

97.1 FM THE DRIVE

MEDIA KIT

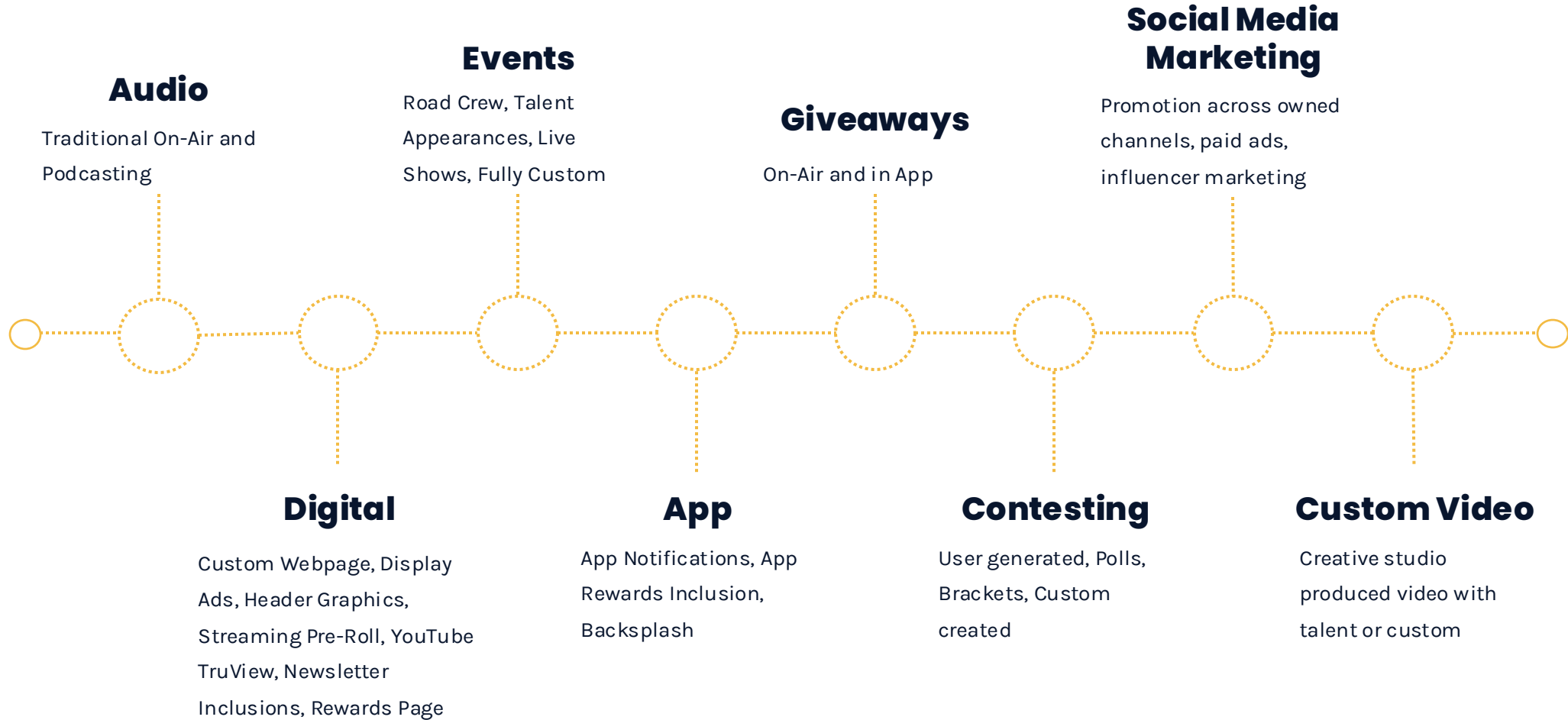


97.1FM THE DRIVE
OUR STORY

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



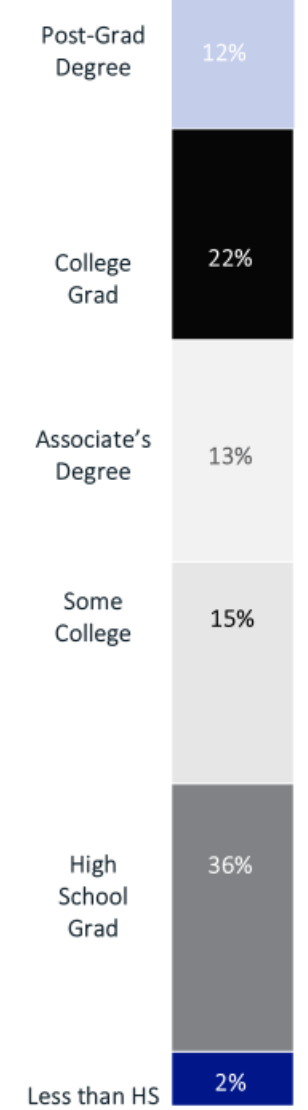
WDRV LISTENER PROFILE

A COVETED AUDIENCE

