



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

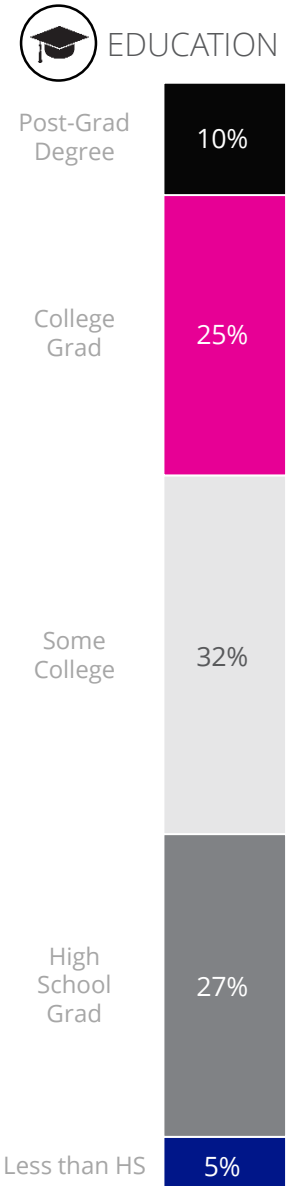
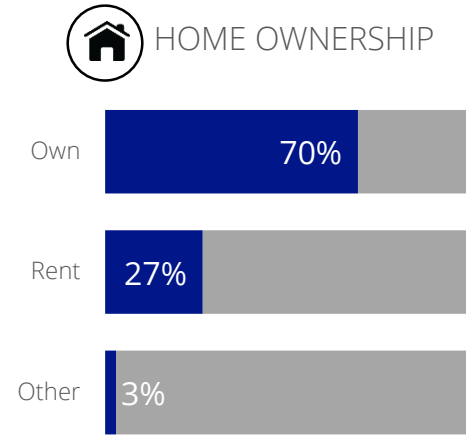
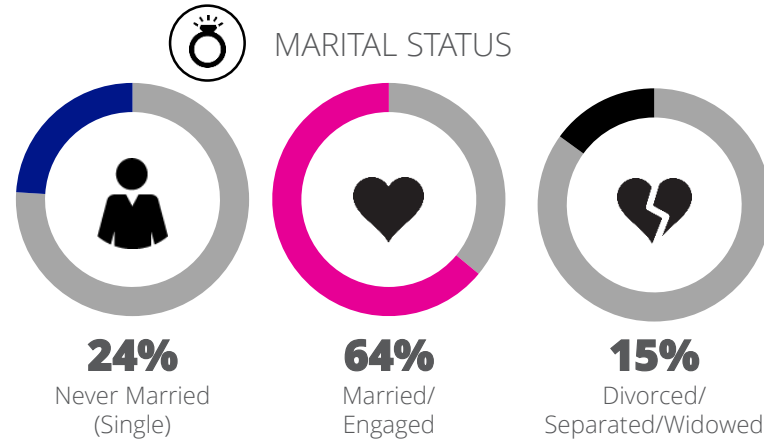
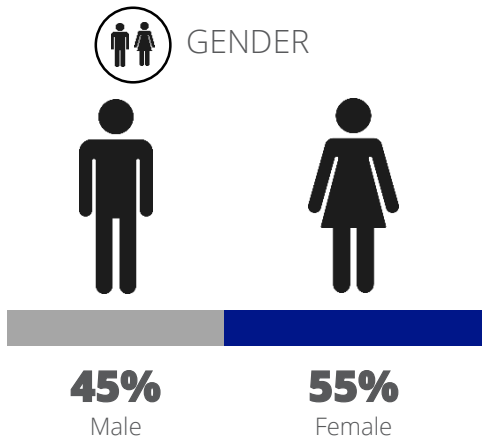
- Traditional radio
- Streaming
- Listener rewards
- Social media integration
- Podcasts
- Custom video
- 2060 Digital

