

97.1 FM THE DRIVE

MEDIA KIT



CHICAGO'S CLASSIC ROCK

97.1FM THE DRIVE

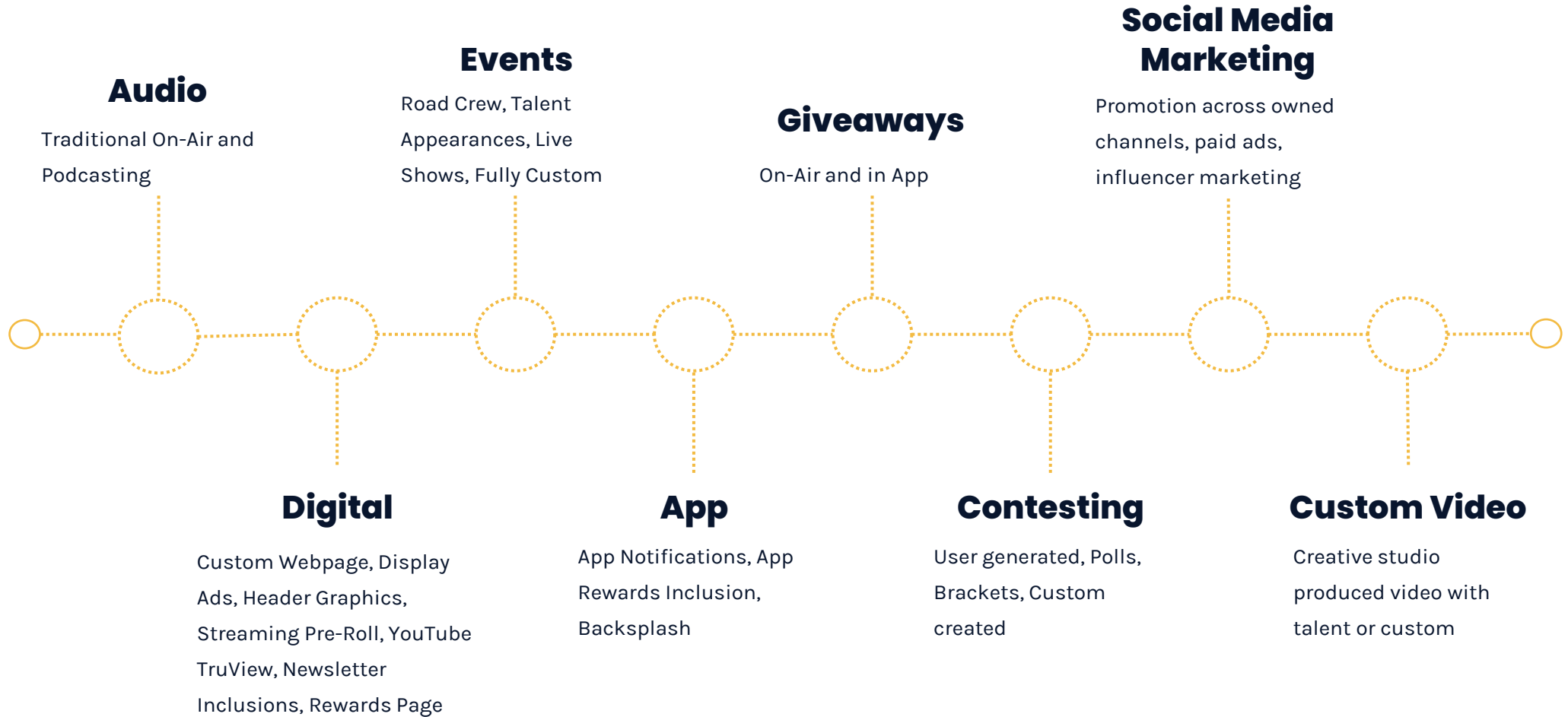
OUR STORY

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.