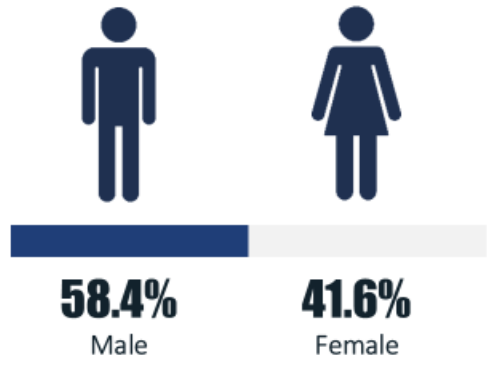
875,895 Weekly Cume

Average age: 52.3
Average HHI: \$113k+

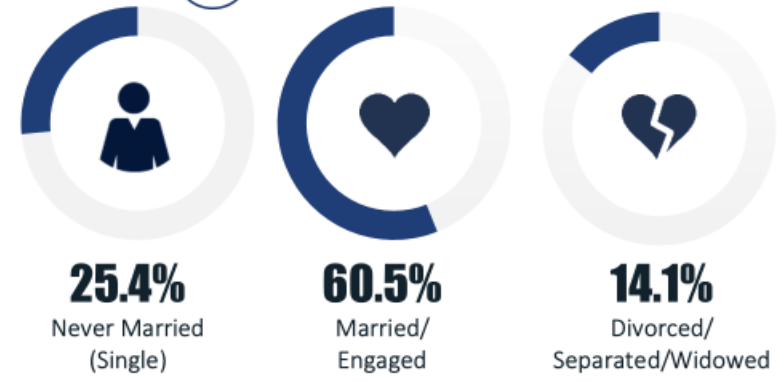
EDUCATION



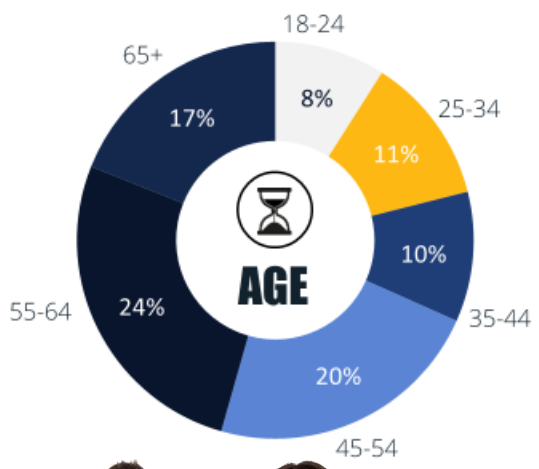
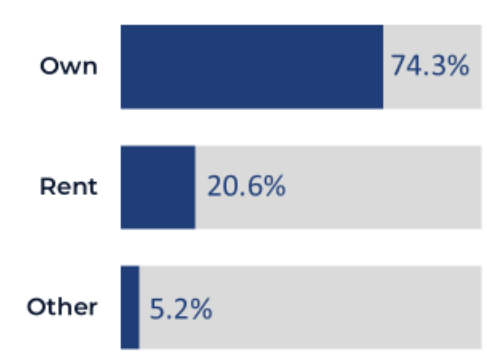
GENDER