Events

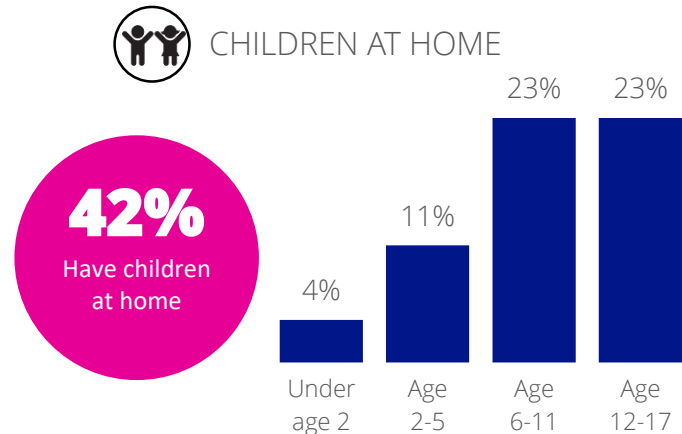
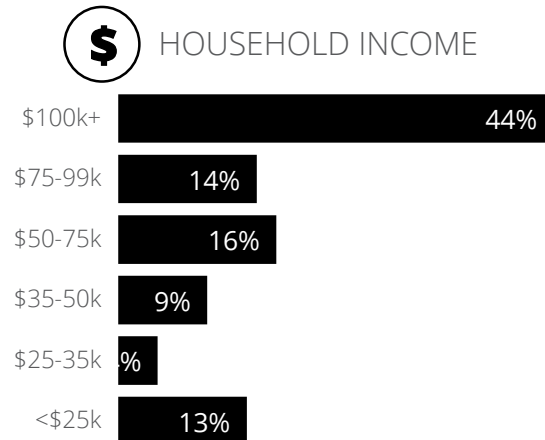
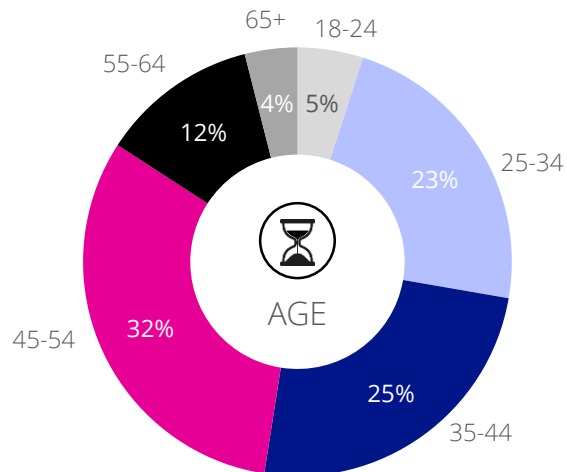
- Cause marketing
- Brand awareness
- Traffic driving

