



# **HUBBARD CHICAGO MEDIA KIT**





# CAPABILITIES PROFILE

## All Stations

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

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

### HIGH-IMPACT MEDIA

- 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



**101.9 THE MIX**

**101.9<sup>THE</sup>MIX**

**C H I C A G O**





# 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.

# WTMX LISTENER PROFILE



## GENDER



**40.3%**  
Male



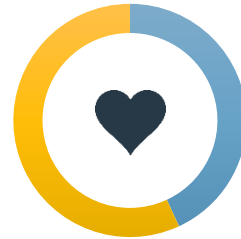
**59.7%**  
Female



## MARITAL STATUS



**33.7%**  
Never Married  
(Single)



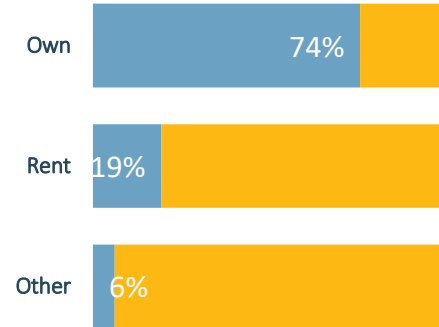
**56.8%**  
Married/  
Engaged



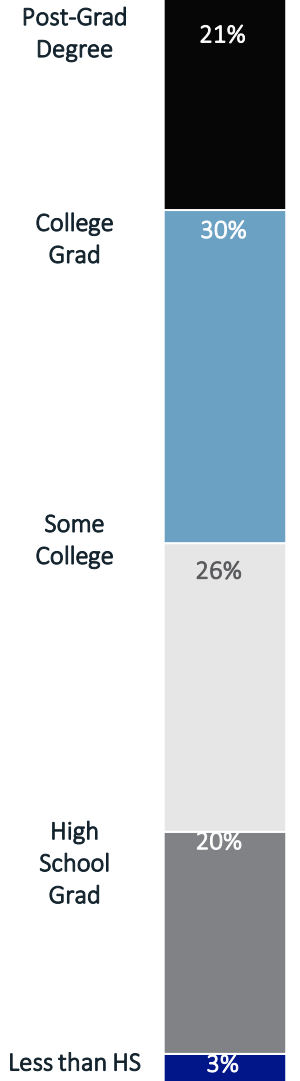
**9.4%**  
Divorced/  
Separated/Widowed



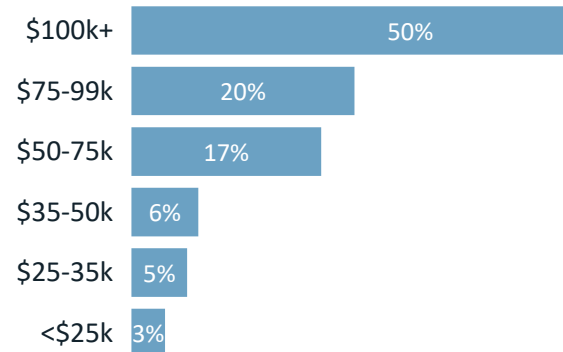
## HOME OWNERSHIP



## EDUCATION

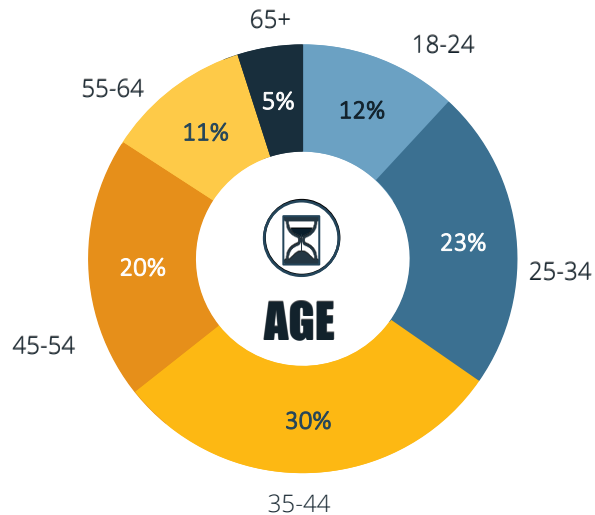
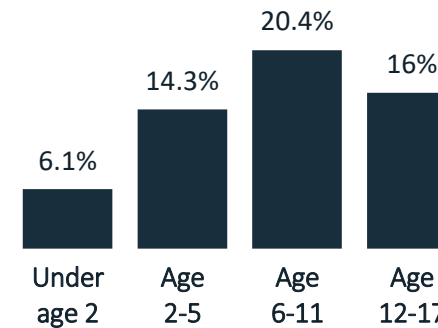


