



THROWBACK 100.3
MEDIA KIT



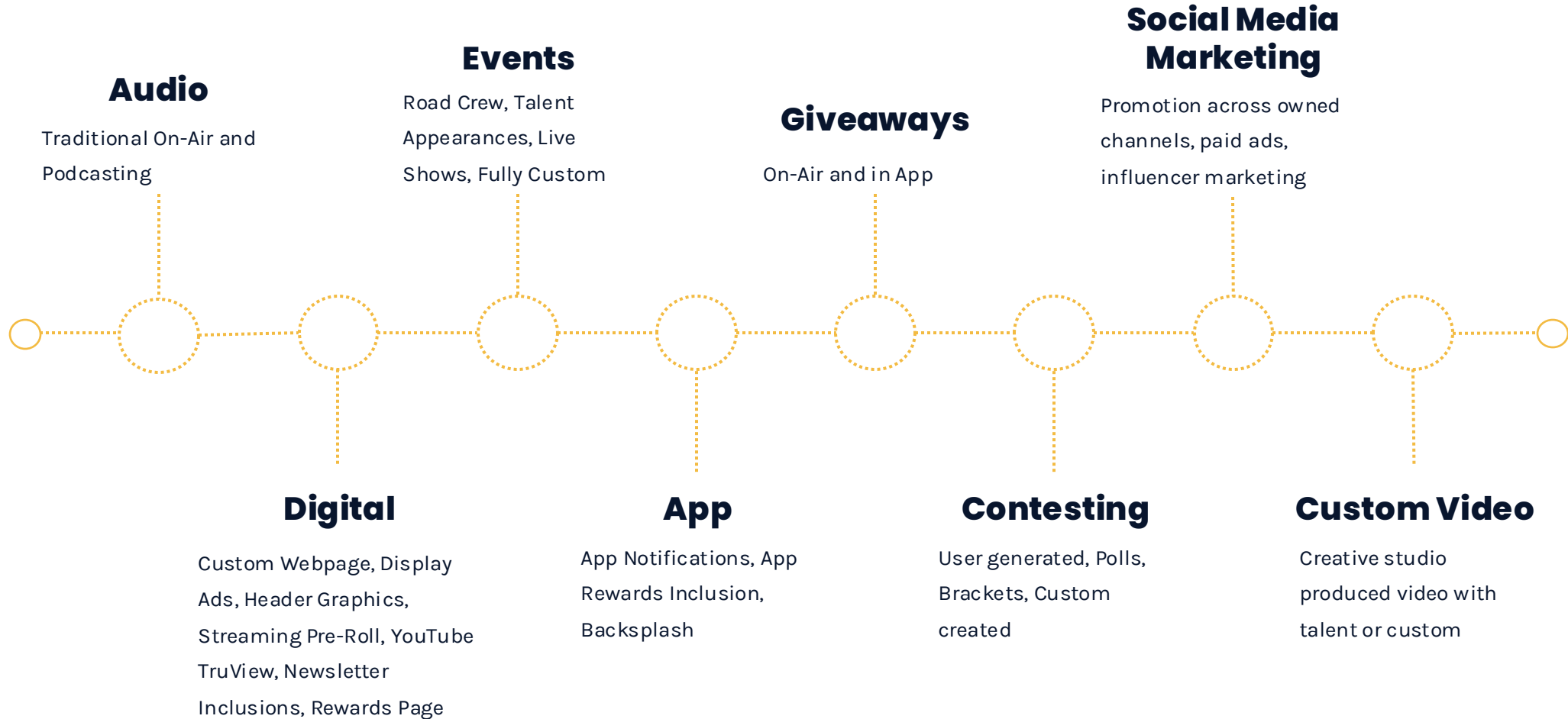
THROWBACK 100.3

OUR STORY

THROWBACK 100.3... is an engaging, fun, upbeat station playing some of the best music ever released, anchored by entertaining personalities throughout the day.



