

101.9 THE MIX

# MEDIA KIT



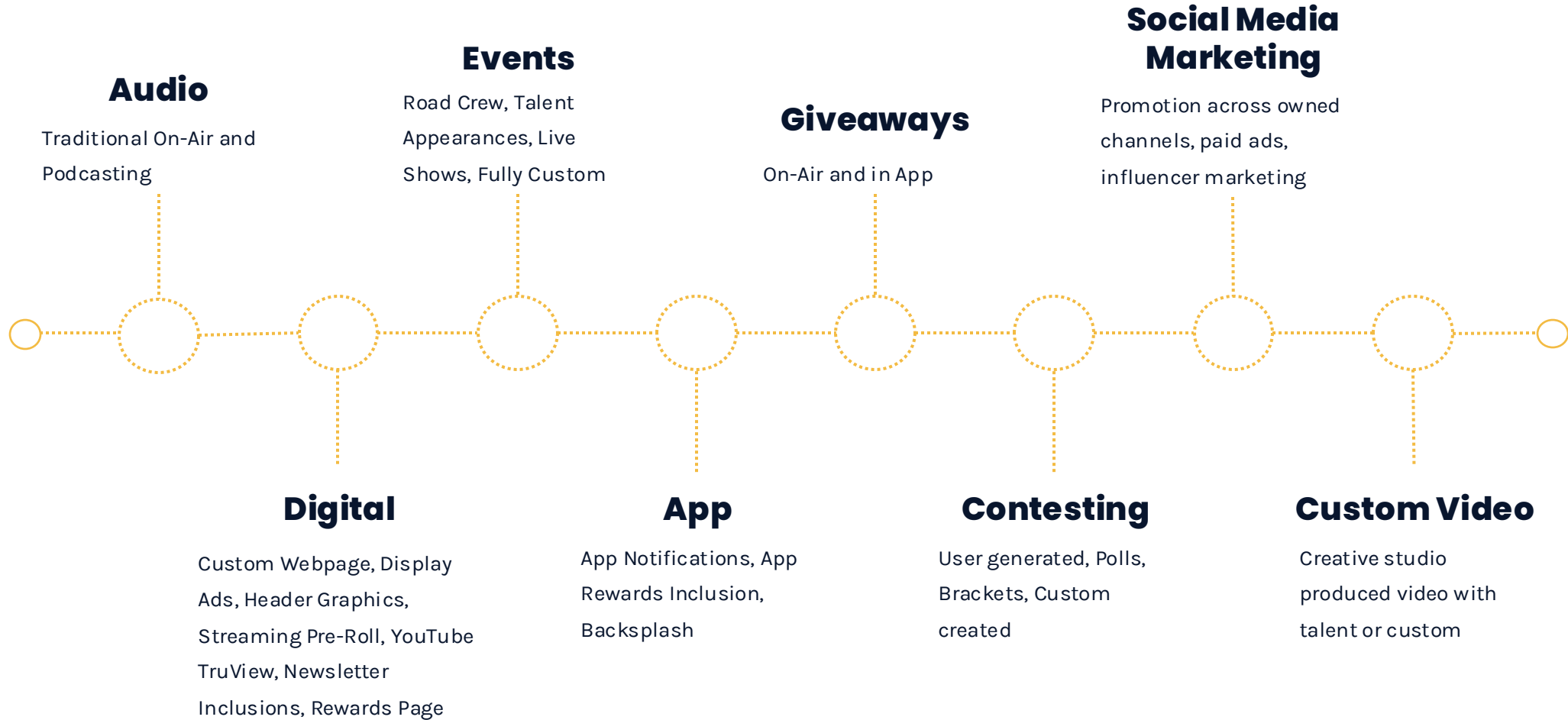
101.9 THE MIX

# 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.



# HUBBARD CHICAGO CAPABILITIES



# WTMX LISTENER PROFILE

A COVETED AUDIENCE

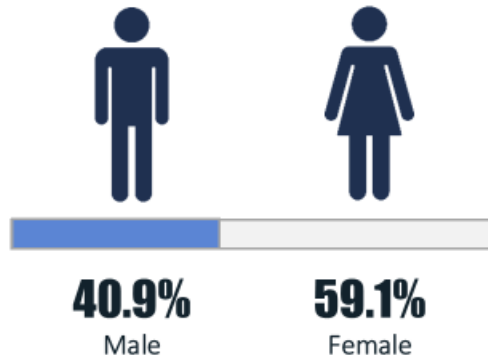
806,881 Weekly Cume

Average age: 45.0

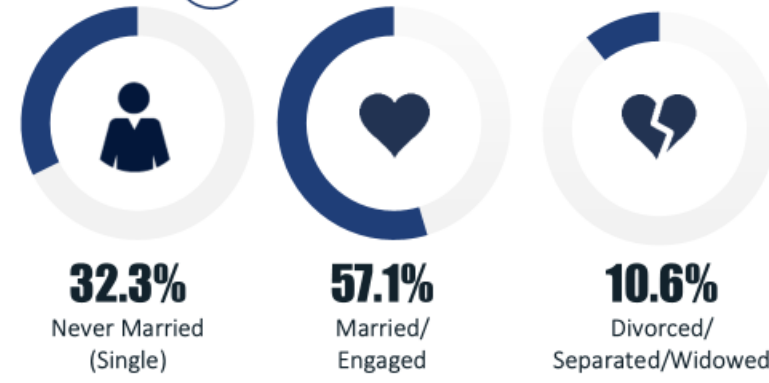
Average HHI: \$117k

## EDUCATION

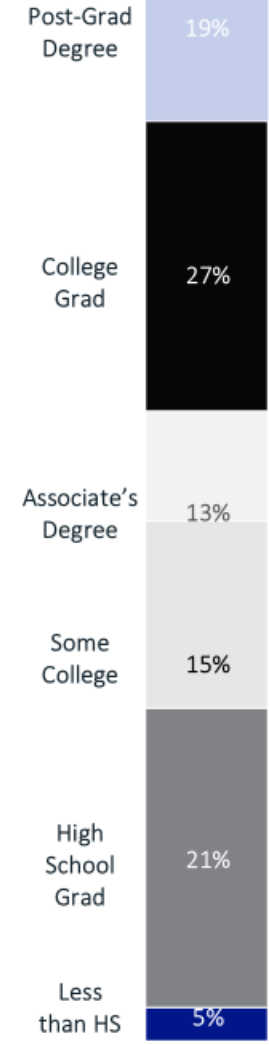