## HOUSEHOLD INCOME



## CHILDREN AT HOME

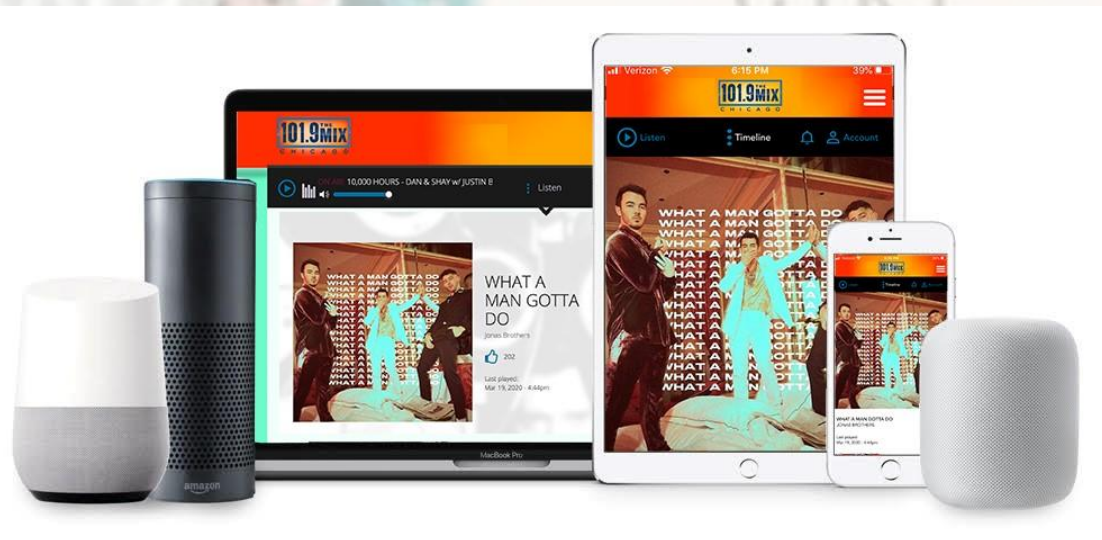
**41%**  
Have children  
under 18





# 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.



**+1.065M**  
**M**  
Weekly  
Listeners



**252.275K**  
Monthly  
Page Views



**100.3K**  
Unique  
Users



**246.093K**  
Monthly Streaming  
Sessions



**151K**  
Facebook  
Follows



**18.7K**  
Twitter  
Followers



**20.2K**  
Instagram  
Followers



**83.5K**  
Email  
Database



**45K**  
Unique Mobile  
App Users



100.3

THE NEW  
**100.3**  
SHE LOVES THE  
90s + 2000s



# OUR STORY

The New 100.3...SHE Loves the 90s & 2000s is an engaging, fun, upbeat station playing some of the best music ever released, anchored by entertaining personalities throughout the day.

