



Our Story

Powered by country music, B-105 and 97.3 The Wolf attract and reflect an American lifestyle that values flag, family and fun.





Capabilities Profile

- Heritage brands, celebrating 50 years in the market
- High-profile, live and local personalities
- Unique content and promotional ideas
- Award-winning production
- In-depth market research
- Industry experience

High-Impact Media

- 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



The Country Combo is Your Premier Marketing Partner

Top Country Market

Country music is the dominant music radio format in the United States with over 2,200 stations in the nation! And Cincinnati consistently delivers one of the highest shares of Country listening in the nation.

Nationally Recognized

B-105 is honored to be the 2022 Academy of Country Music and 2021 Country Music Association Large Market Station of the Year. B-105 was also a finalist for the 2020 National Association of Broadcasters Radio Crystal Award for continued commitment to community service.

Market Leader Throughout the Day

The Country Combo of WUBE/WYGY is a leading station with Cincinnati Adults 25-54 during morning drive, middays, afternoon drives, evenings and weekends!

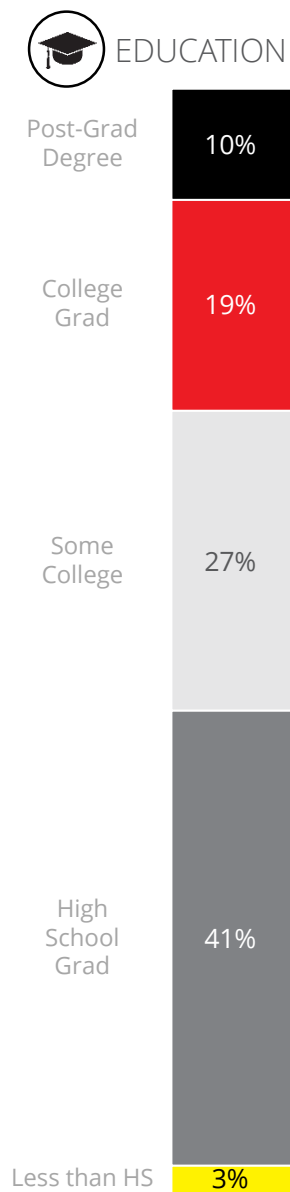
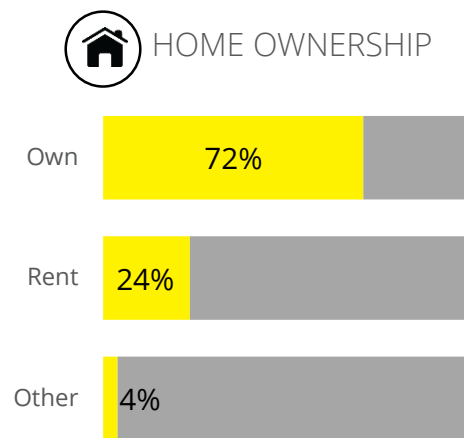
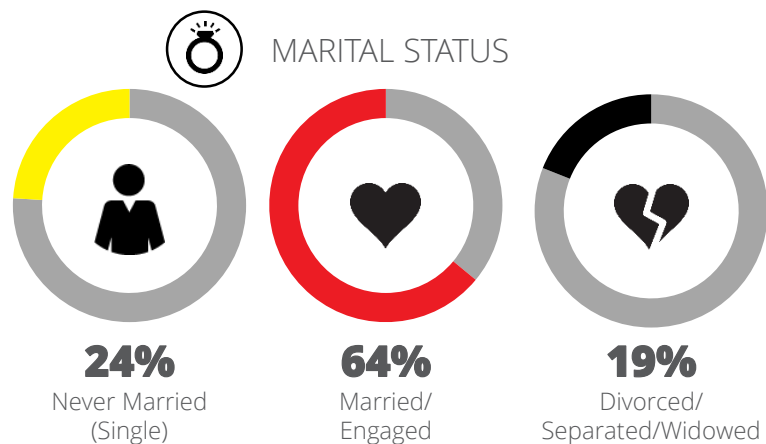
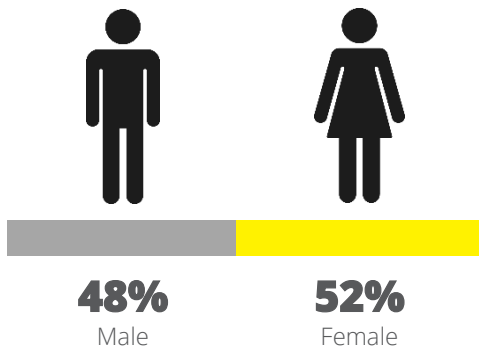
Delivers All Demographics

WUBE/WYGY is one of the top radio stations with key demographics of Adults, Women and Men from 18-34 to 35-54.

