



Our Story

Mix 94.9 combines a variety of popular music from the last four decades with local personalities and community engagement to entertain the Cincinnati workforce.





Capabilities Profile

Connect with your target audience through a dynamic, multi-platform campaign with Hubbard Cincinnati.

- Heritage brands
- High-profile, live and local personalities
- Unique content and promotional ideas
- Award-winning production
- In-depth market research
- Industry experience

High-Impact Media

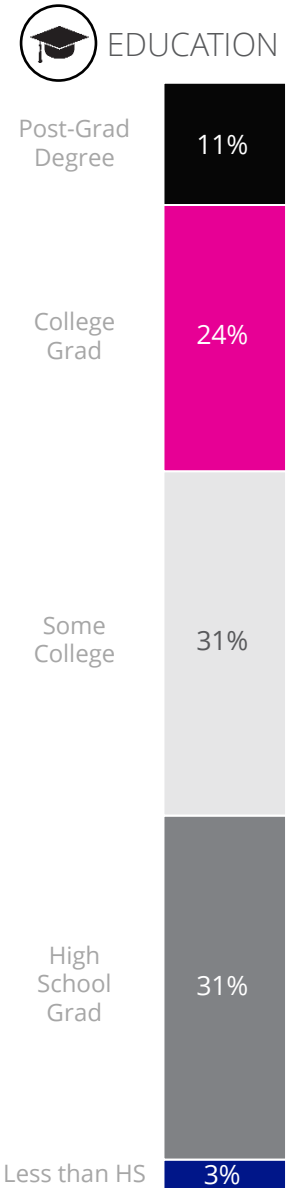
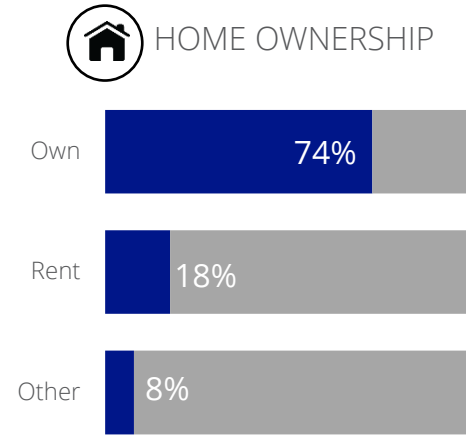
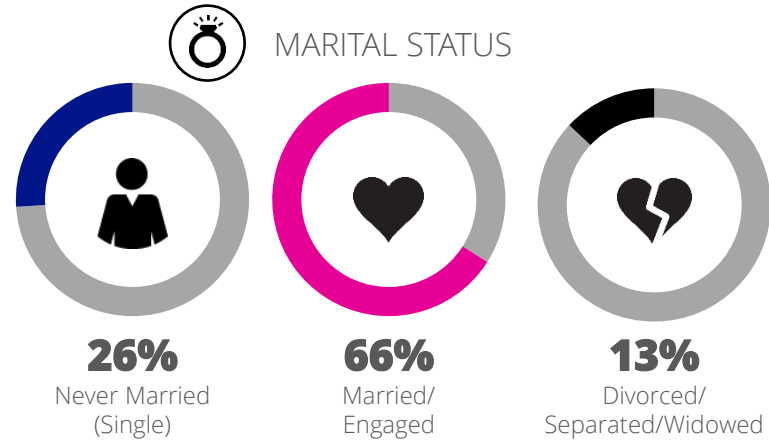
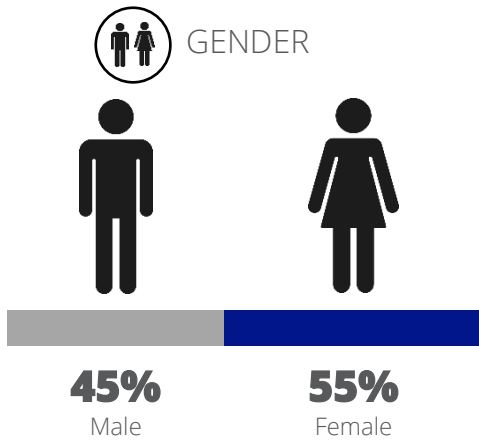
- Traditional radio
- Streaming
- Listener rewards
- Social media integration
- Podcasts
- Custom video
- 2060 Digital