HUBBARD CHICAGO CAPABILITIES



THROWBACK 100.3 LISTENER PROFILE

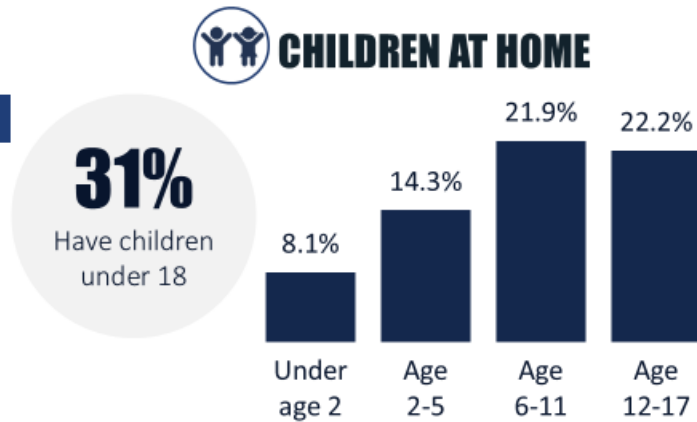
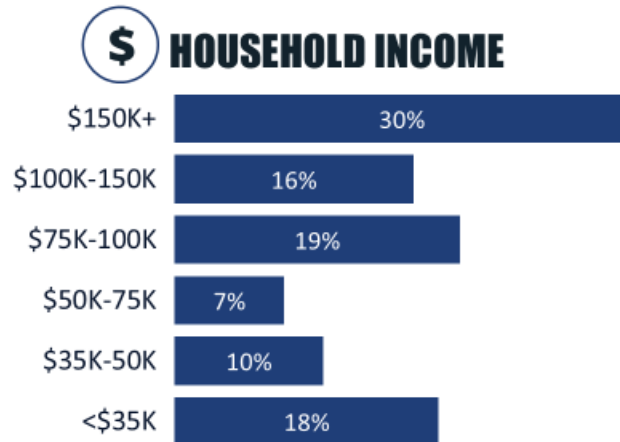
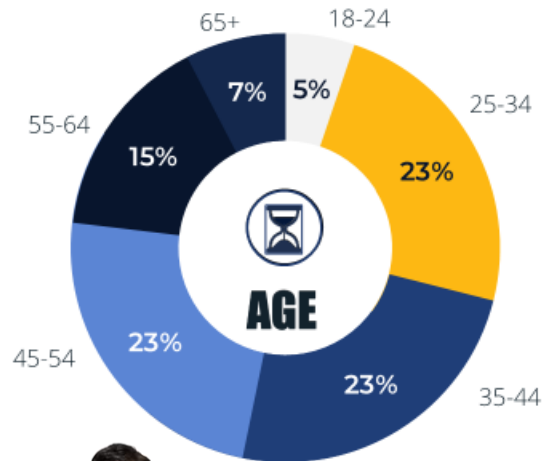
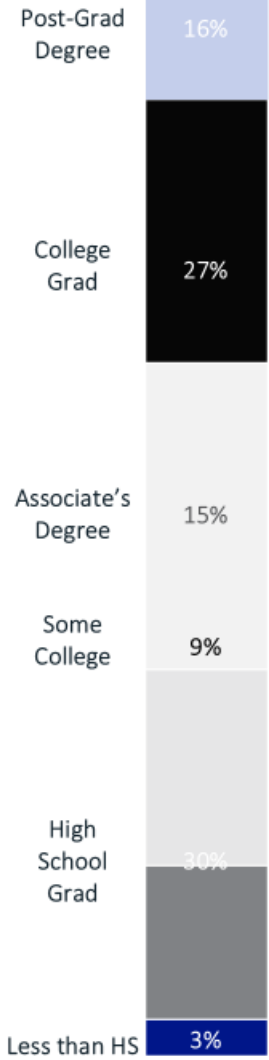
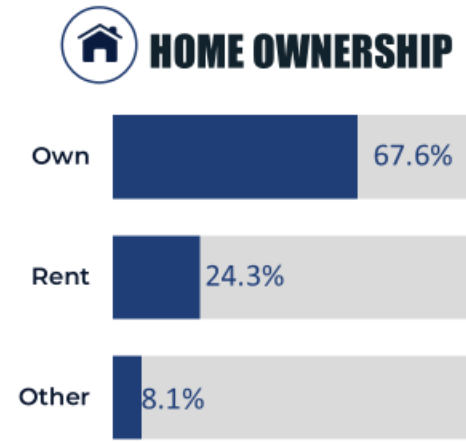
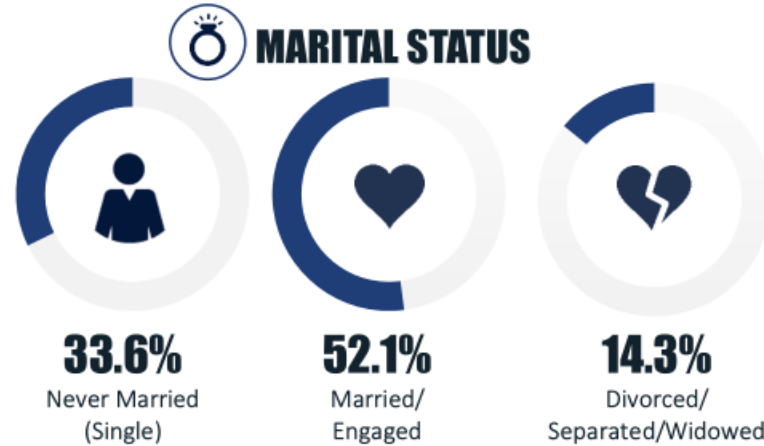
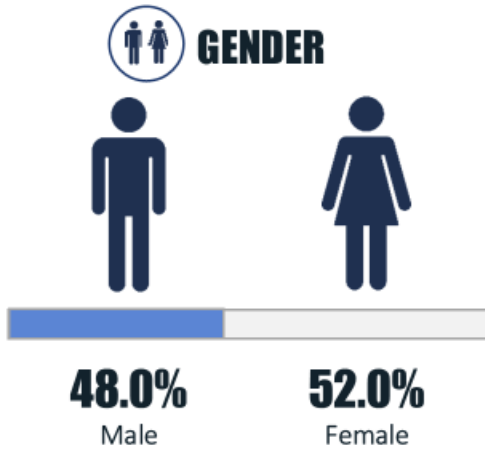
A COVETED AUDIENCE