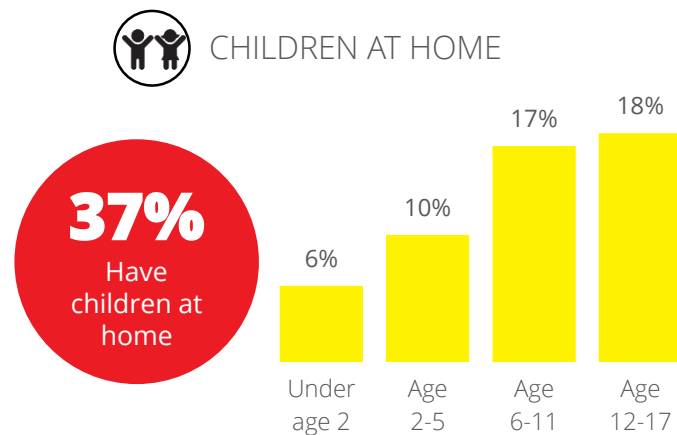
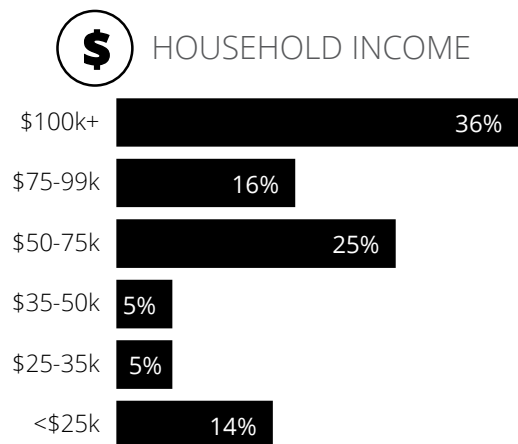
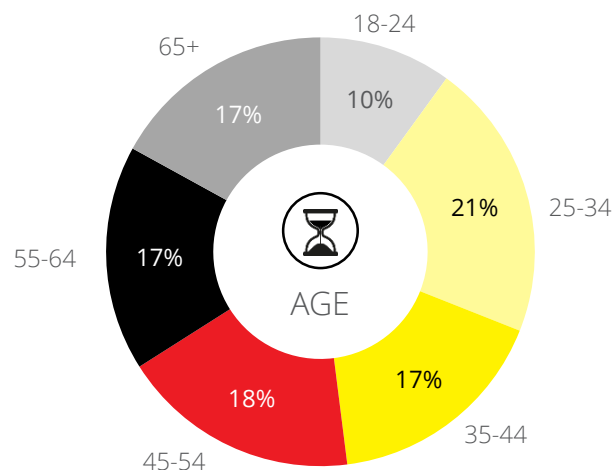
No other format delivers each Cincinnati consumer demographic like Country Radio.

Quality Audience

WUBE/WYGY is a market leader with Cincinnati families with children, households with income of \$75,000+, home owners, and car buyers, just to name a few.



WUBE/WYGY Listener Profile



Now Playing

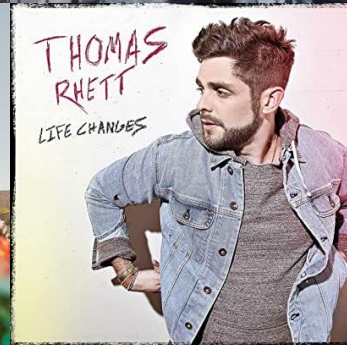
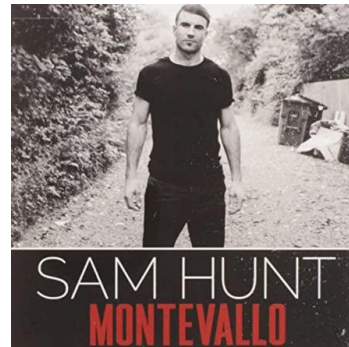
B-105 plays today's hottest country music from the best mainstream artists, while 97.3 The Wolf complements our heritage country station with your familiar favorites.