Events

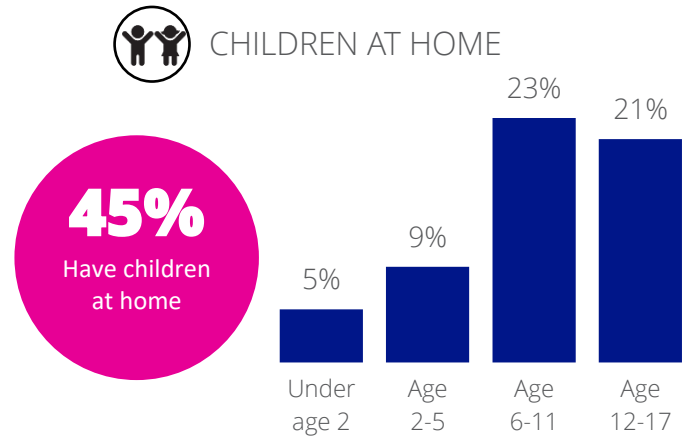
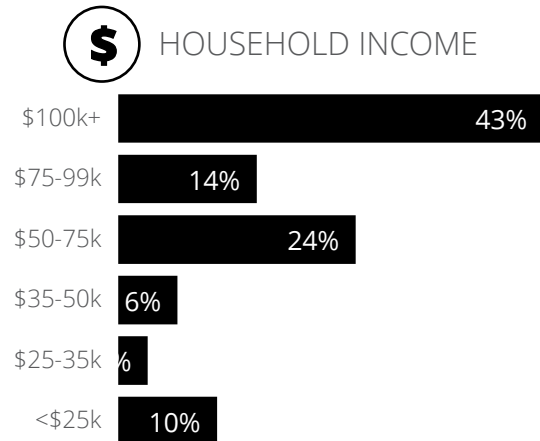
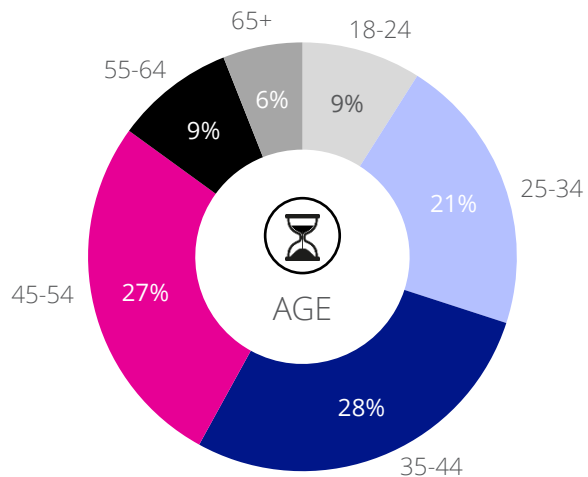
- Cause marketing
- Brand awareness
- Traffic driving

Campaign Enhancements

- Influencer marketing
- Sampling programs
- Contests & sweepstakes
- Rewards integration