629,239 Weekly Cume

Average age: 45.7

Average HHI: \$113k

EDUCATION



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.”



THE POWER OF INFLUENCERS

Throwback 100.3 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.



WTBC Reaches Adults 35-64

- WTBC 2025 Marconi Finalist for Large Market A/C Radio Station of The Year
- Crystal Award Finalist for excellence in community presence and local service
- The Brooke and Jeffrey Morning Show is a nationally recognized and syndicated staple
- Average age listener is 46 years old which is in line with the average listener in the Chicago radio market
- The Hubbard Difference: Live and Local Coverage, No Bump Policy, Community Focused and Local Ownership and Leadership



5:30AM-10:00AM

BROOKE AND JEFFREY IN THE MORNING



Throwback 100.3 is an engaging, upbeat station playing the Hits of the 90s + 2000s, anchored by entertaining personalities that will have you glued. Brooke & Jeffrey features conversations on the latest happenings in pop culture and entertainment, hilarious skits and listener interaction.



BROOKE

Co-Host, Brooke & Jeffrey — Morning Drive
WTBC-FM | Chicago
Throwback 100.3

- Brooke Fox is co-host of the hit national radio show Brooke & Jeffrey, which originates from Hubbard Radio Seattle's MOViN 92.5. Syndicated by Premiere Networks, the program airs on more than 50 stations nationwide, and features conversation on the latest happenings in pop culture and entertainment, hilarious skits and listener interaction.
- A self-described small-town girl living the big city dream, Brooke Fox has worked in morning radio for the past 14 years. She previously hosted Top 40 radio's first all-female morning drive show in Spokane (KZZU-FM), served as music director and morning co-host in Portland (KKRZ-FM), and started another all-female morning show in Seattle (KQMV-FM). Most recently, she co-hosted the Marconi award-winning, national radio show, Brooke & Jubal.
- Outside the radio studio, Brooke was a host on FOX TV's "Dish Nation," a nationally syndicated entertainment news program, for three seasons and hosted an ongoing segment on KING 5's New Day for over four years. She was voted by Evening Magazine as one of the "Top 25 Most Beautiful People in the Northwest," and serves as a spokesperson for the American Heart Association and the Komen Foundation, the latter of which presented her with the Outstanding Media Partner Award in 2014.
- Brooke and her husband reside in Seattle with their two children.



