



Our Story

At Mix 94.9 we're all about good music, real laughs, and staying connected to Cincinnati. From concerts to causes, Mix 94.9 shows up for the community - every single day.





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

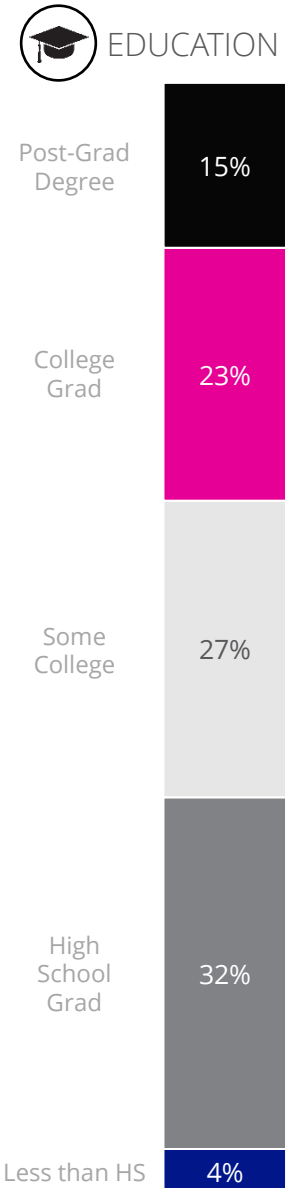
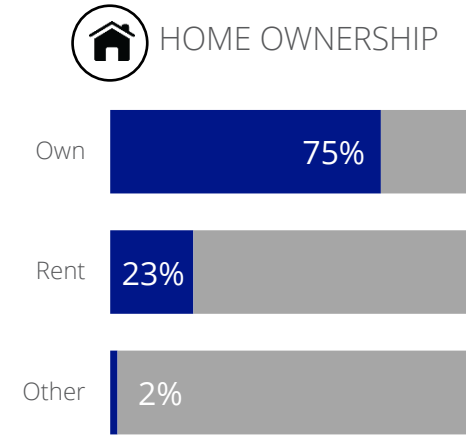
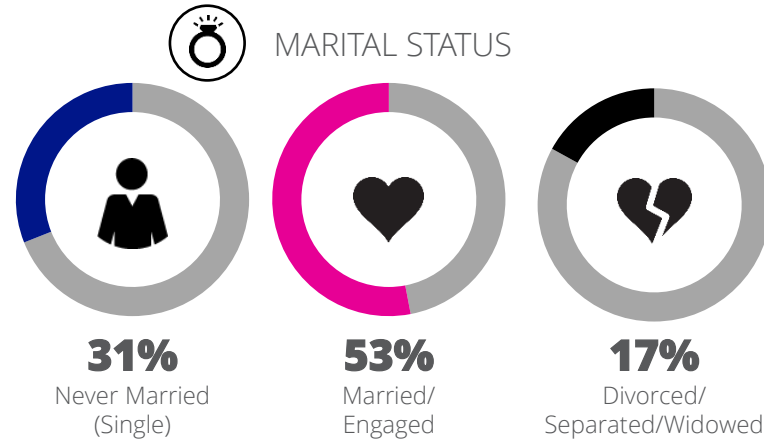
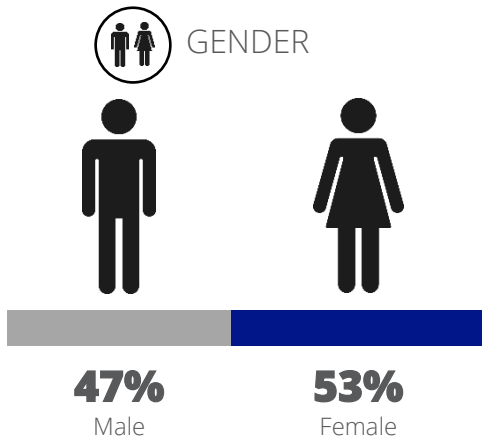
- Traditional radio
- Streaming
- Listener rewards
- Social media integration
- Podcasts
- Custom video
- 2060 Digital

