



**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.



# CAPABILITIES PROFILE

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

# WTMX LISTENER PROFILE



## GENDER



**40.2%**  
Male



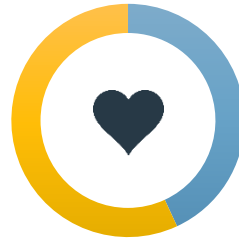
**59.8%**  
Female



## MARITAL STATUS



**35.8%**  
Never Married  
(Single)



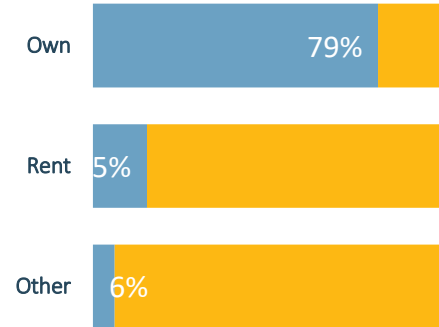
**53.0%**  
Married/  
Engaged



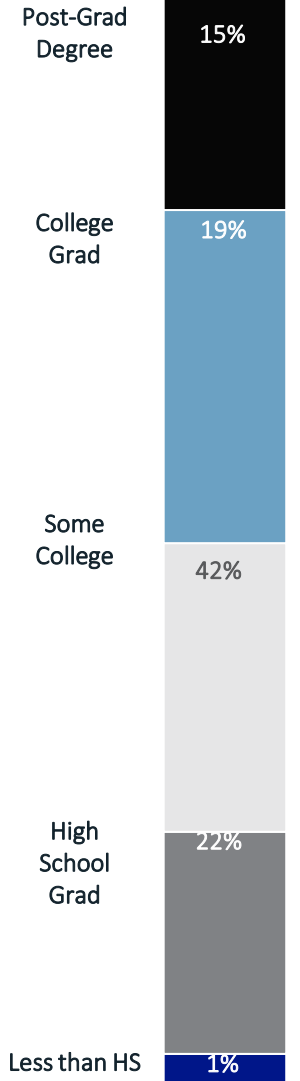
**11.1%**  
Divorced/  
Separated/Widowed



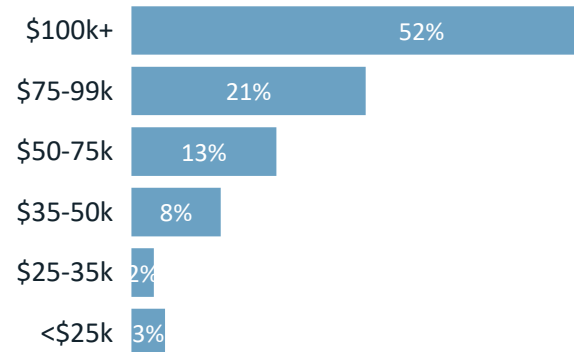
## HOME OWNERSHIP



## EDUCATION

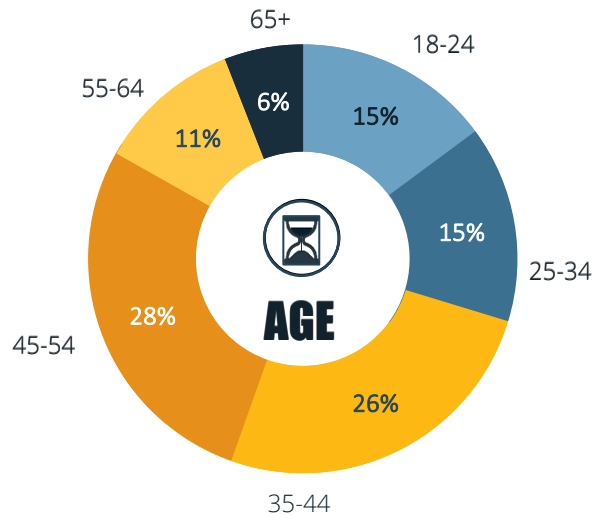
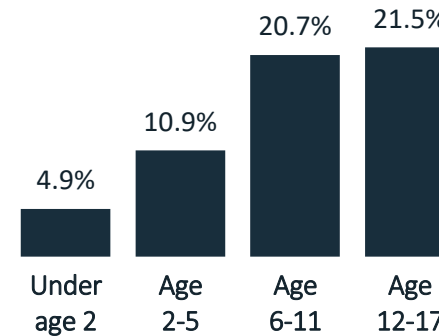