INTERESTS



Home
Improvement



Family



Travel

FOLLOWERS



Broadcast

1.07M+



@BrookeAndJeffrey @BrookeAndJeffrey

183K+



80.8K+

BROOKE & JEFFREY

JEFFREY

Co-Host, Brooke & Jeffrey — Morning Drive
WTBC-FM | Chicago
Throwback 100.3

- Jeffrey Dubow, known as “Young Jeffrey,” is co-host of Brooke & Jeffrey - the hit nationally syndicated morning show originating from Hubbard Radio Seattle’s MOViN 92.5. He joined the station nearly 10 years ago and previously served as an on-air personality and executive producer of the Marconi Award-winning program, Brooke & Jubal.
- Brooke & Jeffrey features conversation on the latest happenings in pop culture and entertainment, hilarious skits and listener interaction. Young Jeffrey has been described as the “heard and soul” of the show. Originally from Los Angeles, he moved to Seattle to attend college and found his calling working in radio. For 10 years, Jeffrey has brought energy and sarcasm to the airwaves, but he's best-known for his parody songs ("Song of the Week"), which he performs live on the show every Friday morning. He’s written and sung more than 300 songs to date, but he’s still anxiously awaiting a call from Capitol Records to finally sign him to a multi-million-dollar record deal.



INTERESTS



Food



Travel



Live Music

FOLLOWERS



Broadcast

1.07M+



@BrookeAndJeffrey @BrookeAndJeffrey

183K+



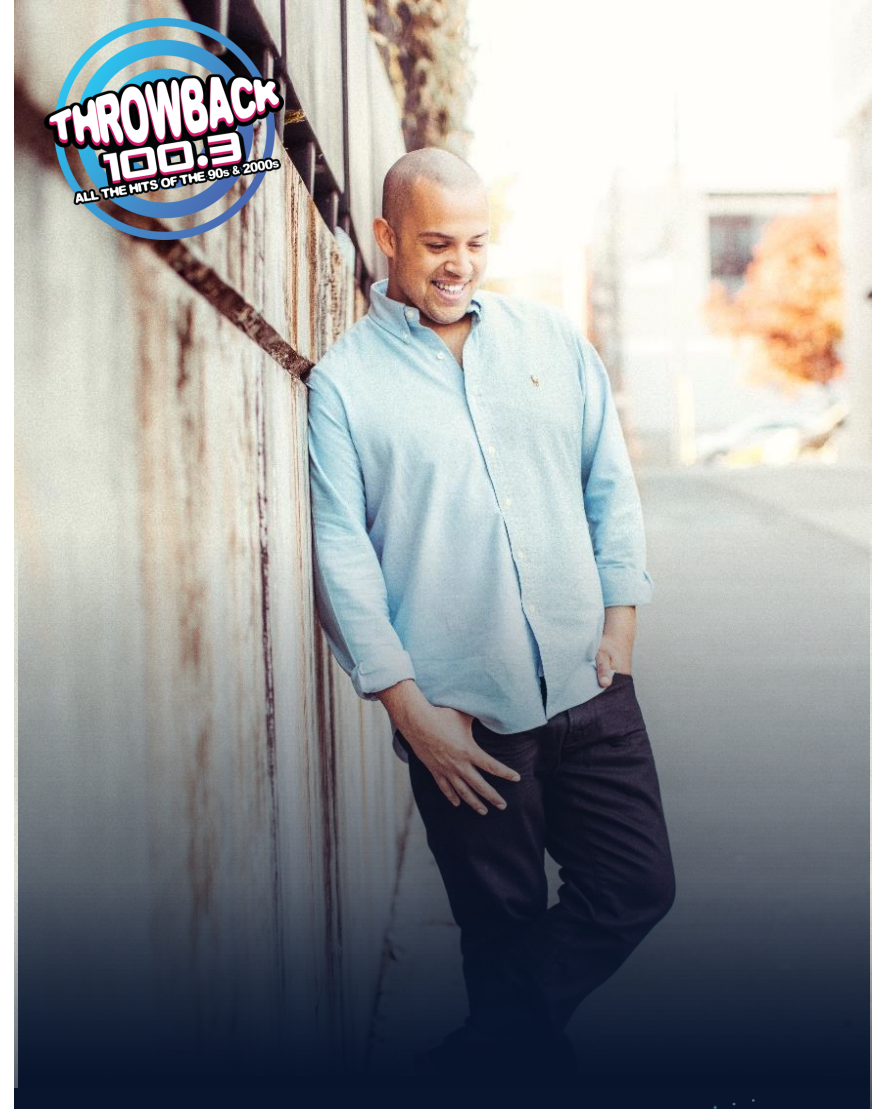
80.8K+

BROOKE & JEFFREY

JOSE

Co-Host, Brooke & Jeffrey — Morning Drive
WTBC-FM | Chicago
Throwback 100.3

- A Tacoma native, Jose Bolanos grew up in the restaurant industry, but decided to try stand-up comedy at the age of 23. Soon after, he auditioned for a local radio show in Seattle and the rest is history. Today, Jose is a cast member on Brooke & Jeffrey, the popular morning show on Hubbard Radio Seattle's MOViN 92.5 KQMV, which is syndicated by Premiere Networks on more than 50 stations nationwide. Jose previously co-hosted the Marconi-Award winning Brooke & Jubal Show.
- Brooke & Jeffrey features conversation on the latest happenings in pop culture and entertainment, hilarious skits and listener interaction. As a key member of the team, Jose entertains the audience with his arsenal of impressions and hilarious characters. Known for his crazy stunts and high energy, listeners also count on Jose for his infectious laugh.
- As a standup comedian, Jose has been featured on several TV Networks, including FOX, USA Network, NBC, and others. Known for sharing stories about his life, as well as myriad impressions and accents, he's been dubbed "Best Comedian in Western Washington." He continues to tour and headline comedy clubs and theaters nationwide, making people smile and laugh all over the country.



INTERESTS



Travel



Sports



Comedy
Performance

FOLLOWERS



Broadcast

1.07M+



@hilariousjose

17.0K+



@hilariousjose