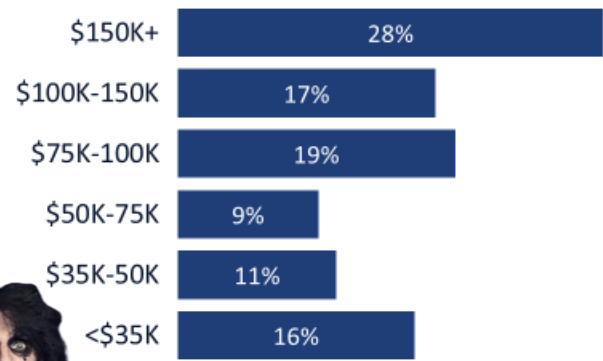
MARITAL STATUS



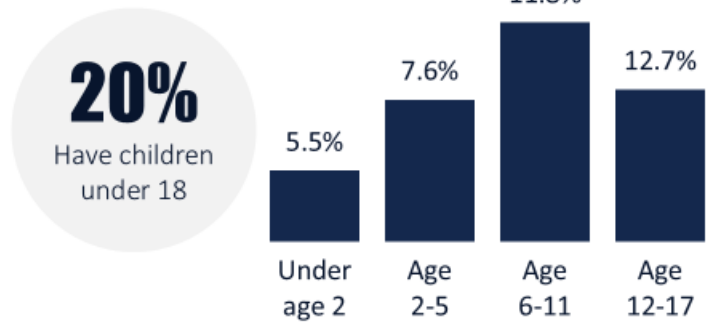
HOME OWNERSHIP



HOUSEHOLD INCOME



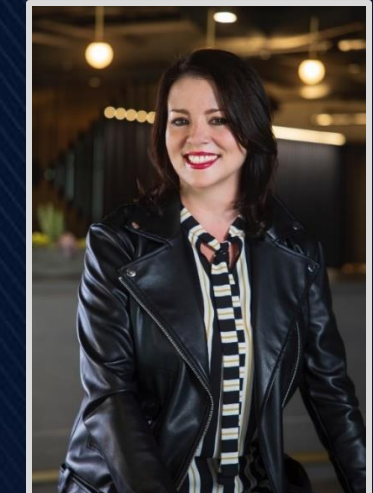
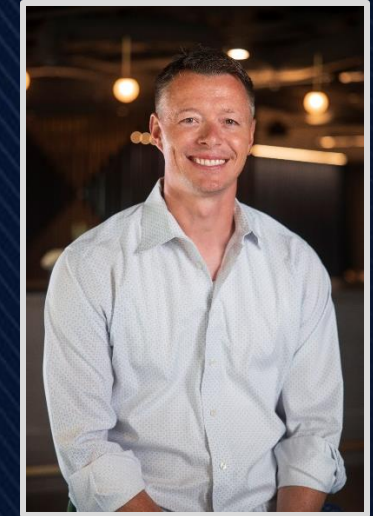
CHILDREN AT HOME



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," "Bernstein @ 8:15" 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.



BRIAN SHERMAN

Co-Host, The Sherman & Tingle Show — Morning Drive
WDRV-FM | Chicago
97.1 FM The Drive

- Brian Sherman fuels Chicago's morning rock scene as the co-host of *The Sherman and Tingle Show* on 97.1 FM The Drive—Chicago's legendary rock station reaching more Men 25-54 than any other, and proud winner of the 2025 NAB Marconi Award for Best Rock Station.
- Known for his relatable, down-to-earth personality, Sherman brings a passion for classic rock, family life, and all things motor—whether it's working on his Jeep or racing RC cars with his sons.
- Of-air, Sherman and his wife, Katie, are dedicated advocates for the Crohn's & Colitis Foundation, inspired by their son's journey.
- Together with co-host Tingle, Sherman brings humor, heart, and rock 'n' roll to mornings making *The Sherman and Tingle Show* one of Chicago's most entertaining programs in America's third largest city.