Events

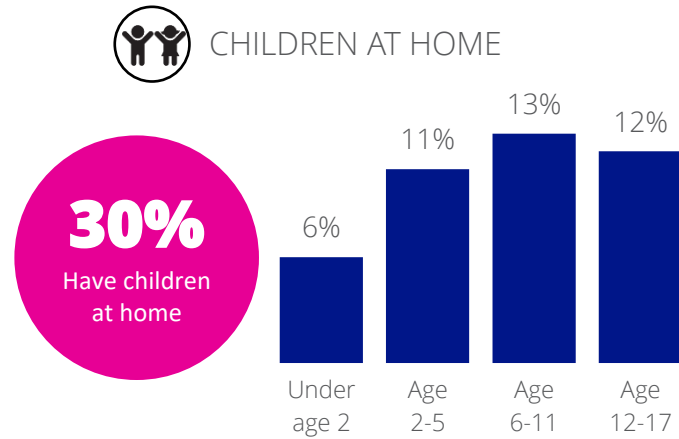
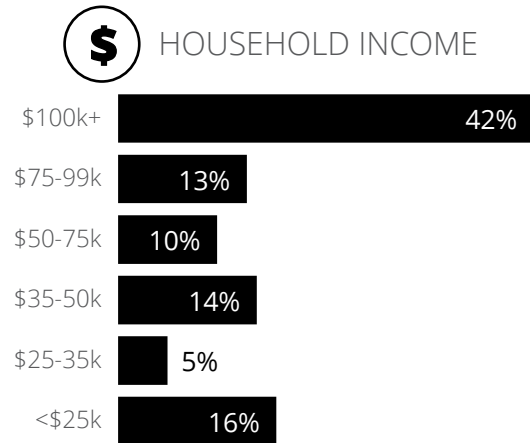
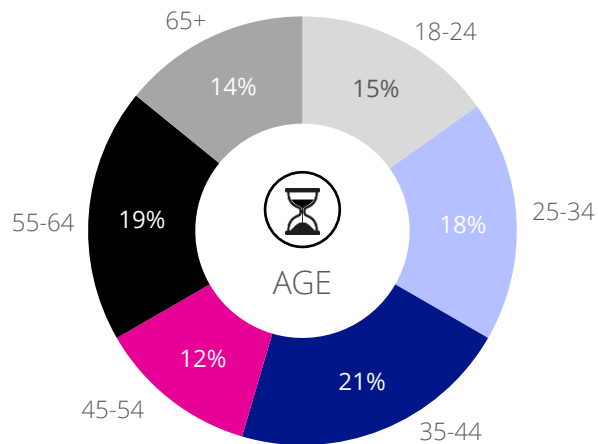
- Cause marketing
- Brand awareness
- Traffic driving

Campaign Enhancements

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



WREW Listener Profile



Now Playing

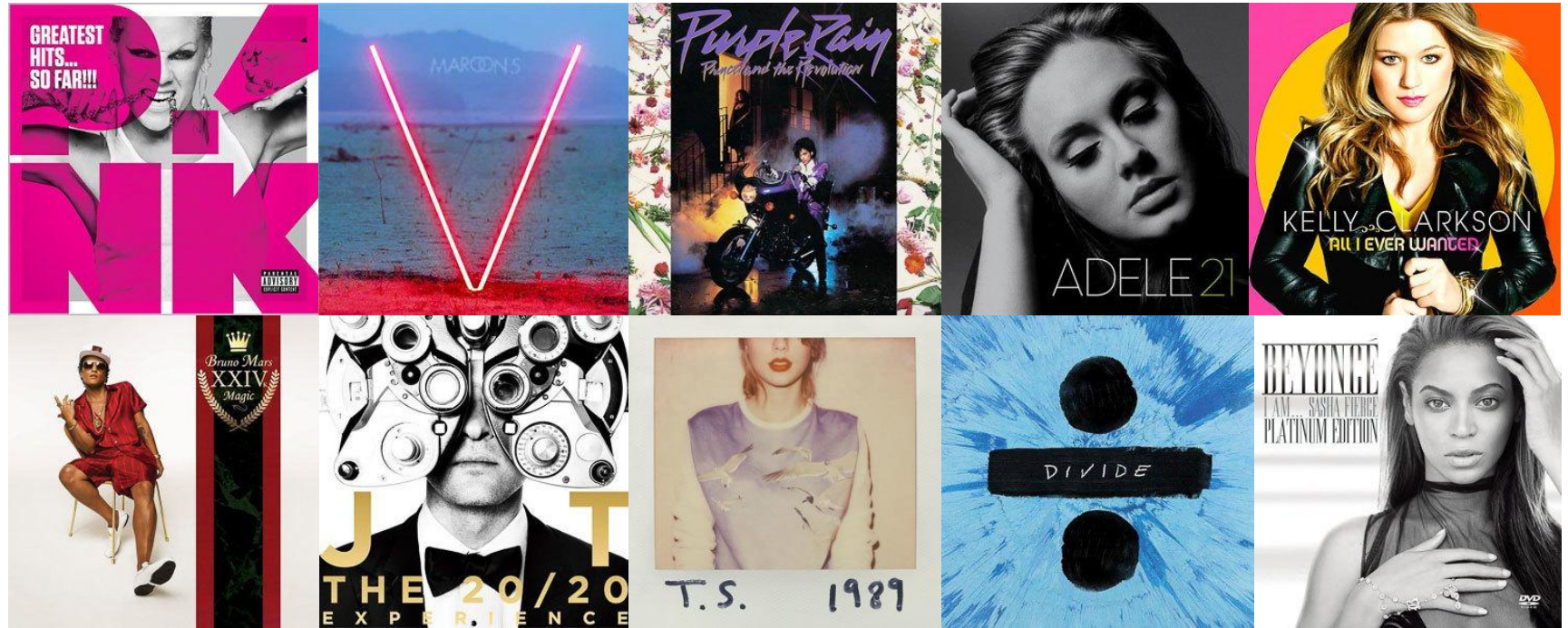
Nobody listens to just one kind of music, so Mix 94.9 plays a wide variety from the 80s, 90s, 2000s and today! From Journey and Matchbox 20 to Maroon 5 and Adele, Mix 94.9 combines the best sounds of pop, rock and dance to create a playlist unlike any other.