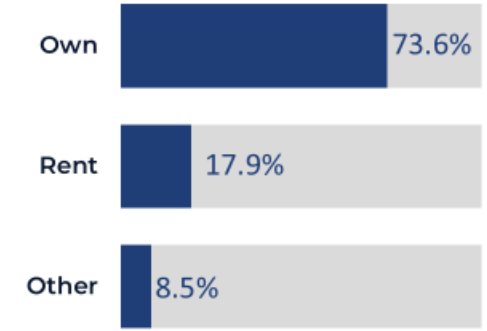
### GENDER



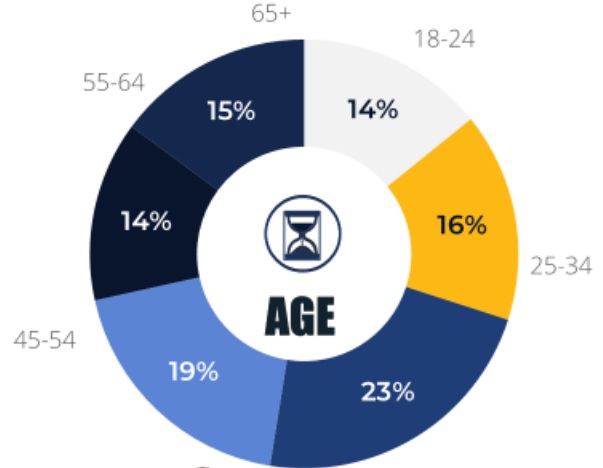
### MARITAL STATUS



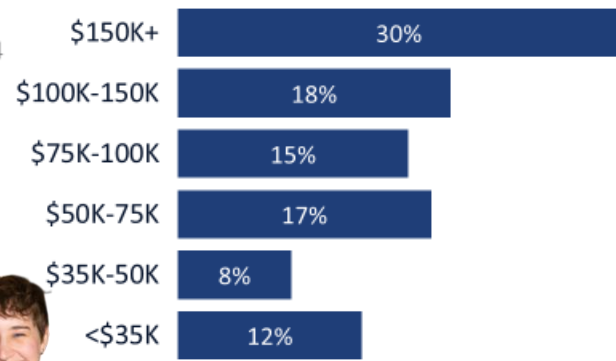
### HOME OWNERSHIP



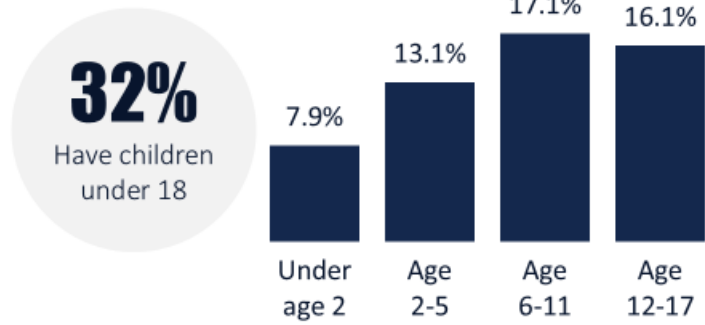
### AGE



### HOUSEHOLD INCOME



### CHILDREN AT HOME



# 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

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.