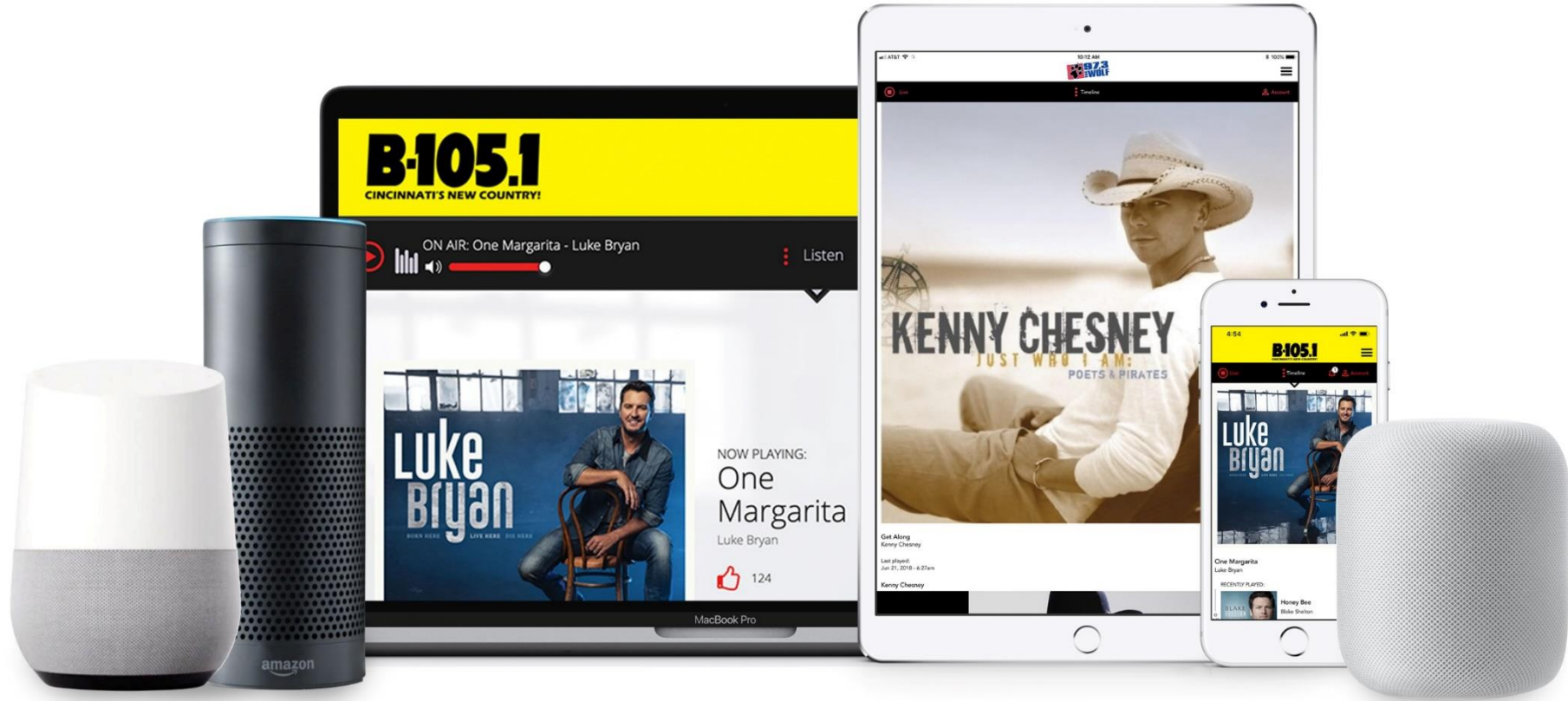


Single Saturday Night
Cole Swindell



LISTEN NOW





149,272
Monthly
Page Views



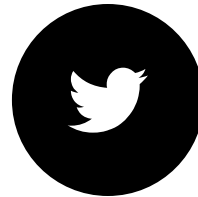
42,000
Unique
Users



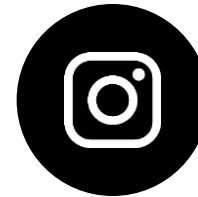
254,668
Monthly
Streaming
Sessions



132,275
Facebook
Fans



9,033
Twitter
Followers



8,917
Instagram
Followers



58,395
Email
Database



10,136
Unique Mobile
App Users

The Power of Our Influencers

WUBE 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.”

Big Dave

The Big Dave Show
Monday-Friday 5:30-10 am

Big Dave realized that radio was the right career for him in college when, after only one semester of commercial art, he switched to radio. As host of The Big Dave Show, one of the most memorable moments he's had took place after the 2016 Country Music Awards when he met Garth Brooks at a party celebrating Garth's Entertainer of the Year Award. When Big Dave isn't behind the microphone, he enjoys spending time with his children. For this family man, any time spent with his two children is time well spent.