Campaign Enhancements

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



WREW Listener Profile



Now Playing

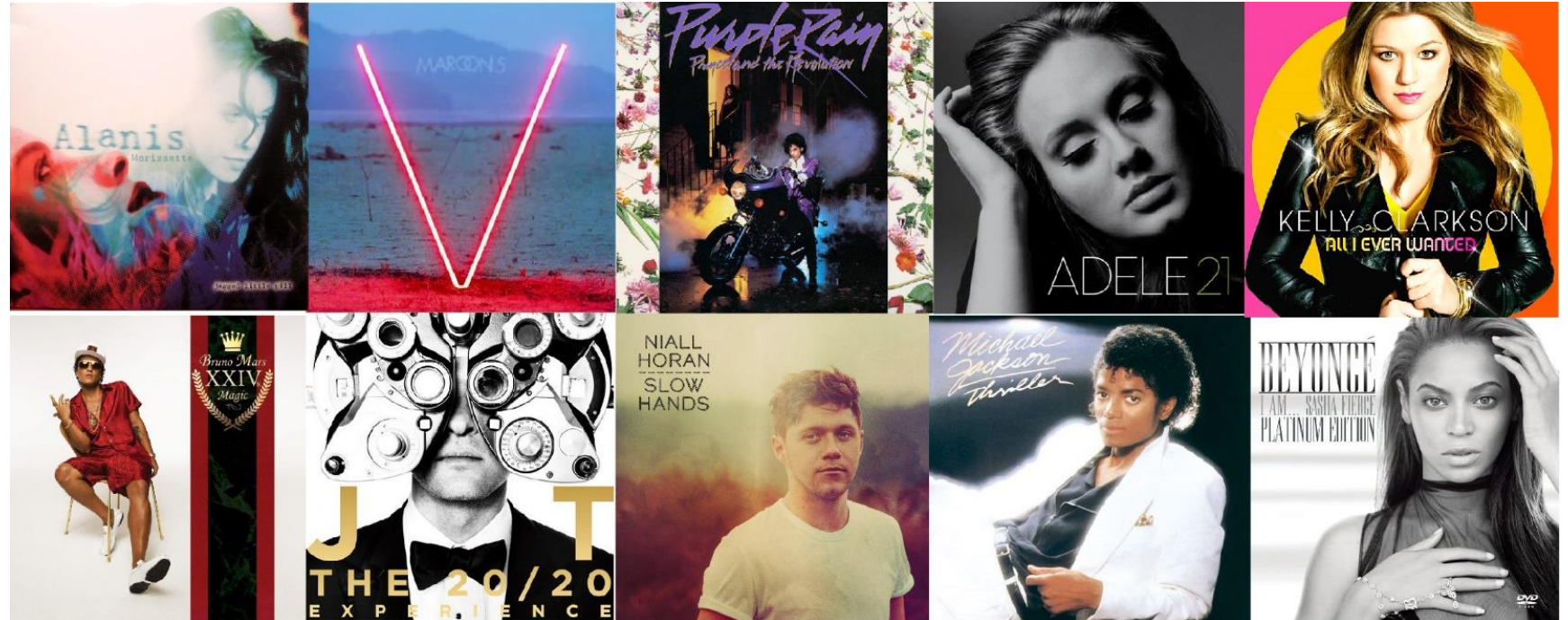
Nobody listens to just one kind of music, so Mix 94.9 plays a wide variety from the 80s, 90s, 2000s and today! From Journey and Matchbox 20 to Maroon 5 and Adele, Mix 94.9 combines the best sounds of pop, rock and dance to create a playlist unlike any other.