5:30AM-10:00AM

# The MORNING MIX






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 2024. 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 PETLAK

Co-Host, The Morning Mix — Morning Drive  
WTMX-FM | Chicago  
101.9 The Mix

- Born and raised in Mount Prospect, Chris first joined The Mix as a Promotions Assistant in 2008. He went on to become the station's first Social Media Manager before heading to Los Angeles in 2016, where he handled social media for Ryan Seacrest.
- Chris later stepped into the advertising world as an Associate Creative Director at Liquid Advertising, working with major clients like SEGA, Square Enix, and Blizzard. In 2019, he returned to The Mix to host nights, moved to The Afternoon Mix in 2020, and has been the host of The Morning Mix since 2022.
- Outside of radio, Chris is an accomplished musician and stand-up comedian, having performed at Zanies, The Comedy Store LA, and other venues. He also co-created, co-wrote, and co-starred in the sitcom The Jamz, which premiered on Netflix in 2016 and is now available on Apple TV+ and Amazon Prime.
- Chris lives on the Northwest Side of Chicago with his wife Amy, their two daughters and son, and their rescue pup, Roscoe.



INTERESTS			FOLLOWERS		
					
Family	Travel	Entertainment	Broadcast 1.07M+	@ChrisPetlakOfficial 1.1K+	@ChrisPetlakOfficial 3.6K+








# NIKKI

Co-Host, The Morning Mix — Morning Drive  
WTMX-FM | Chicago  
101.9 The Mix

- Nikki brings the female perspective to Chicago's morning scene as the co-host of *The Morning Mix* on 101.9 The Mix—Chicago's largest morning show and radio station, reaching more Adults and Women 25-54 than any other. The station is also a proud finalist for the National Association of Broadcasters Crystal Award, honoring outstanding community service.
- Nikki considers 101.9 The Mix her second home, having been part of the radio station for over 20 years.
- Of-air, Nikki and her husband are busy raising their teenage son, a football player. They live on Chicago's north side with their rescue dog, Biba. Nikki stays current on popular TV shows and always finds time for a good movie.
- Alongside co-hosts Chris Petlak and Whip, *The Morning Mix* leads Chicago's morning drive with a dynamic blend of music, pop culture, entertainment news, and plenty of laughs.



INTERESTS			FOLLOWERS		
					
Family	Travel	Home Improvement	Broadcast 1.07M+	@NikkiChum 1.5K+	@NikkiChum 1.4K+

# WHIP

Co-Host, The Morning Mix — Morning Drive  
WTMX-FM | Chicago  
101.9 The Mix

- Whip has been a voice on Chicago radio for more than half his life—literally! Over the years, you may have heard him across the dial on alternative, sports, rock, and news stations, and of course, on the GOAT of Chicago radio: The Mix!
- Born in Blue Island and raised on Chicago’s Northwest Side before moving to Roselle, Whip went on to graduate from the University of Illinois with a degree in broadcast journalism. He likes to point out he’s used a lot of the “broadcast” part...and just a bit of the “journalism” part.
- Despite the early advice from well-meaning folks who warned him radio was “too unstable,” Whip stuck with it—and decades later, he’s still loving every minute. He now lives in the Northwest suburbs with his wife Stacy, daughter Tori, and sons Kyle and Alex, after spending his early adult years on the North Side.
- Whip’s proud to be part of The Morning Mix alongside radio’s greatest teammates: Chris and Nikki!

## INTERESTS



Family



Travel



Sports

## FOLLOWERS



Broadcast

1.07M+



@MixWhip

7.3K+



@MixWhip

8.6K+



THE MORNING  
MIX

10:00AM-2:00PM

## THE MIDDAY MIX SHOW



Your midday pick-me-up starts with Jenny V! She's got the perfect soundtrack to power you through your workday—today's best pop, throwback favorites, and the songs everyone's talking about. Whether she's dishing on celeb buzz, sharing hilarious life moments, or connecting with you on-air and online, Jenny V brings the energy and real talk that makes your day fly by.

It's midday radio, but way more fun—with Jenny V!