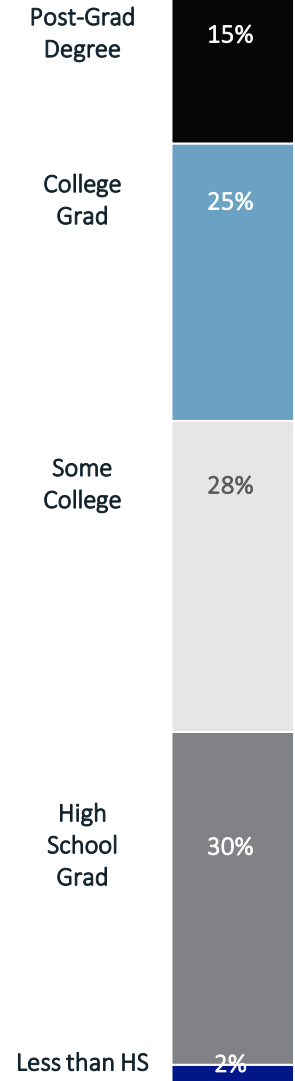




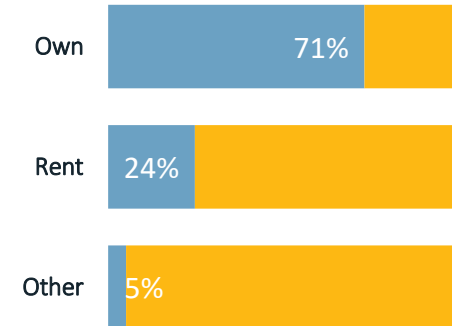
# WSHE LISTENER PROFILE



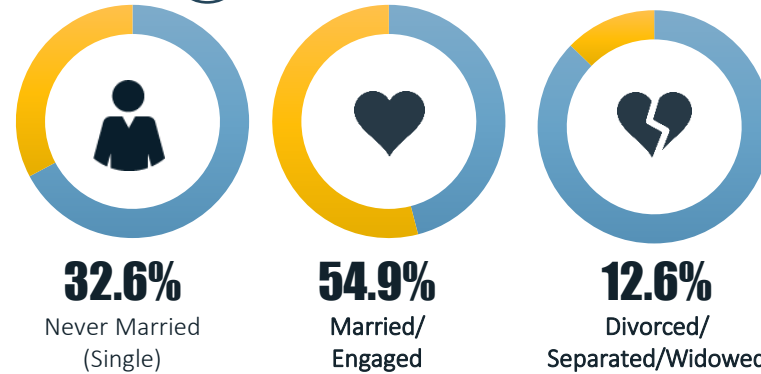
## EDUCATION



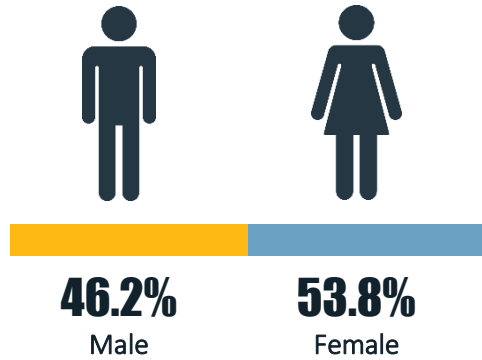
## HOME OWNERSHIP



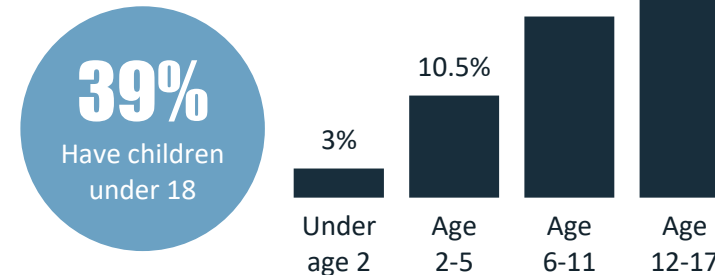
## MARITAL STATUS



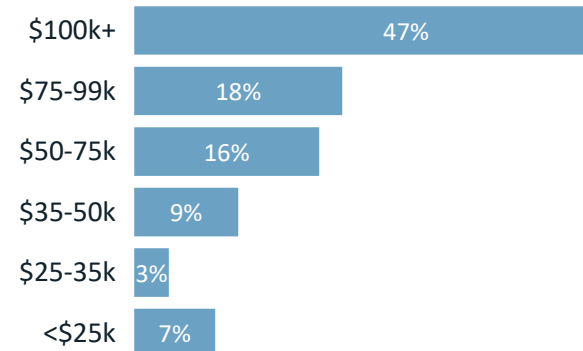
## GENDER



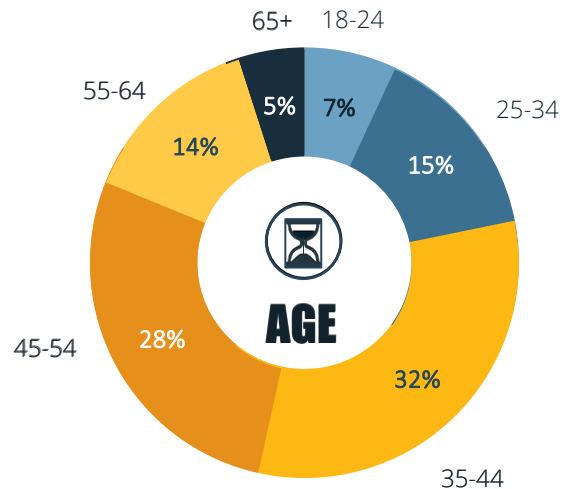
## CHILDREN AT HOME



## HOUSEHOLD INCOME



## AGE



# NOW PLAYING

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



**+942K**  
Weekly  
Listeners



**92.8K**  
Monthly  
Page Views



**71.3K**  
Unique  
Users



**171K**  
Monthly Streaming  
Sessions



**16K**  
Facebook  