WREW Listener Profile



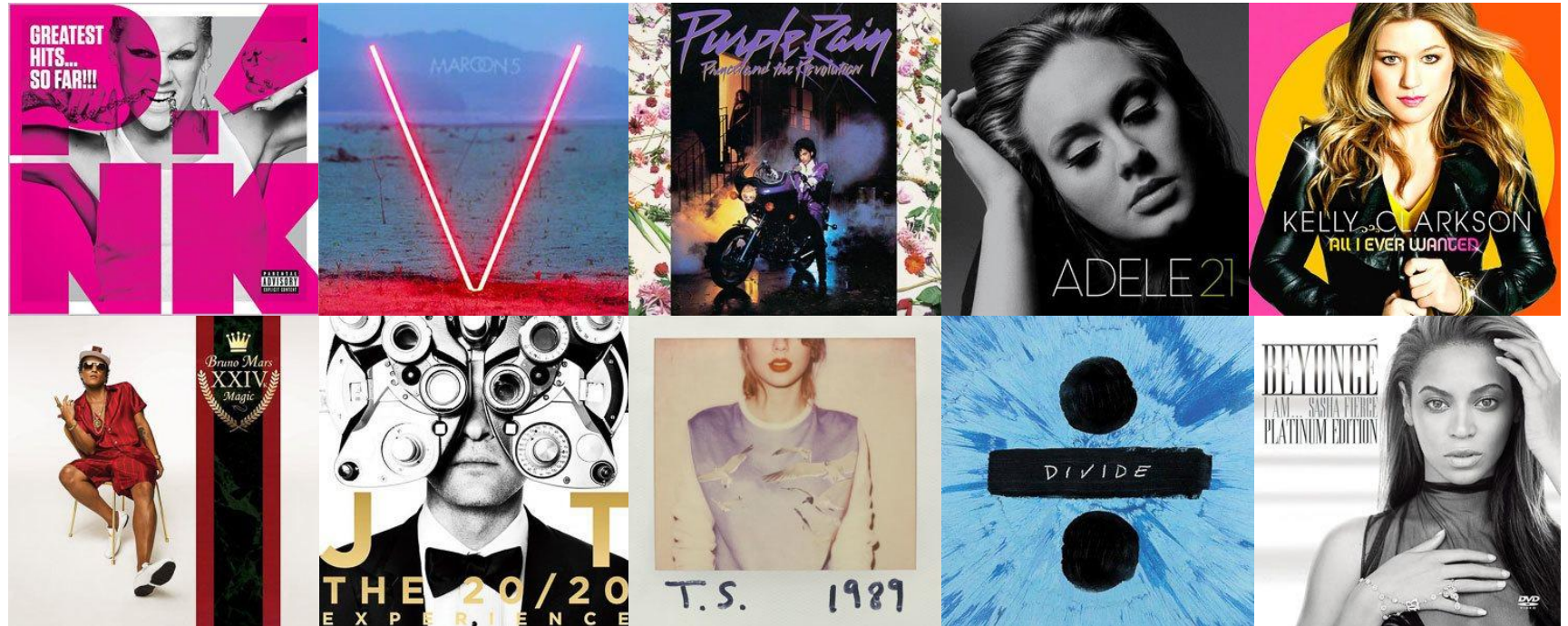
Now Playing

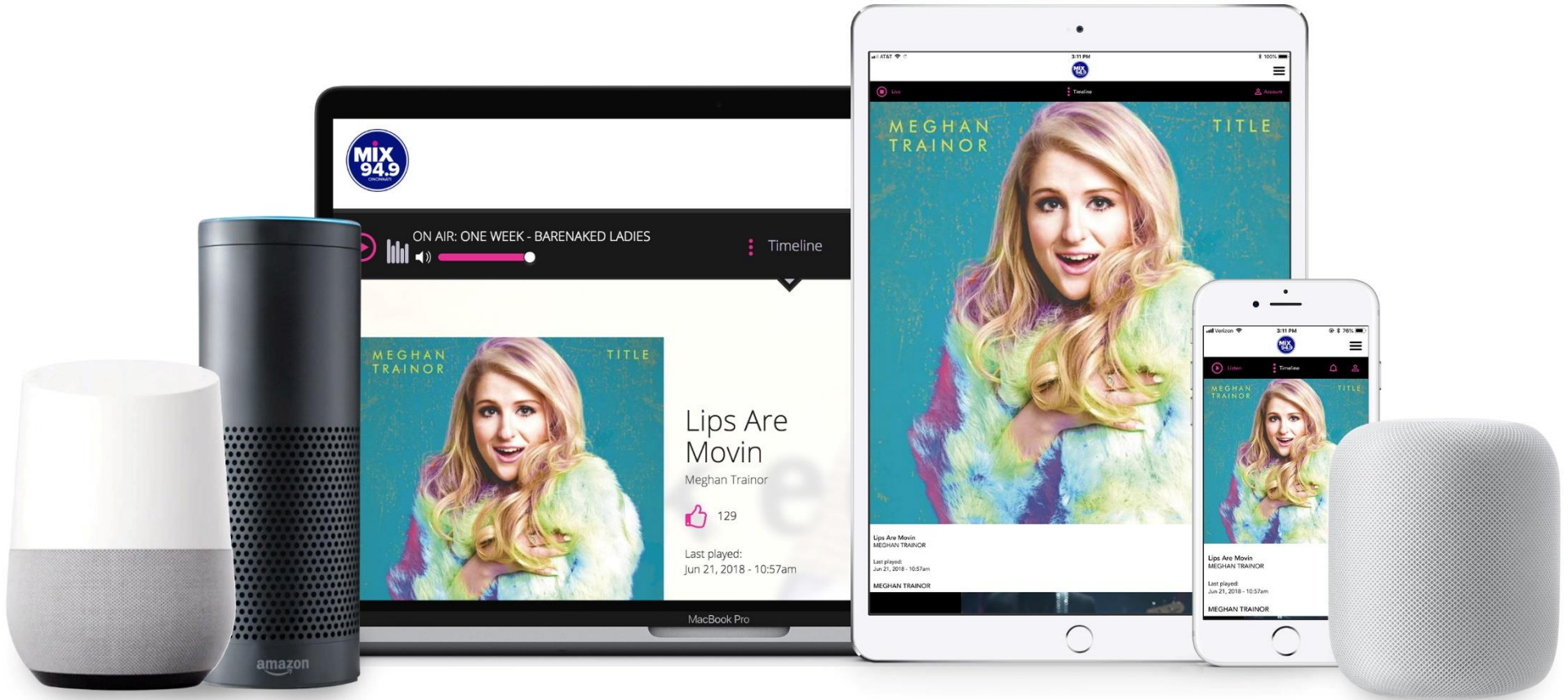
Nobody listens to just one kind of music, so Mix 94.9 plays a wide variety from the 80s, 90s, 2000s and today! From Journey and Matchbox 20 to Maroon 5 and Adele, Mix 94.9 combines the best sounds of pop, rock and dance to create a playlist unlike any other.