# JENNY V

Host, 101.9 The MIX — Middays  
WTMX-FM | Chicago  
101.9 The Mix

- Jenny lives in the city with her husband, Aaron, and their 7-pound miniature pinscher, Bebe. A true outdoor enthusiast, she loves everything from live concerts at the amphitheater to biking along the lakefront and strolling through the park with Bebe by her side.
- Music is at the heart of her life. In her role at a radio station, she plays a key part in music curation and is always looking for the next outstanding live performance. When she's not at a concert, you'll likely find her at Wrigley Field, cheering on the Cubs with a hot dog and a seltzer in hand—though she's always game for any sporting event.
- A former Miss Iowa USA, Jenny is passionate about health, beauty, and fitness, always staying ahead of the latest fashion and makeup trends. Her adventurous spirit extends to travel, with some of her favorite destinations including Peru, Thailand, South Africa, and South Korea.
- Beyond her vibrant lifestyle, Jenny is deeply committed to women's empowerment and supporting children facing adversity. Having personally navigated the challenges of parental substance abuse, she actively works with organizations like Big Brothers Big Sisters to make a meaningful impact in her community.



INTERESTS			FOLLOWERS		
					
Exploring Chicago	Travel	Health & Self-Care	Broadcast 1.07M+	@JennyVOnAir 2.0K+	@JennyVOnAir 7.8K+



2:00PM-7:00PM

## THE AFTERNOON MIX SHOW



Your afternoons just got a whole lot more fun. The Afternoon Mix brings the laughs, the hottest pop hits, and nonstop listener interaction to keep you smiling all the way home. McCabe's offbeat take on trending topics, pop culture, and social media moments sets the vibe—and makes every afternoon feel totally different (in the best way). Tune in for the show that's never on autopilot. It's fresh, it's funny, it's McCabe.

# CASEY MCCABE

Host, 101.9 The MIX — Afternoon Drive  
WTMX-FM | Chicago  
101.9 The Mix

- McCabe spent over a decade in Los Angeles as an on-air personality, from his time at the world-famous KROQ to becoming the very first on-air host at LA's 97.1 AMP. Since 2022, he's been one half of The Afternoon Mix on 101.9 The Mix, bringing big energy and even bigger interviews — with names like Lady Gaga, Katy Perry, Rise Against, Paris Hilton, Cannons, Sam Smith, The Chainsmokers, Halsey, and Bleachers, just to name a few.
- He also spent time behind the scenes, writing for Carson Daly and The Daly Download.
- Outside the studio, McCabe's all about the music — you'll find him at festivals or discovering up-and-coming artists. A film grad from the University of Nevada, Las Vegas, he's passionate about movies and film editing, and never passes up a chance to travel (London is a favorite!).
- An endurance enthusiast, McCabe has completed full and half marathons — including the L.A. Marathon — and recently took on the Chicago Triathlon. In the warmer months, he's cruising the lakefront, hiking, skiing, or just soaking up the outdoors.
- Catch McCabe weekdays from 2 to 7 p.m. on 101.9 The Mix.

## INTERESTS



Travel



Outdoor  
Adventure



Film

## FOLLOWERS



Broadcast

1.07M+



@McCabeOnAir

221



@McCabeOnAir

3.2K+



# 101.9<sup>THE</sup>MIX

C H I C A G O

Mon - Thurs 7P-9P, Fri 7P-12M

## **EMMA DAY AT NIGHT SHOW**



Wind down your day and turn up the good vibes with Emma Day at Night. Emma's serving up today's biggest pop hits, chill throwbacks, and the perfect soundtrack for your night—whether you're out, online, or just vibing at home. With her quick wit, relatable takes, and finger on the pulse of pop culture, Emma keeps your evenings feeling fresh and fun.

Night radio never sounded so good!

# EMMA DAY

Host, 101.9 The MIX — Nights  
WTMX-FM | Chicago  
101.9 The Mix

- A proud Chicagoland native, Emma is best known for her quick wit, infectious energy, and encyclopedic knowledge of the most random fun facts. The youngest of four, she's been trained from an early age to get the last word in—making her a certified yapper.
- Born and raised in Burr Ridge, Emma graduated from DePaul University with a degree in Communications (see? Professional yapper!) and now calls Chicago's Northside home.
- When she's not hosting the night show on The Mix, you might catch her performing stand-up or improv at local staples like The Lincoln Lodge, The Annoyance Theatre, or Second City. She's passionate about eating good food, babysitting her niece and nephew, and cheering on women's sports. Emma is proudly addicted to live music, traveling, the Gay Agenda™, and being tall.