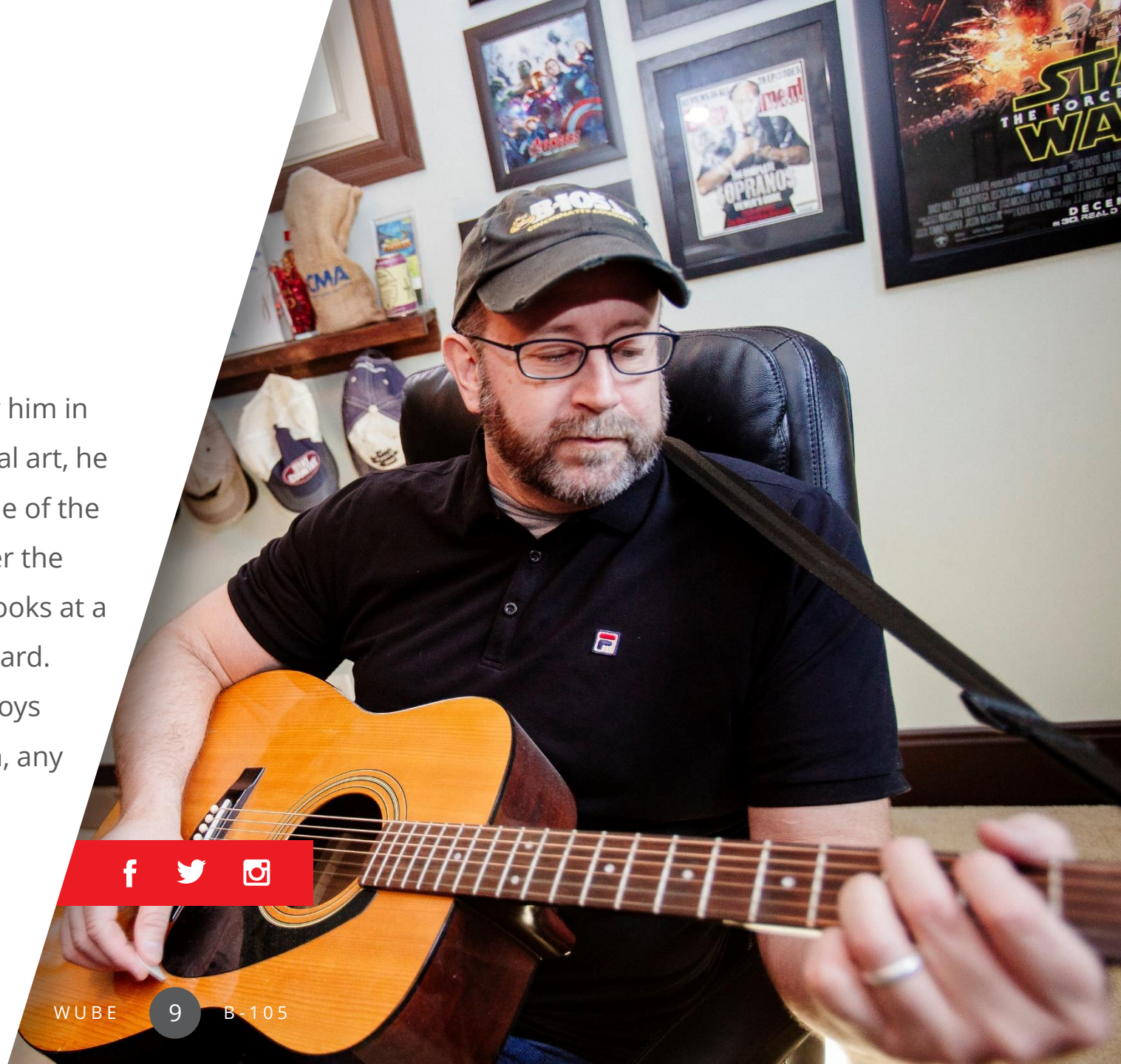
[Read More](#)



WUBE

9

B-105





Chelsie

The Big Dave Show
Monday-Friday 5:30-10 am

Chelsie first started working for B-105 in 1994, doing everything from promotions to traffic. Chelsie and her husband, Brad, have two children, Reese and Rory, and a small petting zoo! No, really ... they have a dog, two cats, a slew of fish and a bird. Chelsie says the song, "Dirty Laundry" by Carrie Underwood best describes her life. Because, well, she feels like it's never ending at her house!