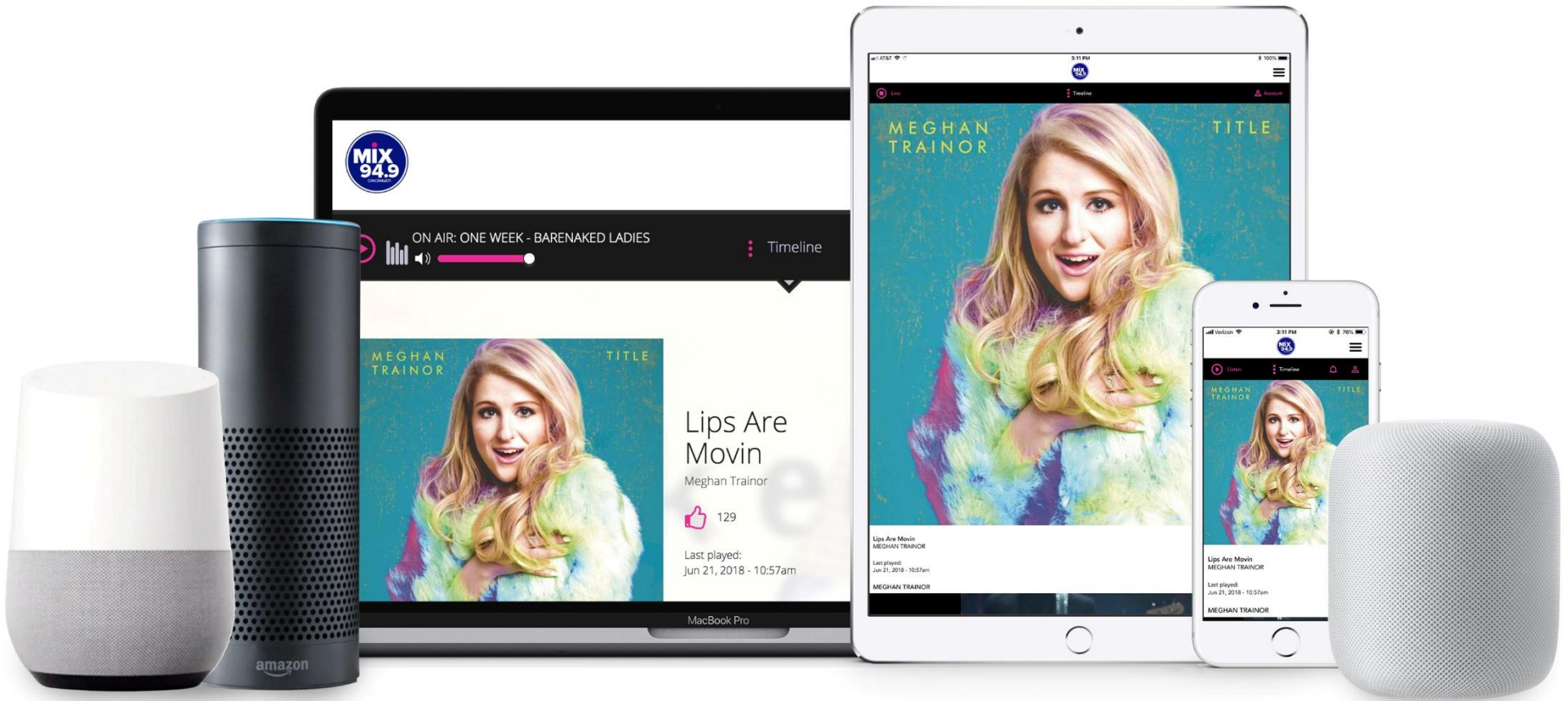


Poker Face
Lady Gaga



LISTEN NOW





60,947
Monthly
Page Views



16,579
Unique
Users



74,084
Monthly
Streaming
Sessions



40,085
Facebook
Followers



6,033
Instagram
Followers



15,678
Email
Database

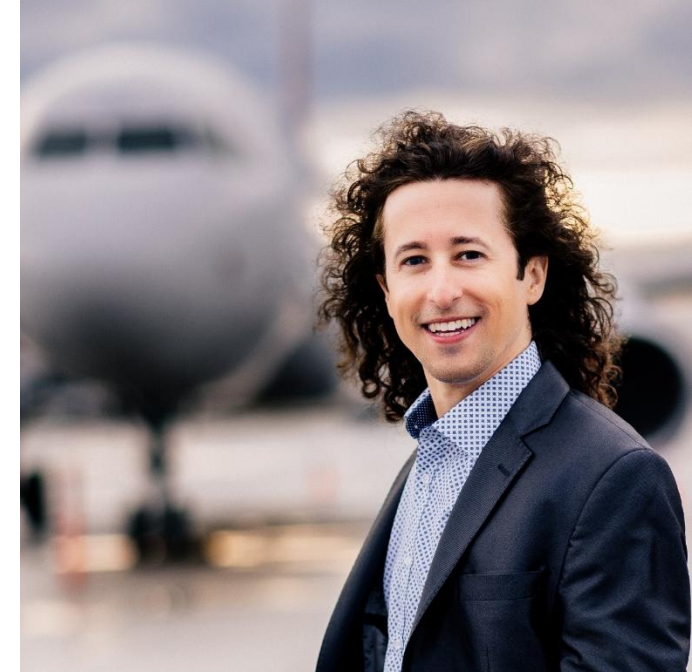


2,584
Unique Mobile
App Users

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 Audio Hosts

to Close the Deal & Drive Purchases

Audio host endorsements are more than just ads—they're moments of genuine connection that build trust and inspire action. If you're looking for a way to amplify your brand's voice, it's time to lean into the power of audio influencers. Because when a trusted voice says your name, listeners don't just hear the message—they embrace it.

Data from Jacobs Media Techsurvey and Audacy Power of Influencers Study shows that audio hosts deliver results that are hard to ignore, taking listeners through every stage of the purchase funnel.



66% of radio listeners say they **choose radio for the on-air talent**

2.7X more likely to agree Ads delivered by a host **get more of my attention** than recorded commercials

74% more likely to agree I feel a **stronger connection to a brand** when I hear it endorsed by my favorite local radio host

57% more likely to agree When my favorite local radio host recommends a brand, I always **want to learn more** about it

67% more likely to agree I am **more likely to purchase a brand** recommended by my local radio host



“When it comes to audio advertising, there’s a special kind of magic that happens when a trusted host champions a brand.”

Donna & Steve

Your New Favorite Morning Habit
Monday–Friday 6–10 am
Saturday 8a–12p