Fans



**1.6K**  
Twitter  
Followers



**1.9K**  
Instagram  
Followers



**6.7K**  
Email  
Database



**11.5K**  
Unique Mobile  
App Users





**97.1 FM THE DRIVE**



**CHICAGO'S CLASSIC ROCK**



# 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.



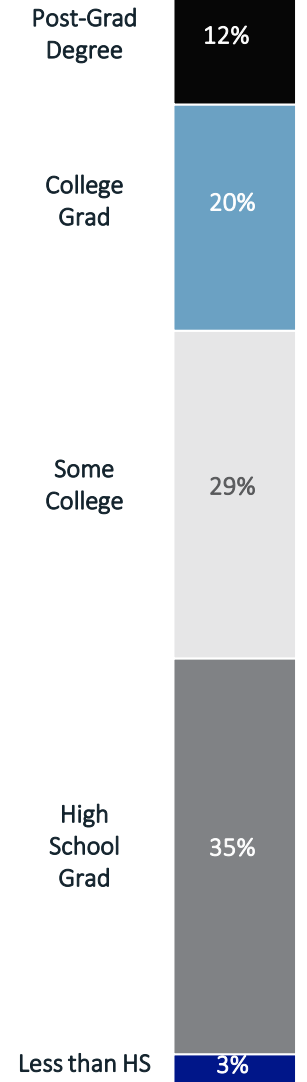
CHICAGO'S CLASSIC ROCK



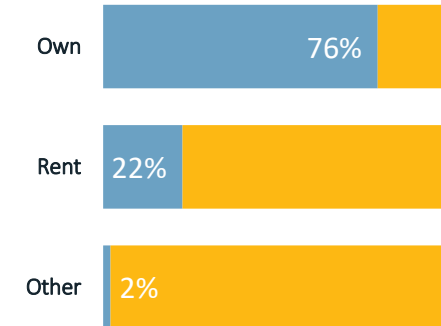
# WDRV LISTENER PROFILE



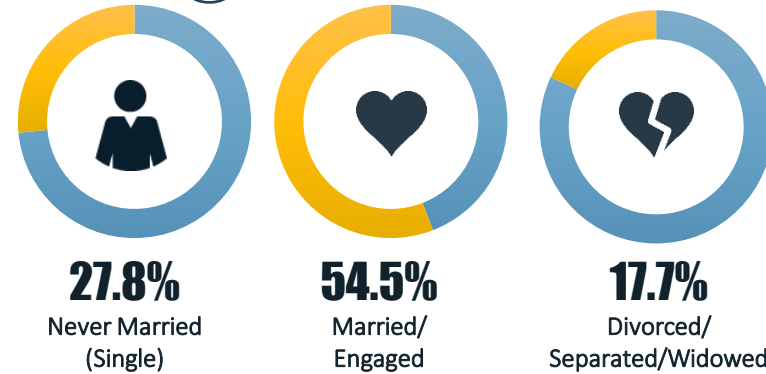
## EDUCATION



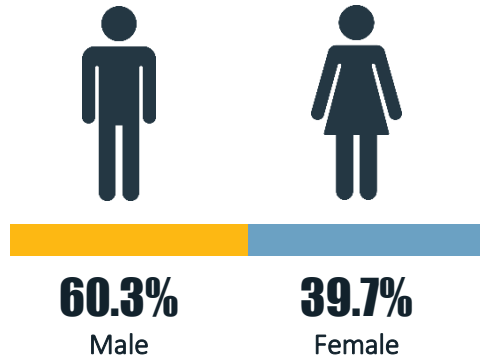
## HOME OWNERSHIP



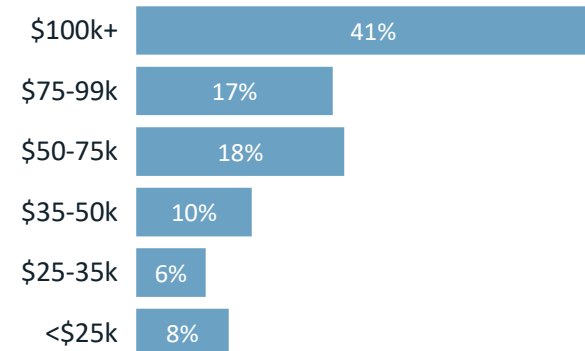
## MARITAL STATUS



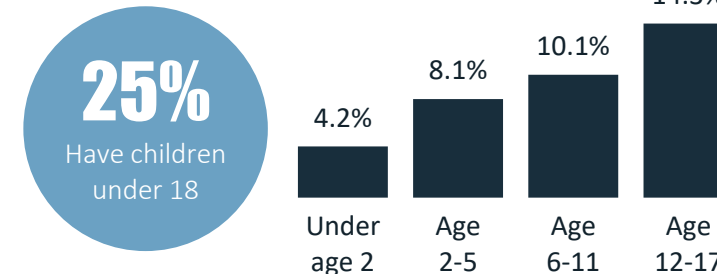
## GENDER



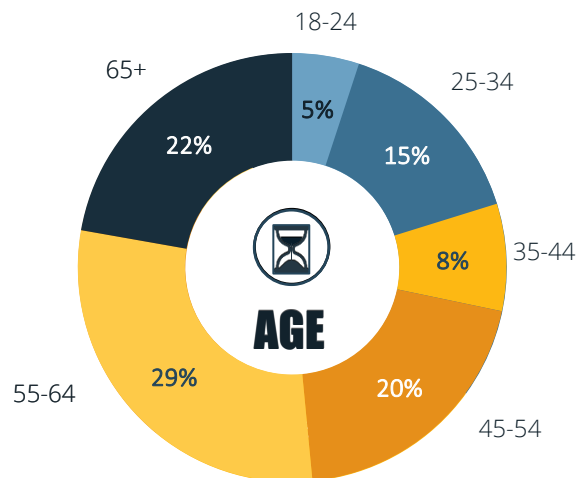