## HOUSEHOLD INCOME



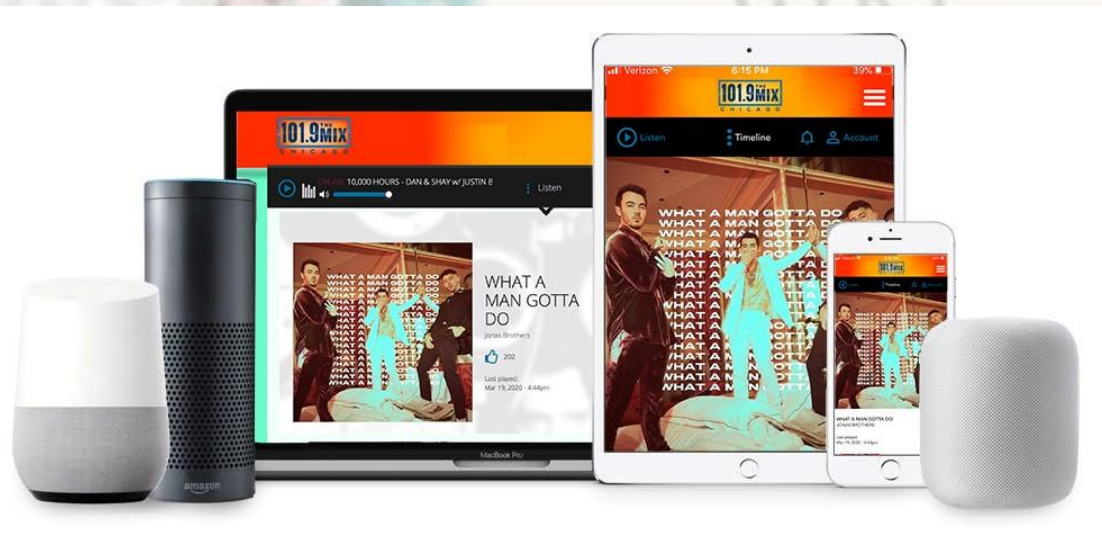
## CHILDREN AT HOME

**36%**  
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



**18.2K**  
Twitter  
Followers



**21.1K**  
Instagram  
Followers



**83.5K**  
Email  
Database



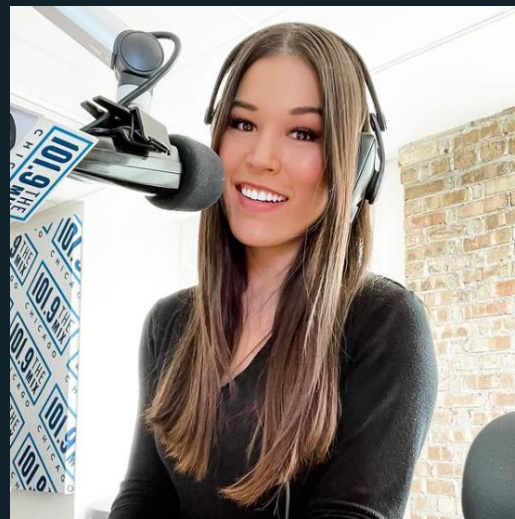
**45K**  
Unique Mobile  
App Users



# 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 brands are built upon.

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.”



# THE MORNING MIX SHOW

## 5:30AM-10:00AM

101.9 FM *The Morning Mix* Chicago's #1 morning show is the perfect way to start your day. Listen to The Morning Mix for a great Mix of today's hottest artists, great pop music from the last few years, and the newest music IN 2023. The Morning Mix loves to entertain you with the latest trends, day-to-day life experiences and anything music and pop culture. Over the years 101.9 THE MIX has set the Chicago standard for engaging multi-platform programming, great events, community outreach, local fun and festivities!