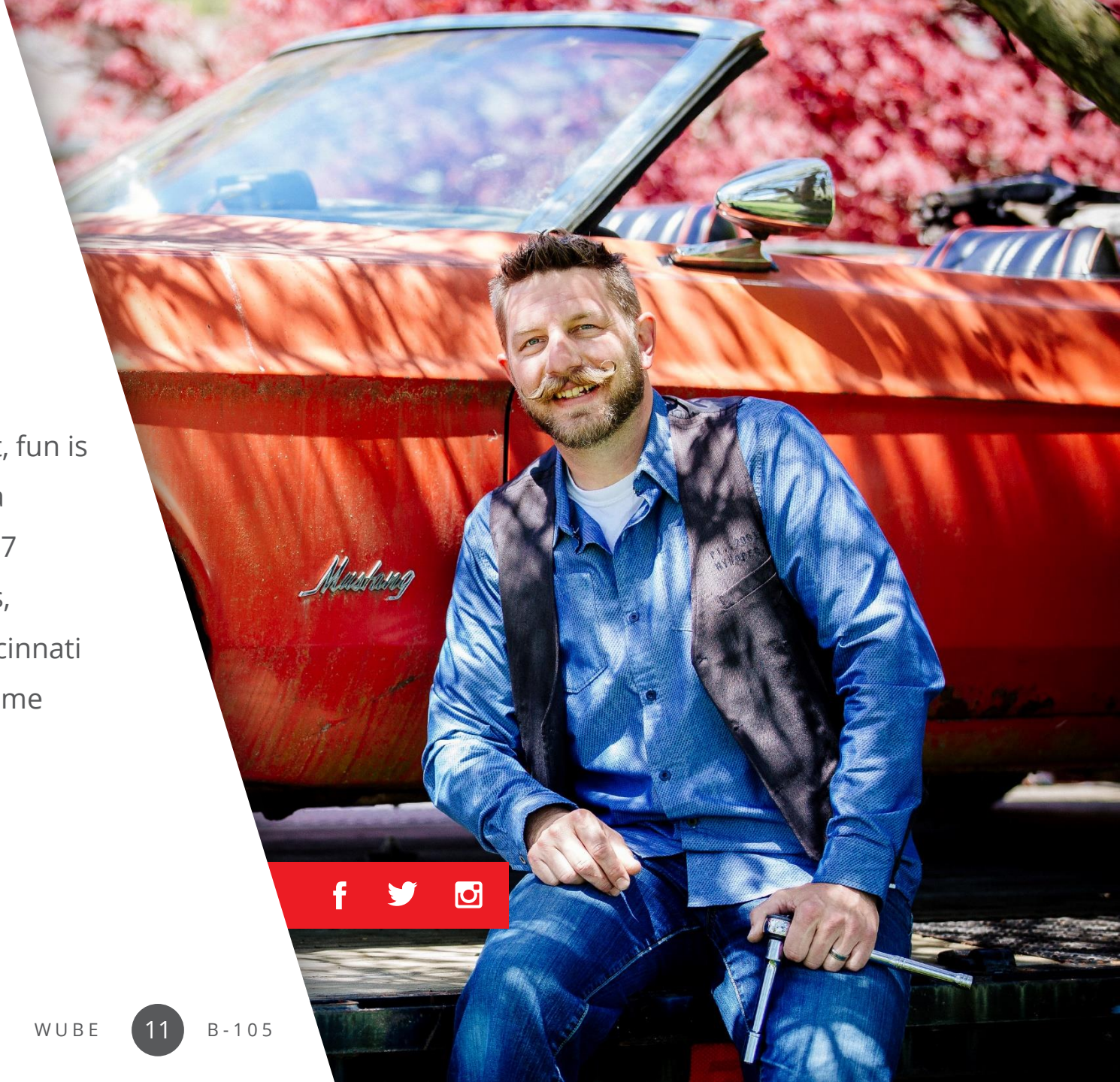
[Read More](#)