INTERESTS



Family



Cars/
Automobiles



Home
Improvement

FOLLOWERS



Broadcast
1.04M+



@shermanandtingleshow
62.1K+



@sandtradioshow
1.3K+



CHICAGO'S CLASSIC ROCK



NAB MARCONI RADIO AWARD

2025 WINNERS!

H HUBBARD CHICAGO



CHICAGO'S CLASSIC ROCK

"Rock Station of the Year"

STEVE TINGLE

Co-Host, The Sherman & Tingle Show — Morning Drive
WDRV-FM | Chicago
97.1 FM The Drive

- Steve Tingle brings his engaging personality and deep passion for rock to Chicago's legendary 97.1 FM The Drive, a proud winner of the 2025 NAB Marconi Award for Best Rock Station. Tingle co-hosts *The Sherman and Tingle Show* alongside Brian Sherman, where they reach more Men 25-54 than any other. Known for his humor, loyalty, character voices, and love of classic rock, Tingle connects with Chicago's diverse audience through genuine stories and relatable life experiences.
- Hailing from Agoura, California, Tingle is a proud dad of two college-aged daughters. At home, he shares life with his wife, April.
- A devoted White Sox fan, Tingle lives and breathes Chicago sports. His interests also include rooting for his alma mater Arizona State University and chasing occasional luck with both the lottery and Vegas.
- Together with co-host Sherman, Tingle brings humor, heart, and rock 'n' roll to mornings making *The Sherman and Tingle Show* one of Chicago's most entertaining programs in America's third largest city.

INTERESTS



Family



Sports



Food

FOLLOWERS



Broadcast

1.04M+



@shermanandtingleshow

62.1K+



@sandradioshow

1.3K+



CHICAGO'S CLASSIC ROCK



NAB MARCONI RADIO AWARD

2025 WINNERS!

H HUBBARD CHICAGO



CHICAGO'S CLASSIC ROCK







"Rock Station of the Year"

BOB STROUD

Host, 10 @ 10
WDRV-FM | Chicago
97.1 FM The Drive

- Born in Kalamazoo, Michigan, Bob Stroud began his Chicago radio journey at WMET in 1979. After memorable runs at WLUP (The Loop), AM 1000, CD 94.7, and WXRT, he joined 97.1 The Drive in 2001. Over the past two decades, Bob has become a true Chicago radio icon—widely regarded as one of the city’s most respected and knowledgeable voices in rock ‘n’ roll.
- A lifelong music lover, Bob’s passion started early—spinning his grandmother’s Perry Como 78s in 1957, buying his first 45s in 1962, and picking up Meet the Beatles in 1964. His love of performing led him to front an 11-piece rock and R&B band, Rockestra, throughout the 1990s. In 2003, he was invited by J.C. Hooke of The Cryan’ Shames to become the band’s lead singer—an unexpected full-circle moment for a fan who had first bought their record as a teenager.
- Bob is a five-time nominee for the National Association of Broadcasters Radio Hall of Fame and a 2024 inductee into the Illinois Rock & Roll Museum Hall of Fame. He is the creator and voice behind The Ten at 10, WDRV’s top-rated midday feature, and continues to share his encyclopedic knowledge of rock music as host of Rock & Roll Roots every Sunday from 9 a.m. to noon on WDRV HD2. Created by Bob in 1980, Rock & Roll Roots remains a beloved Chicago radio tradition, celebrating the artists and sounds that defined the 1960s and 1970s.