## HOUSEHOLD INCOME



## CHILDREN AT HOME

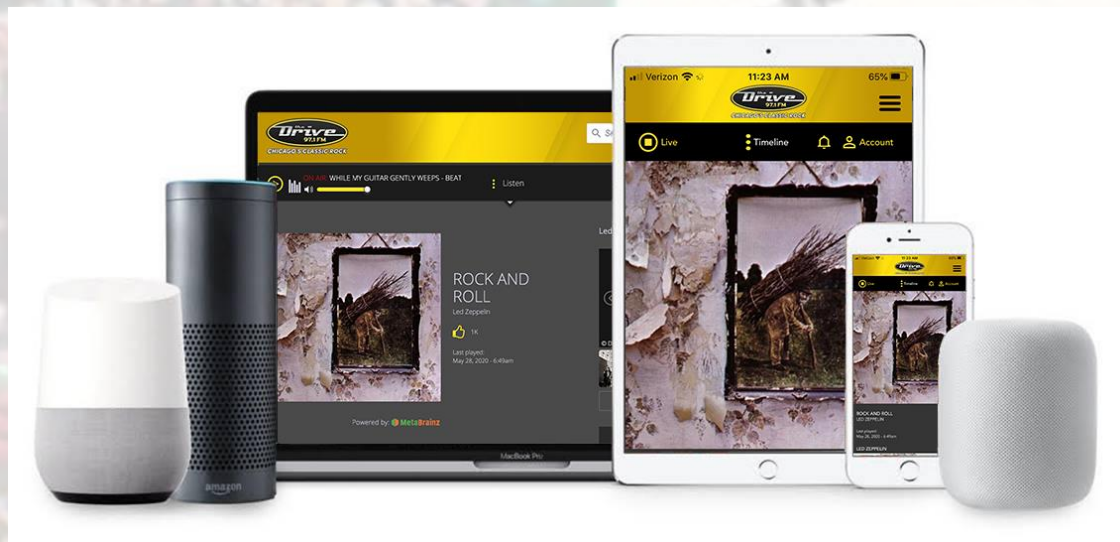


**25%**  
Have children under 18



# 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!



**+1.144K**  
Weekly  
Listeners



**423.54K**  
Monthly  
Page Views



**300.35K**  
Unique  
Users



**243K**  
Monthly Streaming  
Sessions



**44K**  
Facebook  
Fans



**3.9K**  
Twitter  
Followers



**12.7K**  
Instagram  
Followers



**23K**  
Email  
Database



**48K**  
Unique Mobile  
App Users



# GET IN TOUCH

**Sarah Bollman**

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Account Executive

704.724.0510 •

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