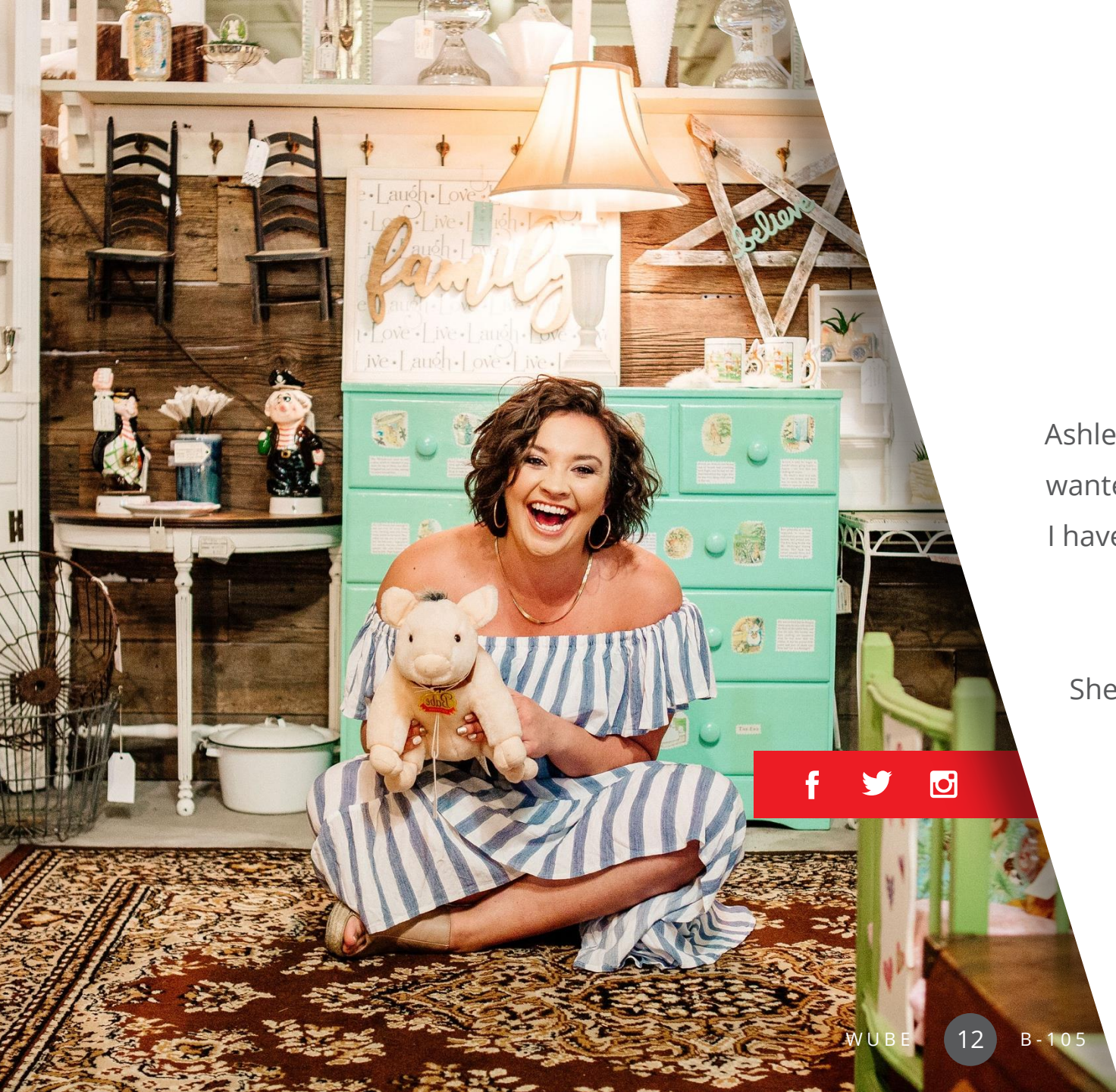
Stattman

The Big Dave Show
Monday-Friday 5:30-10 am

Stattman is as kindhearted as he is fun-loving. In fact, fun is what first drew him to pursuing a career in radio as a senior in high school. A part of the B-105 family for 17 years, Statt has had a number of unique experiences, including taking a bath with the elephants at the Cincinnati Zoo. Statt enjoys hunting and fishing and spending time with his wife and two daughters, Jane and Stacey.

[Read More](#)





Ashley

The Big Dave Show
Monday-Friday 5:30-10 am

Ashley Dawn, an NKU grad and Kentucky native, knew she wanted to go into media since high school. "My whole life, I have gotten in trouble for talking, and now they gave me a microphone. Dreams do come true!" Ashley says.

She has been with B-105 since 2016 and is now bringing her fun, spunky personality to The Big Dave Show.



[Read More](#)



The Big Dave Show

Monday-Friday 5:30-10 am

There's never a dull moment on B-105 during The Big Dave Show, thanks to Big Dave, Chelsie, Stattman and Ashley! Together, the four co-hosts have shared plenty of laughs. When Big Dave isn't behind the microphone, he enjoys spending time with his wife and kids, Darah and Darren. Chelsie and her husband, Brad, have two children, Reese and Rory, and a small petting zoo! No, really ... they have a dog, two cats, a slew of fish and a bird.

Statt has fun hunting and fishing and spending time with his wife and two daughters. Ashley loves concerts, and her favorite artist is Dierks Bentley. She also enjoys hanging out with friends and exploring Cincinnati's night life.



Grover Collins

Program Director

On-Air Monday–Friday 10 am–3 pm

Grover is a radio veteran with more than three decades in the industry. He pulls double duty as Program Director of B-105 and on-air personality from 10 am to 3 pm. Grover's passion and adoration for B-105 is evident the second you meet him. He enjoys all types of music, attending concerts and even considers himself a movie buff. Grover has been married to Holly Morgan for more than 20 years and has two children: Joey and Sophia. When Grover isn't at the station, you can find him trying new restaurants, watching sports and penning witty, hilarious Facebook statuses.

[Read More](#)





Jesse

Monday–Friday 3–7 pm

Jesse has been with B-105 since 2008. As a DeWitt, IA, native, Jesse has embraced the sights and sounds of Cincinnati. He loves the twists, turns, thrills and fun found at Kings Island, working out, seeing new movies, watching documentaries on Netflix, traveling, exploring with his Beagle mix, Jackson, and working on projects around his house.