HUBBARD CHICAGO CAPABILITIES



WDRV LISTENER PROFILE

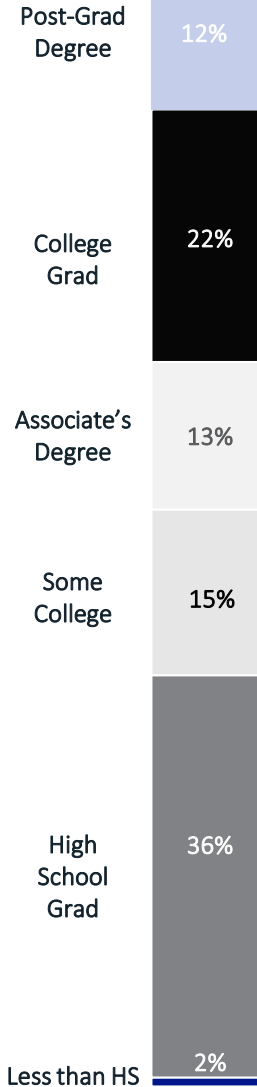
A COVETED AUDIENCE

980,797 Weekly Cume

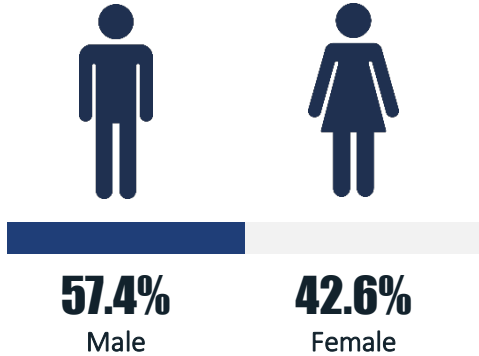
Average age: 51

Average HHI: \$109k+

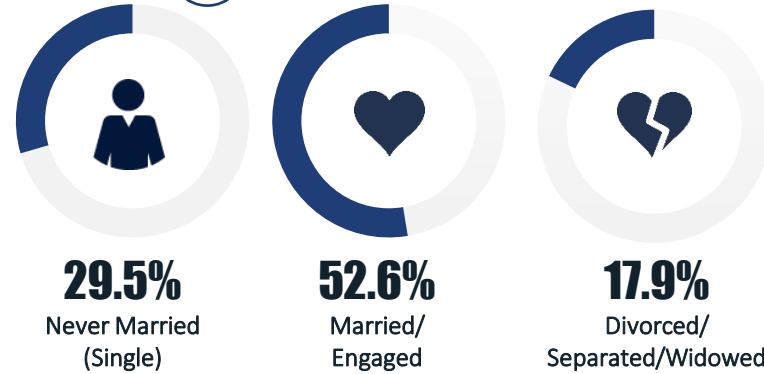
EDUCATION



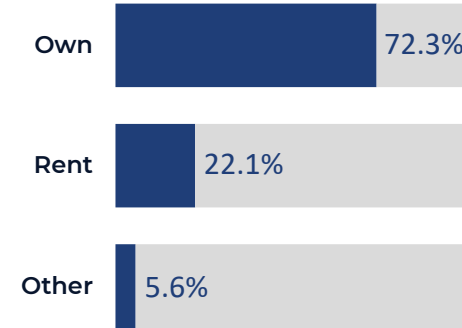
GENDER



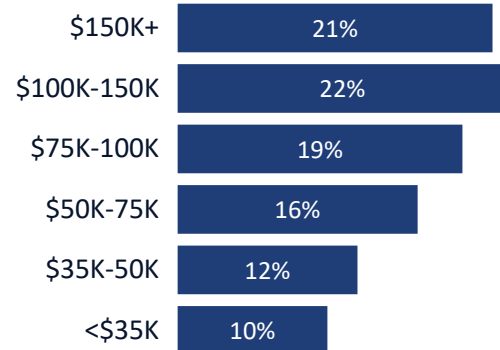