## INTERESTS



Comedy  
Performance



Travel



Live  
Music

## FOLLOWERS



Broadcast  
1.07M+



@AllDayEmmaDay  
984



@AllDayEmmaDay  
1.2K+

# 101.9<sup>THE</sup>MIX

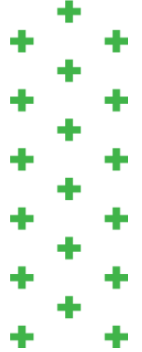
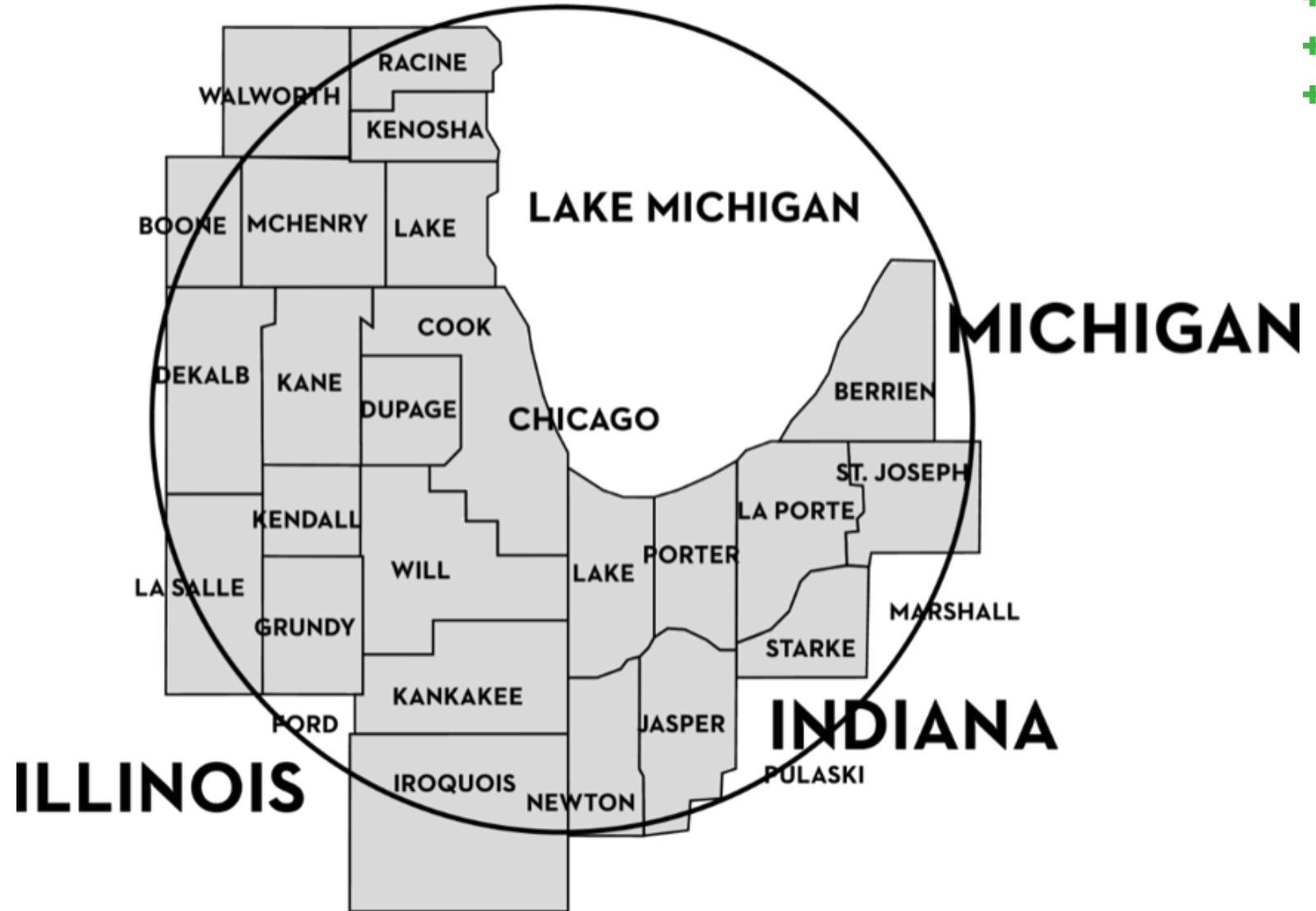
C H I C A G O

101.9 THE MIX  
**SIGNAL**

**933,500**

Total FM Audience Reach Weekly

# WISCONSIN



# GET IN TOUCH

**Drew Medland – Director of Sales**

[drew.medland@2060digital.com](mailto:drew.medland@2060digital.com)

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