

THE MORNING MIX

The MIX has been a perennial top station in the market for decades playing today's pop music The MIX brand is at the epicenter of Chicago culture and activity, with a modern and loyal audience.
WTMX – 101.9 FM

A COVETED AUDIENCE

905,702 Weekly Cume

Median age: 43

Average HHI: \$122k+

GENDER

59.8% Female
40.2% Male

AGE

15% 25-34
26% 35-44
28% 45-54
68% 25-54
53% 35-54
79% 35-64

INCOME

14% 25k-50k
86% 50k+
73% 75k+
52% 100k+

EDUCATION

77% College
23% No College

Monday-Friday On-Air Line-Up

530am-10am – The Morning MIX with
Chris Petlak, Nikki, Violeta and Whip

10am-2pm – Lisa Allen

2pm-7pm – The Afternoon MIX with

Jenny and McCabe

7pm-12mid - Dash