MARITAL STATUS



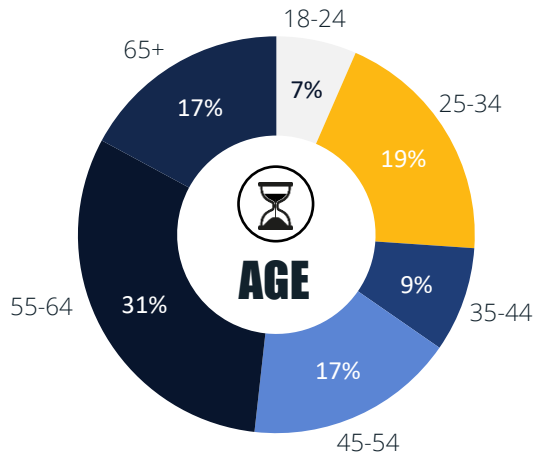
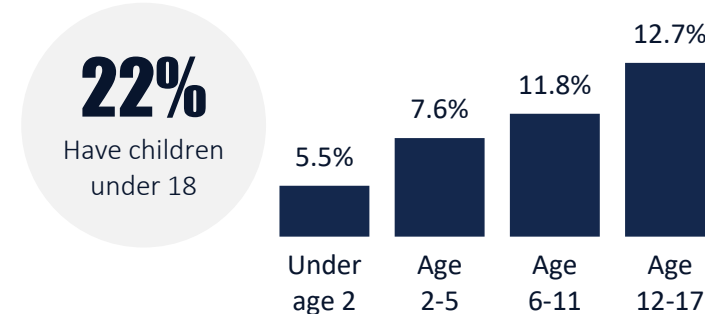
HOME OWNERSHIP



HOUSEHOLD INCOME



CHILDREN AT HOME

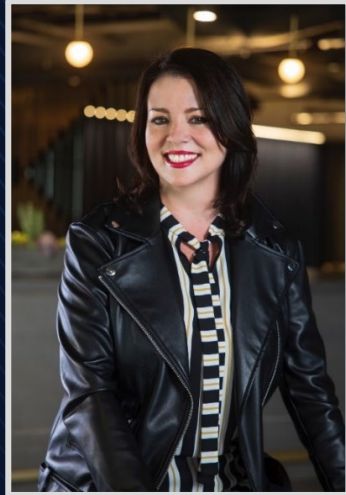
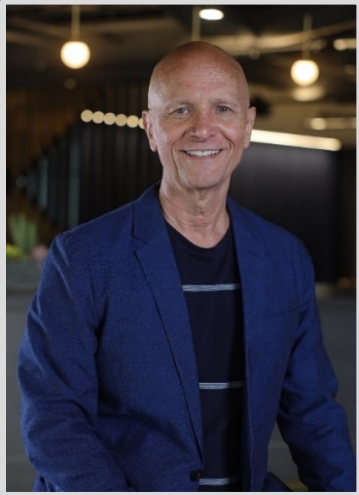
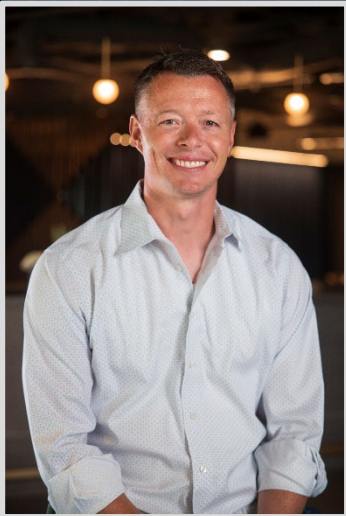




THE POWER OF INFLUENCERS

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.”