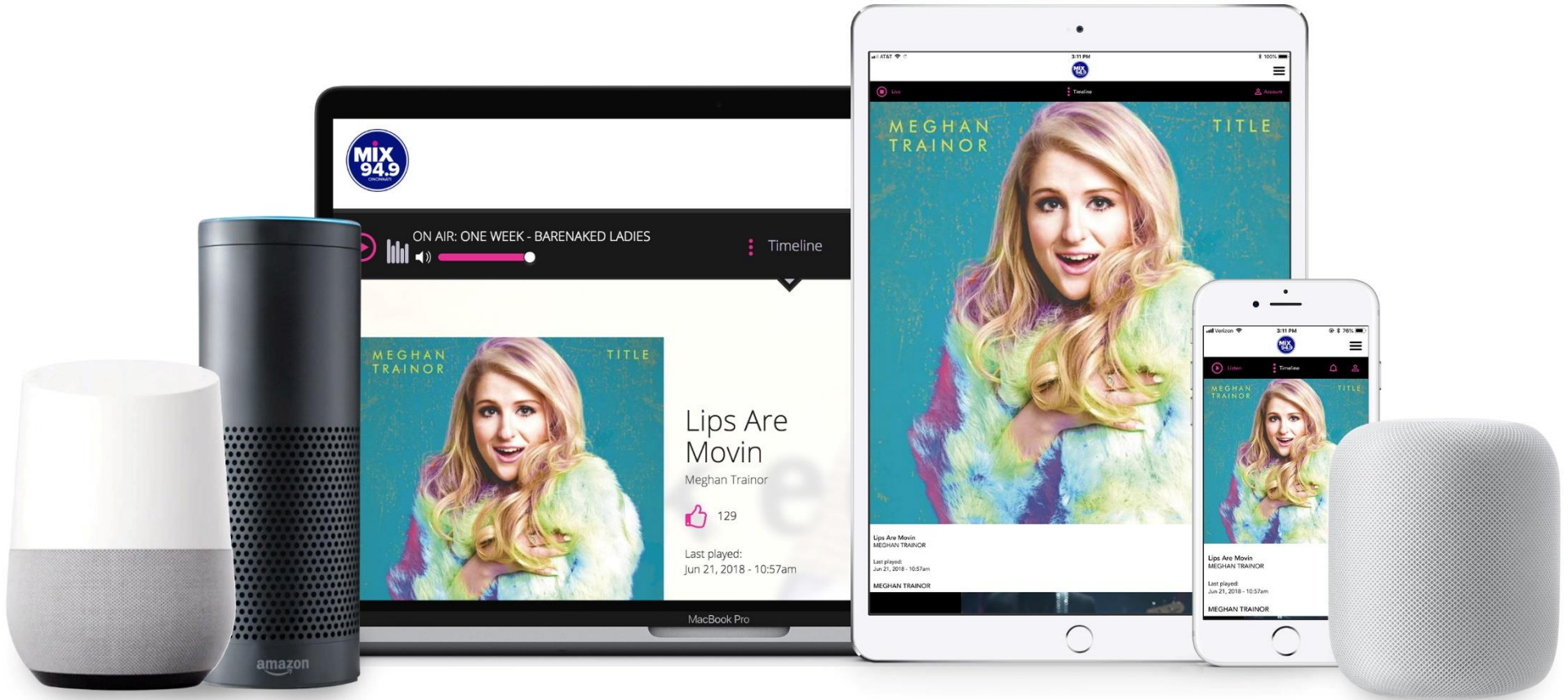


CALIFORNIA GURLS
KATY PERRY



LISTEN NOW





79,142
Monthly
Page Views



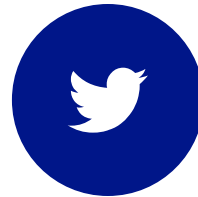
17,062
Unique
Users



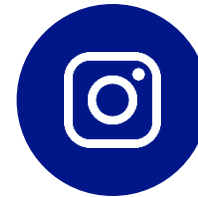
83,045
Monthly
Streaming
Sessions



36,685
Facebook
Fans



3,594
Twitter
Followers



5,230
Instagram
Followers



18,966
Email
Database



2,963
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%

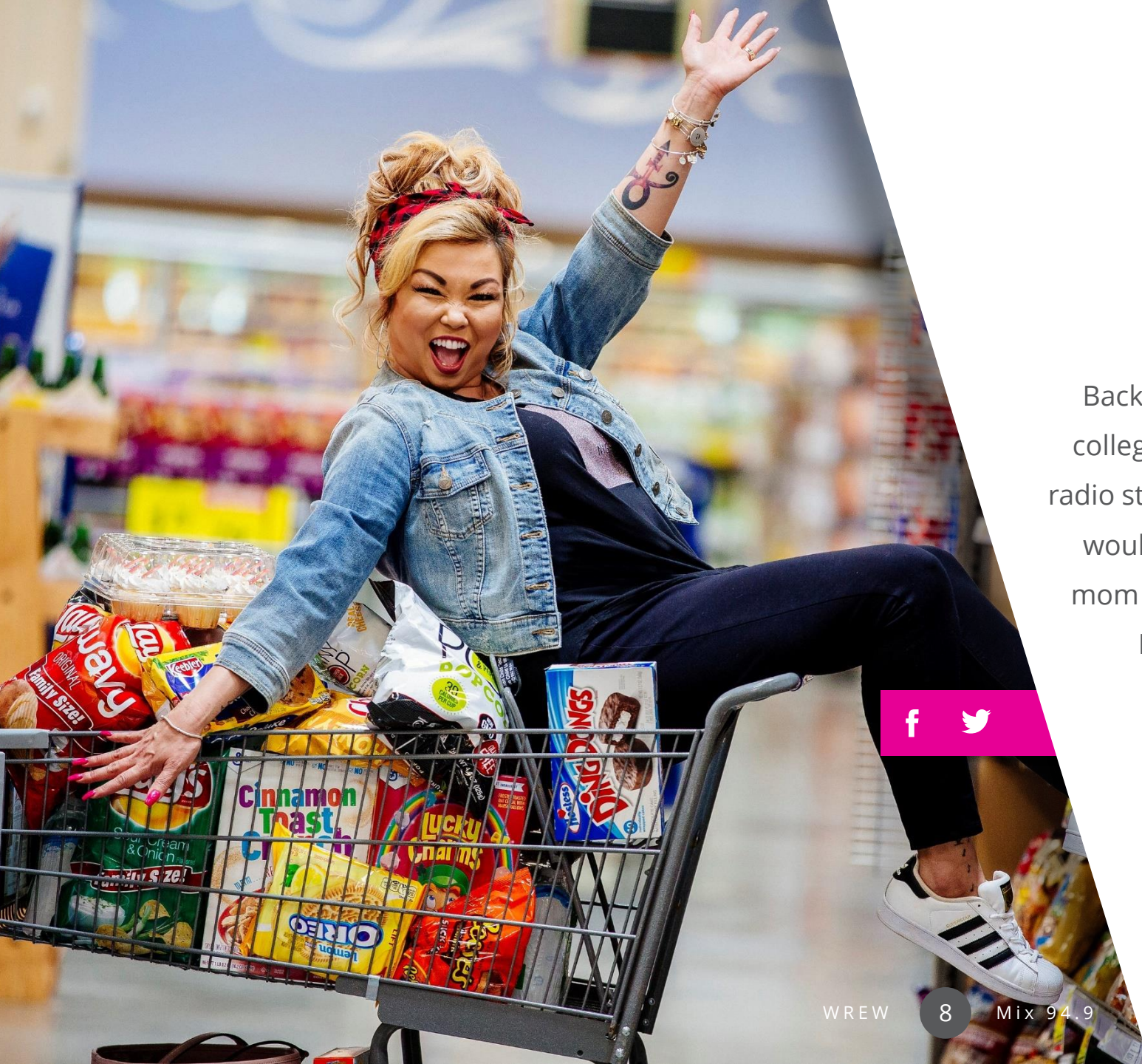
of listeners value and trust their favorite personality's opinions

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.”



Holly

Monday – Friday 6 am – 12 noon

Back in 1991, Holly was working at Kmart and going to college when she was approached by the manager of a radio station in Donalsonville, GA. “I had no idea that day would change my life forever,” says Holly. The married mom of two lives with her two dogs, Faye and Benni, in Northern KY. Holly, affectionately nicknamed “The Snack Queen”, loves music, shopping for a deal and vacationing at the beach.



[Read More](#)



Jay

Monday–Friday 12 noon–6 pm

Jay Kruz has had the same pair of headphones for 19 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. He also enjoys traveling (he and his wife have visited over 30 countries), playing hockey, guitar, fishing and treasure hunting for vintage radios, signs and antiques.