48.1K+

BROOKE & JEFFREY

RANDI WEST

Host, Middays
WTBC-FM | Chicago
Throwback 100.3

- Born in Southern California and raised in the southwest suburb of Plainfield, Rick has always considered Chicago home—even as his radio career took him to major markets like New York City, Las Vegas, and Milwaukee.
- Now serving as Assistant Program Director, Rick focuses on delivering the most unforgettable sets of '90s and 2000s throwbacks that keep listeners coming back for more.
- A self-proclaimed early adopter, his home is a tech lover's dream, filled with the latest gadgets and gear. In the winter, you'll likely find him staying warm at bourbon and scotch tastings, while once the snow melts, he's hitting local golf courses every chance he gets.
- Rick proudly calls the western suburbs home, where he lives with his two kids, their dog, and a deep love for all things audio.

INTERESTS



Charity



Travel



Music

FOLLOWERS



Broadcast

1.07M+



@randiwest411

688



@randiwest411

1.7K+



2:00PM-7:00PM

RICK HALL: AFTERNOONS



Introducing the Throwback 100.3 afternoon show with highly talented Rick Hall. If you love the hits of the 90s and 2000s and bringing back exciting and fun memories, then this show is for you! Rick will have you laughing and smiling about his day-to-day life and some of his past stories. This is an interactive show that will want you calling in for giveaways and prizes for upcoming shows and venues. This show will have you turning up the volume to full max!



RICK HALL

Host, Afternoon Drive
WTBC-FM | Chicago
Throwback 100.3

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INTERESTS			FOLLOWERS		
					
Enjoying Chicago	Family	Sports	Broadcast 1.07M+	@rickhallonair 978	@rickhallonair 5.5K+

GINGER

Host, Nights
WTBC-FM | Chicago
Throwback 100.3

- A proud city dweller, Ginger absolutely lives for summers in Chicago—whether she's catching a concert under the stars, biking to the beach, or paddleboarding along the lakefront, she's all about soaking up the season.
- When she's not enjoying the best of the city, Ginger is usually exploring somewhere new. She's a passionate traveler who's visited 6 continents, 40 countries, 40 states, and 2 U.S. territories—and she's not done yet! She's also on a personal mission to visit every Major League Baseball ballpark. With 23 down and just 7 to go, she's rounding third and heading for home.
- Ginger is deeply committed to causes that matter: ovarian cancer research, anti-gun violence advocacy, and supporting student-run media and journalism education are especially close to her heart.
- Originally from the northwest suburbs, Ginger is a proud graduate of Hoffman Estates High School. She earned her bachelor's degree from the University of Illinois Urbana-Champaign and her master's from Marquette University—and you can bet she always has both teams in her Final Four bracket.