CHRIS



Class Clown  
Sneakerhead

NIKKI



Wine Consumer  
Michigan State Fanatic

WHIP



Alt Music Nut  
Baseball Card Collector

VIOLETA



Yogi by Day  
Cocktails by Night





# CHRIS PETLAK

**THE MORNING MIX 5:30A-10A**

- 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.



Travel



Family



Entertainment

4

Years at  
THE MIX



@ChrisPetlakOfficial – 861 Followers



@ChrisPetlakOfficial – 2,870 Followers



@ChrisPetlakOfficial – 987 Followers





Travel



Family



Home  
Improvement/  
Landscaping

19

Years at  
THE MIX

# 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.



@NikkiChum - 589 Followers



@NikkiChum - 927 Followers







# 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 Violetta. 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.



Sports



Family



Travel

17

Years at  
THE MIX



@MixWhip – 6.5k Followers



@MixWhip – 8,330 Followers



@MixWhip – 2,900 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?).



Cocktails



Volunteer/  
Community



Yoga &  
Wellness

4

Years at  
THE MIX



@VioletaPod – 4.6k Followers



@VioletaPod – 10.6k Followers



@VioletaPod – 4,612 Followers



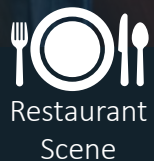




# LISA ALLEN

**MIX MIDDAY SHOW 10A-2P**

- 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!



Restaurant  
Scene




Exploring  
Chicago



Travel

21

Years at  
THE MIX

 @LisaAllenOnAir – 5.5k Followers

 @LisaAllenOnAir – 6,144 Followers

 @LisaAllenOnAir – 304 Followers



# THE AFTERNOON MIX SHOW

## 2:00PM-7:00PM

101.9 FM *The Afternoon Mix* is Chicago's newest show starring Casey McCabe and Jenny. This exciting new team leaves you laughing with tons of listener interaction and Today's Variety of the best in pop music. McCabe and Jenny will have you smiling with their unique take on what's trending in pop culture and on social media! McCabe and Jenny couldn't possibly be more different, and it's this difference fuels all the fun every afternoon!

MCCABE

JENNY



Triathlete  
World Traveler



Concert Queen





# JENNY V

**MIX AFTERNOON SHOW 2P-7P**

- 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.



Exploring  
Chicago



Health &  
Self-Care



Travel

2

Years at  
THE MIX



@JennyVOnAir – 1,585 Followers



@JennyVOnAir – 1.7k Followers



@JennyVOnAir – 6,178 Followers



@JennyVOnAir – 757 Followers





# CASEY MCCABE

**MIX AFTERNOON SHOW 2P-7P**

- Casey has spent over a decade in Los Angeles starting his career as a writer for The Daly Download with Carson Daly. He then transitioned into an on-air personality at World Famous KROQ and then 97.1 AMP while becoming the radio's first DJ. Recently he was on the Alternative Sound check on 99.9 The Buzz where he discussed all-new alternative music. He has notable interviews with Rise Against, The Regrettes, Cannons, Girl In Red, Bob Moses, and Bleachers
- When Casey has free time he enjoys attending music festivals and finding new artists on the rise. He is a Film Grad from the University of Nevada Las Vegas with a passion for movies and film editing. Casey loves to travel locally or internationally, with London being a favorite spot! He has completed both full and half marathons (including the Los Angeles Marathon) and loves adventuring outdoors on hikes.



Film



Outdoor  
Adventure



Travel

1

Year at  
THE MIX



@ McCabeOnAir – 2,911 Followers



@ McCabeOnAir – 4,876 Followers







# DAVE MAZUR

## MIX EVENINGS 7P-MID

- Dave Mazur is a native of Chicago's southwest side and the Ashburn neighborhood, and currently lives in Naperville. He is of the belief that the White Sox are the superior baseball team in Chicago, but was happy for the Cubs when they won the world series.
- Dave was first heard on the radio in Rockford after college. He's been heard on stations all over the midwest in cities like Detroit, Milwaukee, Toledo, and Erie PA. When he's not working you can find him trying new places to eat, playing retro video games, building websites, and spending time with family

# SIGNAL

**WISCONSIN**

**1,022,200**

Total FM Audience Reach Weekly