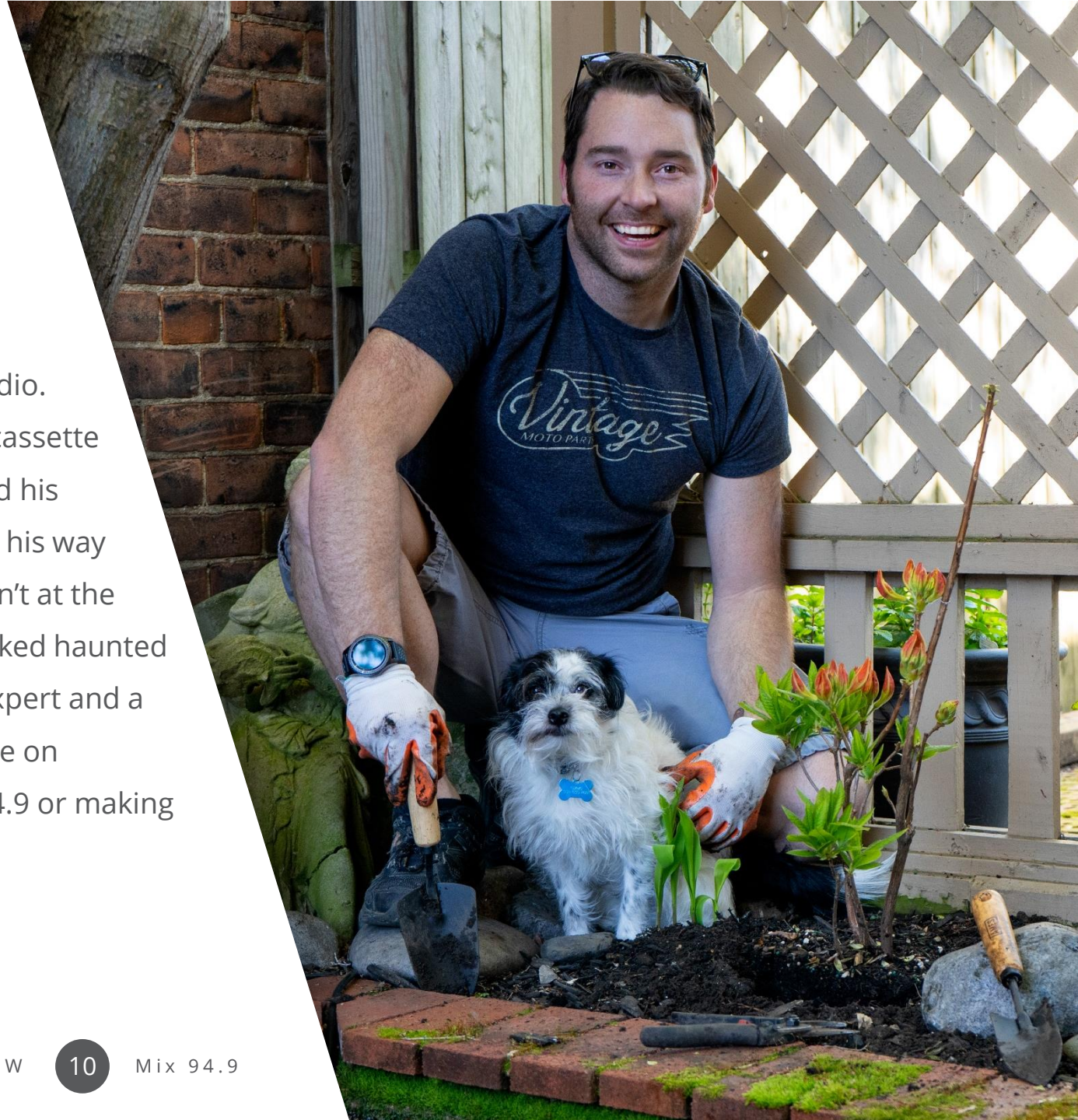
[Read More](#)

Bud

Monday–Friday 6 pm–12 mid

You could say Bud was destined to entertain and work in radio. As a child, he created his own radio shows using a karaoke cassette recorder and listened to his mix tapes while out. Bud started his official radio career in 2008 as an intern and quickly worked his way up to promotions coordinator and an on-air DJ. When he isn't at the station, he works at The Dent Schoolhouse, a nationally-ranked haunted attraction, where he is co-owner. He's also a chicken wing expert and a special effects makeup artist. (Check out The Makeup Couple on YouTube.) Whether he is cracking the microphone at Mix 94.9 or making monsters for Halloween, Bud is always entertaining.