[Read More](#)



Nick Rivers

Monday-Friday 7 pm-midnight

Nick grew up in radio. His father has worked in the industry for over 30 years in North Carolina and Florida. Nick saw the importance of building relationships with listeners from a young age. His passion took off after seeing his father's radio station and community come together to send two tractor-trailers full of supplies to those in need after the devastation of Hurricane Andrew in South Florida. Nick never looked back. He's a country music fan who enjoys building relationships with listeners and artists, and he's thrilled to be a part of the team in Cincinnati!

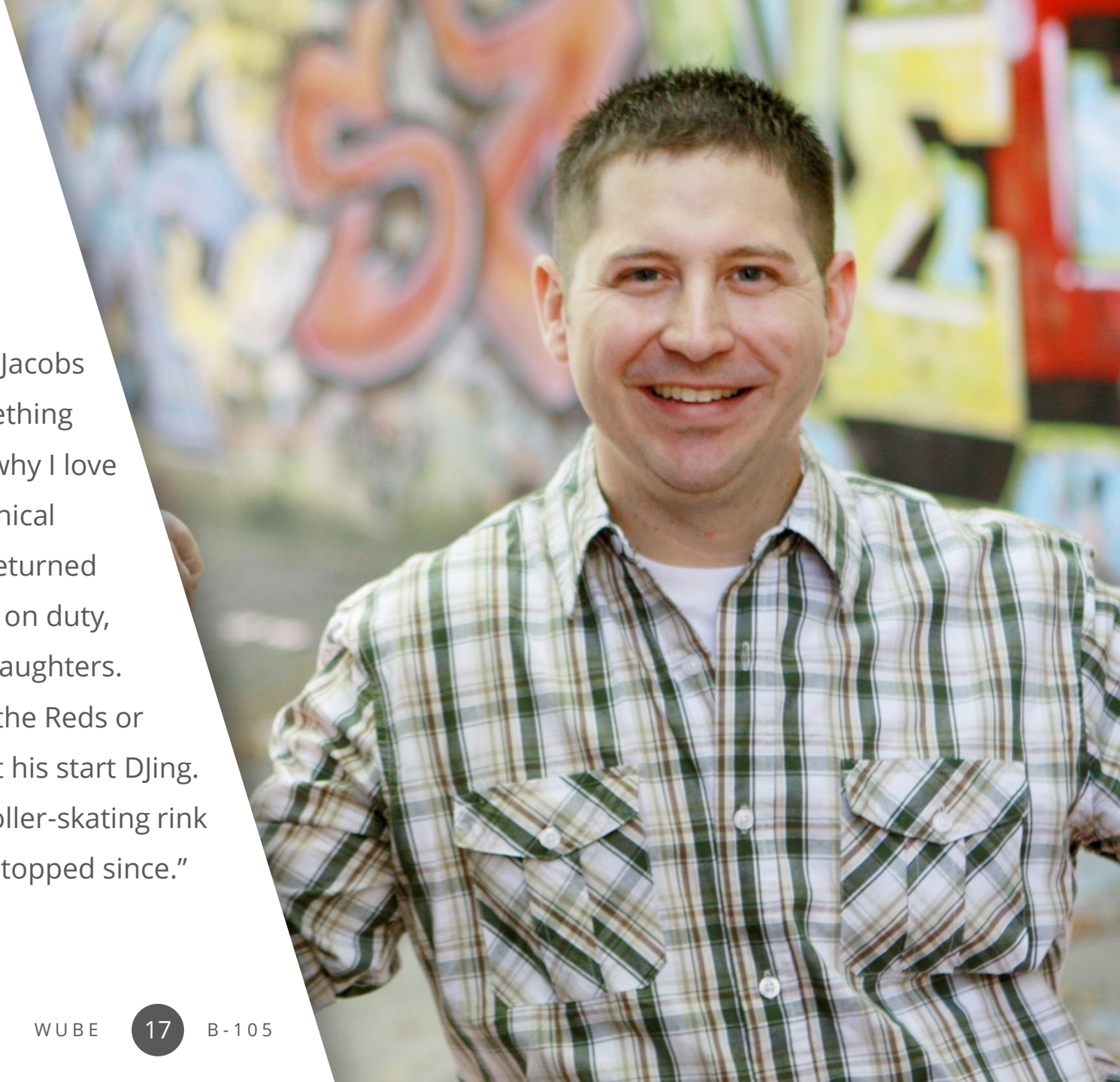
[Read More](#)

Ryan Jacobs

Monday–Friday 12 mid–5:30 am

It's no surprise that B-105 late-night personality Ryan Jacobs loves country music. "In every song you can find something that relates to your life," he says, "and it reminds me why I love living in the U.S.—it's America's music." Ryan is a Technical Sergeant in the U.S. Air Force Reserves and recently returned from a deployment to the Middle East. When he's not on duty, you can find him hanging out with his wife and four daughters. Ryan loves playing sports, eating Gold Star, watching the Reds or Bengals and roller skating. In fact, that's how Ryan got his start DJing. "I started working in the music booth at my family's roller-skating rink when I was 10 years old. I loved it so much, I haven't stopped since."