Poker Face
Lady Gaga

 **LISTEN NOW**





55,370
Monthly
Page Views



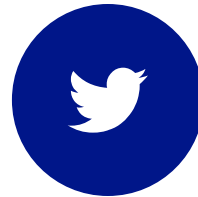
17,289
Unique
Users



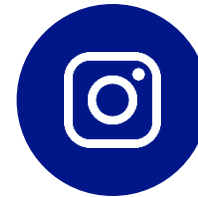
70,914
Monthly
Streaming
Sessions



36,180
Facebook
Followers



3,547
Twitter
Followers



5,353
Instagram
Followers



20,750
Email
Database

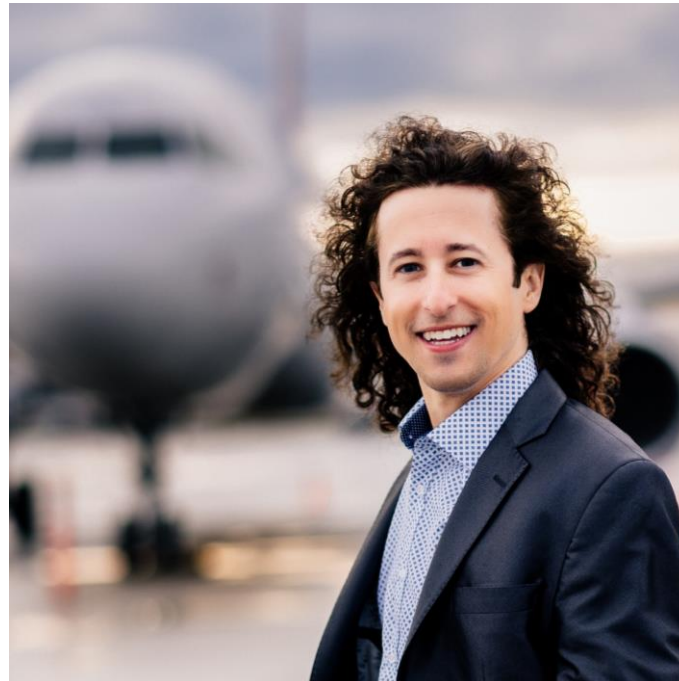


3,476
Unique Mobile
App Users

The Power of Our Influencers

Mix 94.9 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 Greater Cincinnati.



The Power of Local Radio 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.”

A woman with dark hair, wearing a black tank top and a black skirt with large donut-shaped cutouts, is smiling and holding a white rolling pin in her mouth. She is standing in a kitchen with a wooden counter, a large metal mixing bowl, and a stand mixer. There are trays of donuts on the counter.

Holly

Monday–Friday 6 am–12 noon

Holly has been with Hubbard Cincinnati for 25 years and has loved every minute of it! Holly was born in Seoul, Korea, she's an ARMY brat, a lil' bit of Georgia peach, and now a Florence, Y'all, resident for many years. She's a tequila, dog, and beach lover. Fueled by sarcasm, caffeine, and sassy thoughts! Holly in two words: food and fashion. Holly is married to Grover Collins. They have two kids, Sophia and Joey, and fur babies Benni and Faye. Start your day with Holly and the Mix 94.9 Breakfast Club. With the wake-up playlist, you won't need an alarm clock.



[Read More](#)



Jay

Monday–Friday 12 noon–6 pm

Jay Kruz has had the same pair of headphones for 22 years ... and still going strong. Whether good luck or just neurosis, the headphones have seen him through many radio experiences, most notably the birth of Mix 94.9. Jay is the in-game host for the Cincinnati Cyclones and has served on the board of Brighton Center in Newport and the Music Resource Center. Jay is a husband and father who enjoys playing hockey, fly fishing, boating, collecting old radios and playing guitar.