[Read More](#)



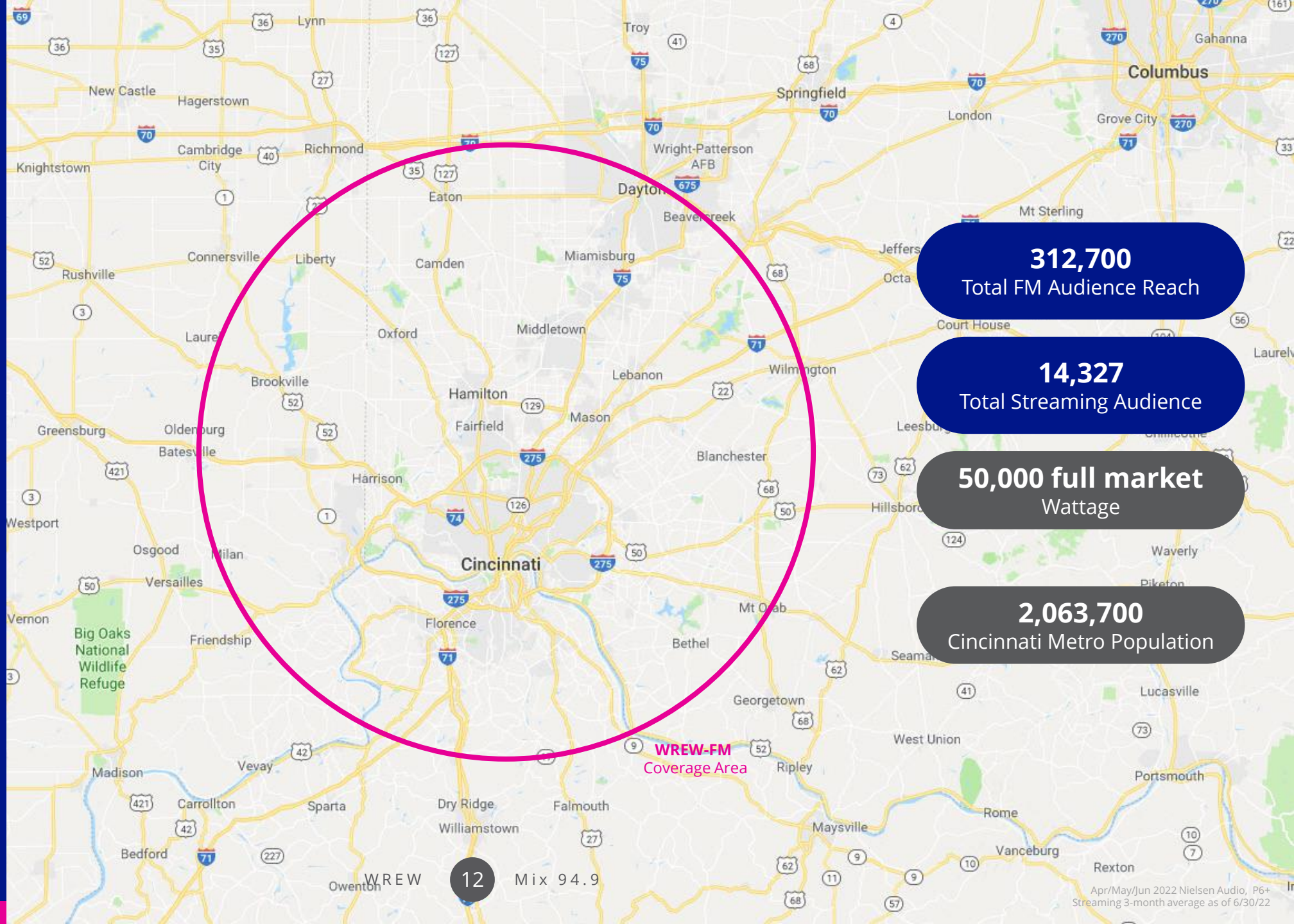
Denise Johnson

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



312,700
Total FM Audience Reach

14,327
Total Streaming Audience

50,000 full market
Wattage

2,063,700
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!



Lisa Thal

WREW General Sales Manager

513.699.5119 • lthal@hbi.com

4800 Kennedy Avenue, Cincinnati, Ohio 45209