5:30AM-10:00AM

SHERMAN & TINGLE MORNING SHOW

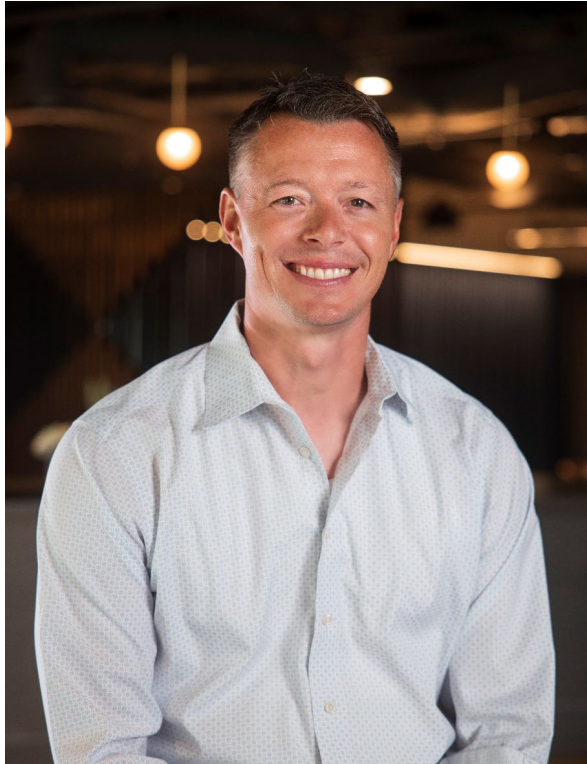


97.1 FM The Drive's Sherman & Tingle Show kicks off mornings in Chicago with the best classic rock and a unique blend of humor, topics and contests. This top-rated show is home to "The 7:30 Song Challenge," "The Five @ 8:05" trivia cash contest and honest and funny conversations everyone can relate to. Always out in the community, they are the most active and engaging morning show in Chicago.



MORNINGS 5:30A - 10A

SHERMAN



Family



Cars/
Automobiles




Home
Improvement

7

Years at
The Drive

- + 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 - 232 Followers

 @shermanandtingleshow - 60k Followers

 @sandradioshow - 852 Followers



MORNINGS 5:30A - 10A

TINGLE



Family



Sports




Food

7

Years at
The Drive

- + Tingle is from Agoura, California and has two daughters in college. 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 - 232 Followers

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CHICAGO'S CLASSIC ROCK

MID DAYS 10A-1P

BOB STROUD




22

Years at The Drive

- + Born in Kalamazoo, Michigan, Bob's first radio gig in Chicago was with the WMET in 1979. After stops at WLUP (The Loop), AM 1000, CD 94.7 and WXRT, he arrived at The Drive in 2001. Since then, he's become a Chicago radio icon and considered to be one of the most respected voices of rock n' roll in the city.
- + An acknowledged music junkie, Stroud's non-radio musical past includes playing his grandmother's Perry Como 78's on her Victrola in 1957; buying his first four 45's 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' 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.
- + Bob Stroud is now the top-rated host of The Drive's midday features "The Ten at 10" each weekday. He also hosts the popular Rock & Roll Roots show every Sunday from 9a-Noon and 9p-Midnight. Created by Bob in 1980, the show spotlights different artists and groups from 60s and 70s and has become a radio staple for classic rock fans.

 @97.1BobStroud – 4,834 Followers

 @DriveBob – 564 Followers



1:00PM-6:00PM

JANDA AFTERNOON SHOW



Janda Lane is a DJ deeply immersed in the culture of classic rock and the people who love it. She is a music historian who has hosted the Behind The Song podcast about the genre since 2018, twice nominated for the esteemed Marconi award. Her daily midday show includes tributes and celebrations of classic rock artists designed to surprise and delight the listening audience. She actively engages the audience on her show with a daily text quiz about rock facts, and with a weekly segment called "Work In A Word," a social media word game she created to let her listeners take part in the on-air content.



AFTERNOON 1p - 6P

JANDA



Film & TV



Food



Music

5

Years at
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 is a Chicago resident, where she patronizes local eateries and shops and is proud to support small businesses in the city. When she has free time, you may find her playing her saxophone. She and her husband Christian are owned by their cats, Ollie and Liam. Janda is up to date on most TV shows and likes to ride bikes along the lakefront when the weather is nice. If you ask Janda what the best thing about the Midwest is, she'll tell you: "it's the people."

 @BehindTheSongPodcast – 4.4k Followers

 @BehindTheSongPodcast – 12k Followers

 @JandaLaneRadio – 1.9k Followers

 @JandaLaneRadio – 1.5k Followers



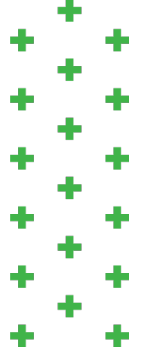
97.1FM THE DRIVE SIGNAL

242,999

Total Streaming Audience Weekly

895,300

Total FM Audience Reach Weekly



GET IN TOUCH

Drew Medland – Director of Sales

drew.medland@2060digital.com

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