 Family	 Travel	 Cooking	 Broadcast 1.04M+	 @B97.1BobStroud 4.3K+	 @DriveBob 564
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Source: Nielsen Audio, Chicago PPM, Oct25-Sep25-Aug25, P6+, M-Su 6am-12m

11:00 AM - 3:00 PM

JANDA MIDDAY 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, thrice nominated and a proud winner of the 2025 NAB Marconi Award for Best Podcast. 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.



JANDA

Host, Middays
WDRV-FM | Chicago
97.1 FM The Drive

- Janda Land fuels Chicago's midday rock scene on 97.1 FM The Drive—Chicago's legendary rock station reaching more Men 25-54 than any other, and proud winner of the 2025 NAB Marconi Award for Best Rock Station.
- Known for her relatable, down-to-earth personality, Janda brings a wealth of classic rock music knowledge. She is the creator and host of *Behind the Song*, a podcast that digs into the history of classic rock songs and the storytellers that created them.
- Janda is a proud winner of the 2025 NAB Marconi Award for Best Podcast for *Behind the Song*. This prestigious honor recognizes the podcast's outstanding contribution to the radio industry and its meaningful impact on listeners. Additionally, *Behind the Song* earned the Illinois Broadcasters Association Silver Dome Award, further highlighting Janda's significant achievements in radio and podcasting.
- Janda is a Chicago legend, bringing passion, heart, and rock 'n' roll to 97.1 The Drive every weekday to America's third largest city.



NAB MARCONI RADIO AWARD

2025 WINNERS!

H HUBBARD CHICAGO



CHICAGO'S CLASSIC ROCK

"Rock Station of the Year"

INTERESTS



Film/TV



Music



Pets

FOLLOWERS



Broadcast

1.04M+



@BehindTheSongPodcast @BehindTheSongPodcast

14.8K+



30.5K+

TIM VIRGIN

Host, Afternoon Drive
WDRV-FM | Chicago
97.1 FM The Drive

- Tim Virgin powers Chicago's afternoon rock drive as the host on 97.1 FM The Drive, Chicago's iconic rock station reaching more Men 25-54 than any other and proud winner of the 2025 NAB Marconi Award for Best Rock Station.
- Tim's radio journey began in St. Louis with stops in San Diego, Phoenix, and Washington, DC, before landing in Chicago's premier rock line-up and newest member of the team.
- Known for his contagious energy and authentic rock 'n' roll lifestyle, Tim is a natural fit for The Drive. Off-air, he's a dedicated motorcycle enthusiast who lives for anything on two wheels, bringing that same passion and thrill to his show.
- With a genuine love for rock music and the freedom of the open road, Tim connects deeply with WDRV's audience, fueling afternoons with heart, horsepower, and rock 'n' roll.



NAB MARCONI RADIO AWARD

2025 WINNERS!

H HUBBARD CHICAGO



CHICAGO'S CLASSIC ROCK

"Rock Station of the Year"

INTERESTS



Music



Cars/
Automobiles



Sports

FOLLOWERS



Broadcast
1.04M+



@timvirgininstagram
3.9K+



@TimVirgin
2.2K+

ALICE COOPER

Host, Nights
WDRV-FM | Chicago
97.1 FM The Drive

- Hosted By rock icon and Rock and Roll Hall of Famer Alice Cooper, Alice's Attic with Alice Cooper is five hours of "Pure Alice". Featuring exclusive content, fan interaction, celebrity interviews and the best Classic Rock of all time, delivered as only the "Man with a Face Made for Radio" can!



Source: Nielsen Audio, Chicago PPM, Oct25-Sep25-Aug25, P6+, M-Su 6am-12m



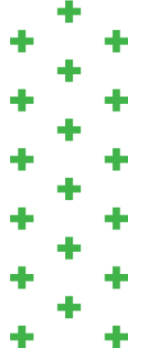
97.1FM THE DRIVE SIGNAL

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!