INTERESTS



Enjoying
Chicago



Travel



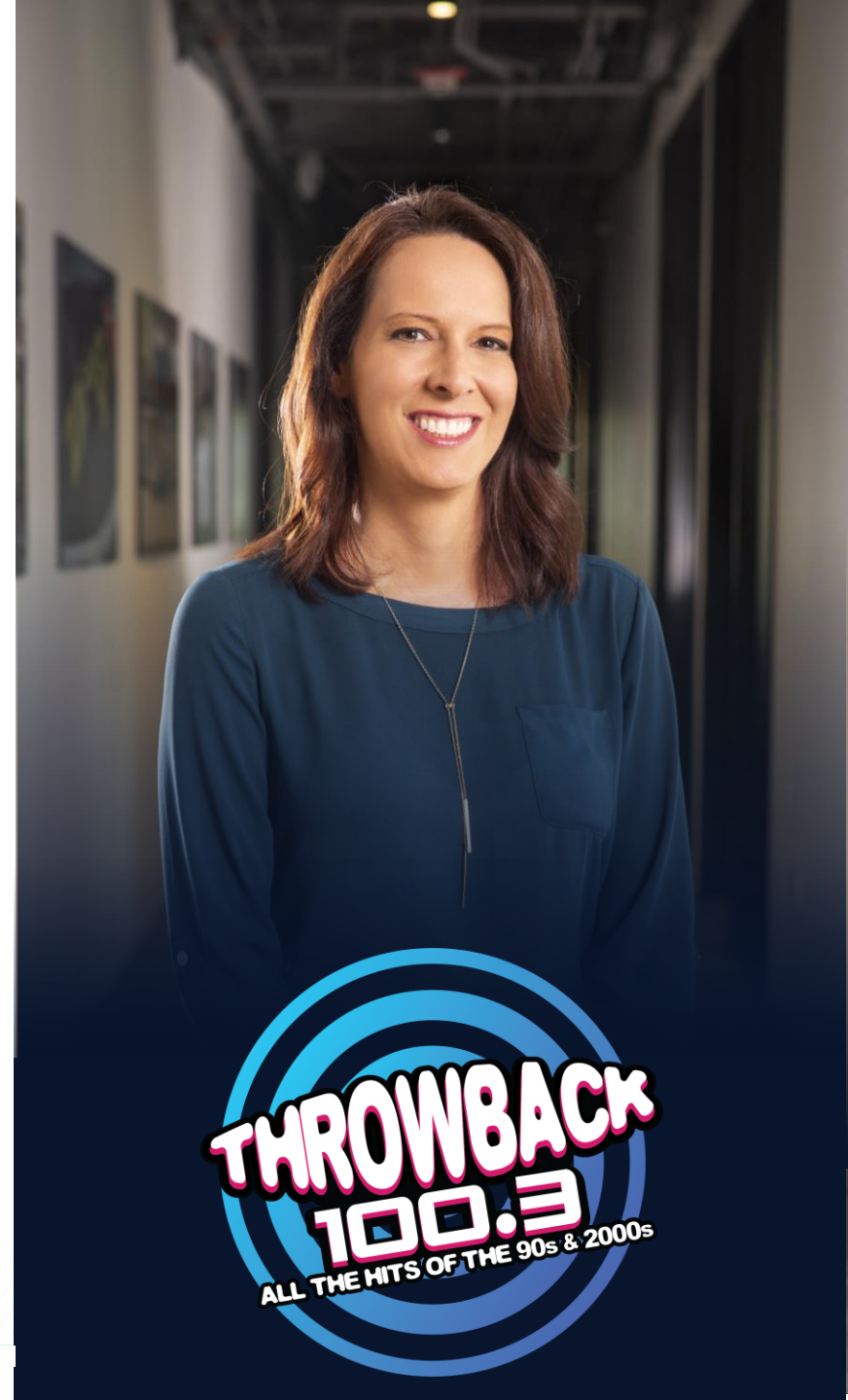
Music

FOLLOWERS



Broadcast

1.07M+



THROWBACK 100.3

SIGNAL

654,116

Total FM Audience Reach Weekly

171,391

Total Streaming Audience Weekly

WISCONSIN

