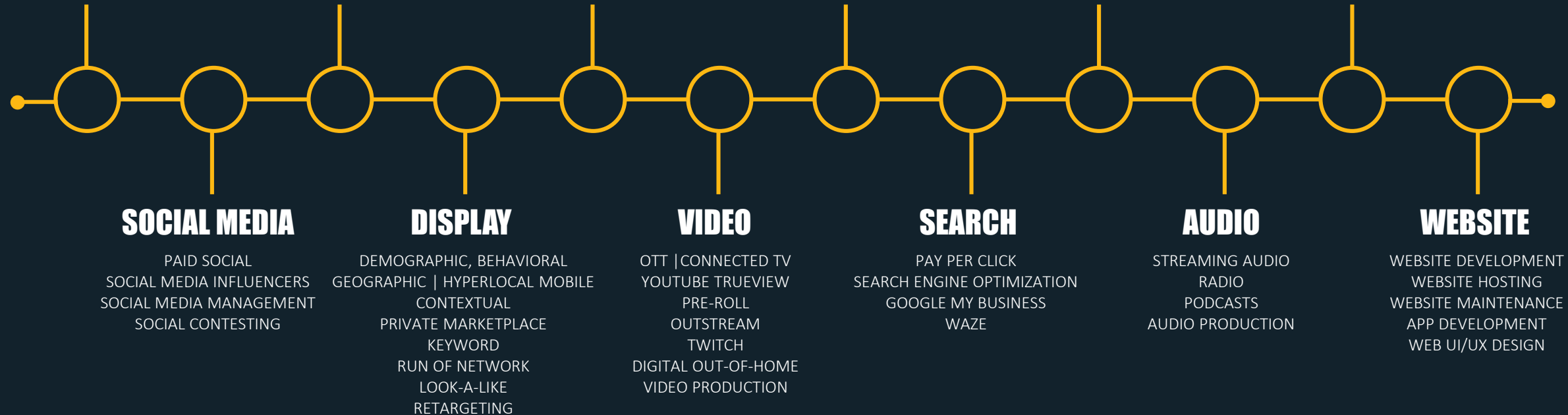
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DESIGN CONSULTATION
CONTENT CREATION

CUSTOM RESEARCH

MARKET STUDY
BRAND PERCEPTION
COMPETITIVE ANALYSIS
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MISCELLANEOUS NEEDS



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- At 2060 Digital our number one priority is to build and manage strategies for our clients to help better their business. We see ourselves as a trusted extension of our clients marketing departments and we care deeply about their success.
- Our team has the best and the brightest strategists, client service specialists, designers, videographers and content creators and we provide the service and expertise that every client deserves. Research drives the strategies and our creative gets results.
- We love what we do and our passion shines through.

GET IN TOUCH

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