[Read More](#)



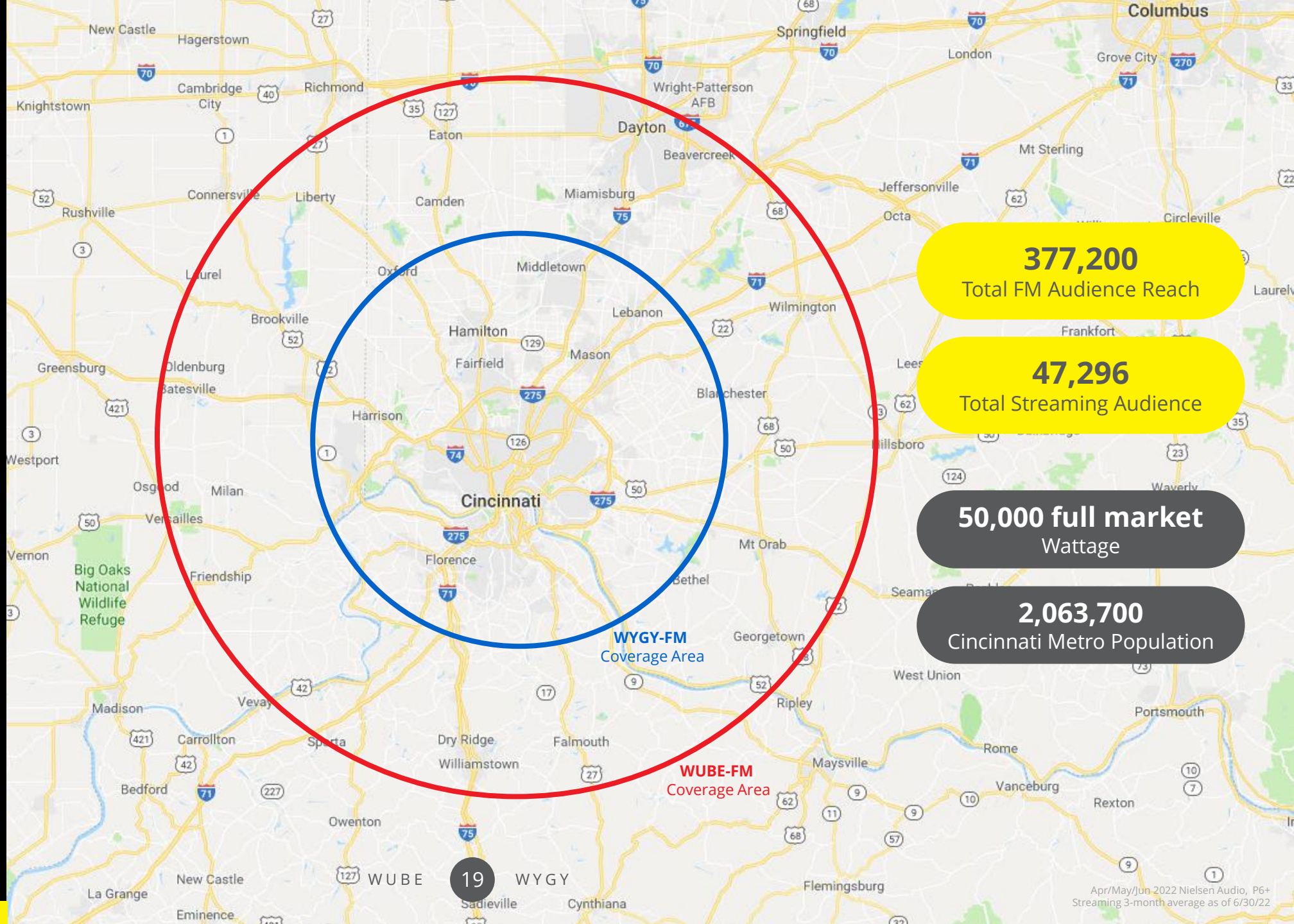
Denise Johnson

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



377,200
Total FM Audience Reach

47,296
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!



Christine Mello

WUBE/WYGY General Sales Manager

513.699.5105 • cmello@hbi.com

4800 Kennedy Avenue, Cincinnati, Ohio 45209