[Read More](#)

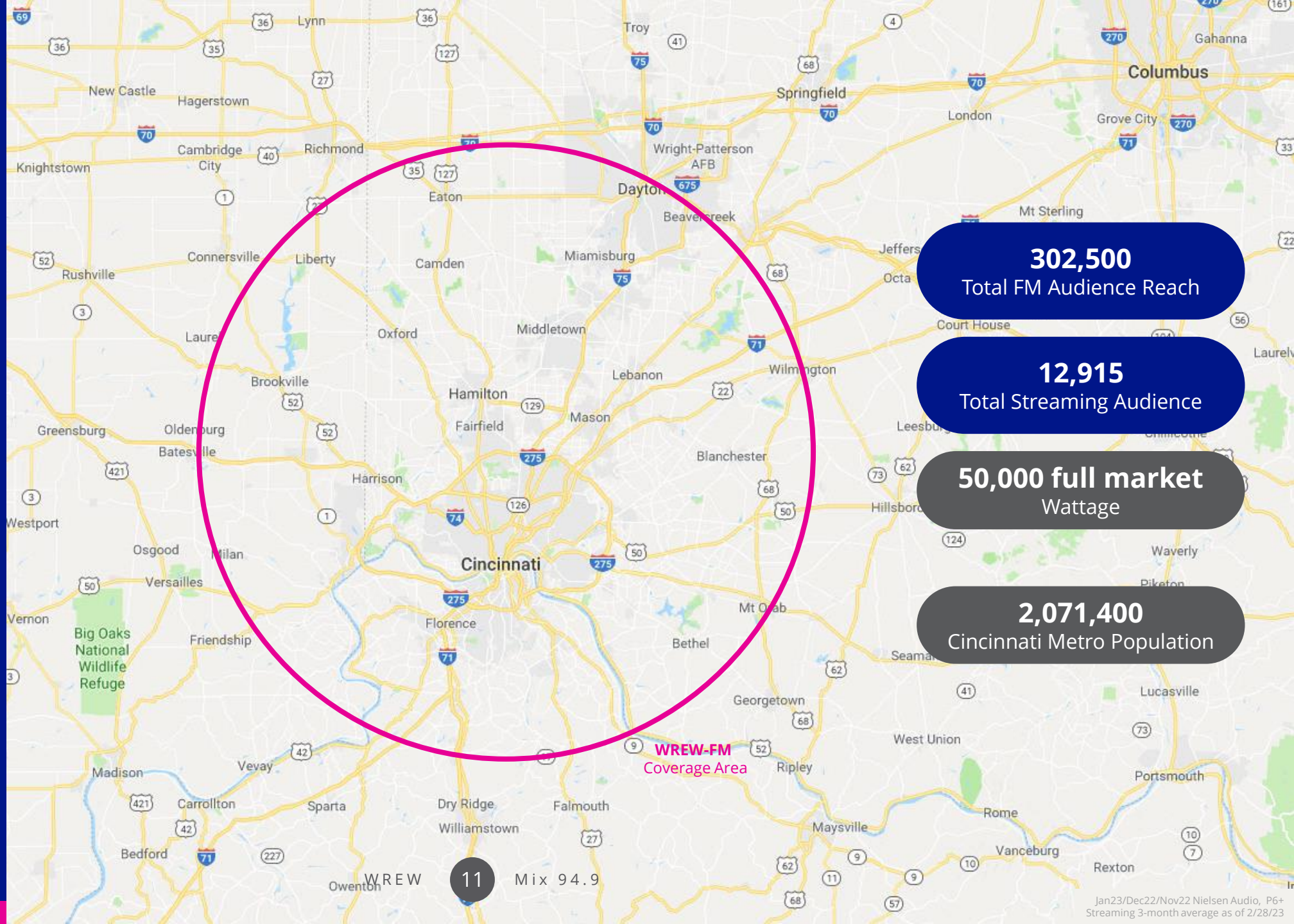
Denise Johnson

Traffic Director

Denise Johnson has been a traffic reporter for 18 years, starting on local TV, and has been a part of the Hubbard radio family since 2017. When she's not steering you safely on the roads, she can get you into a new home! Denise is a real estate agent with Sibcy Cline and has been buying and renovating houses since 2011! She and her husband, Don, also own a fence company in Northern Kentucky, where she's been a lifelong resident. Together, they have seven children and 11 grandchildren! She loves animals and has two dogs, two cats, and a pet chipmunk named Chipsey. Denise also enjoys sewing, crafts, gardening, her pool, yard work, kayaking, boating, and recently started hunting.



W
S
I
N
E
D



302,500
Total FM Audience Reach

12,915
Total Streaming Audience

50,000 full market
Wattage

2,071,400
Cincinnati Metro Population

Get in Touch

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



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