Donna Valentine and Steve Patterson are the perfectly mismatched duo you didn't know you needed. She's a seasoned radio vet with a love for animals, home decor and gummy candy. He's a high-energy TV guy turned dad of four with a haircut habit, a tree obsession and a soft spot for cologne. Together, they host Donna & Steve—a laugh-out-loud, no-topic-is-too-weird kind of morning show that feels like hanging out with your favorite (slightly chaotic) friends. From red-carpet stories and reality TV breakdowns to real-life parenting wins and fails, Donna & Steve keep it real, ridiculous and ridiculously entertaining.



Donna Valentine

Donna & Steve
Monday–Friday 6–10 am
Saturday 8a–12p

Radio vet. Animal lover. Sugar fiend. Coffee dreamer.

Donna Valentine co-hosts Donna & Steve on Mix 94.9. A New Jersey native with a broadcasting past from New York to Texas, she's equal parts heart, humor and homebody— with a cabin in the woods, she pretends to be outdoorsy in. She loves animals (more than people, tbh), lives for alternative country and pop music and will never say no to Skittles. Catch her weekdays from 6–10am!





Steve Patterson

Donna & Steve
Monday–Friday 6–10 am
Saturday 8a–12p

Broadcaster. Dad. Tree guy. Espresso enthusiast.

Steve Patterson is one half of Donna & Steve on Mix 94.9 and a regular face on “LIVE with Kelly and Mark.” A former red-carpet reporter and TV host, he now balances four kids, a dog and a mild haircut obsession — all while making mornings hilarious (and a little unhinged). From Chaska to NYC, Steve brings energy, honesty and just the right amount of chaos to everything he does.

Freddy Mac

Monday–Friday 10a–3 pm

Freddy Mac was born and raised in Prince George’s County, Maryland. Freddy is a force behind the microphone and in front of any crowd. He aims to inspire everyone he comes in contact with, through his upbeat personality, smile, and "can-do" attitude. When Freddy isn’t on the air, he enjoys dining out with family and friends, live entertainment, and adding to his shoe collection. He also DJs just about any event under the sun. Freddy is also a father to his son, Camden!

[Read More](#)





Jay

Monday–Friday 3–7 pm

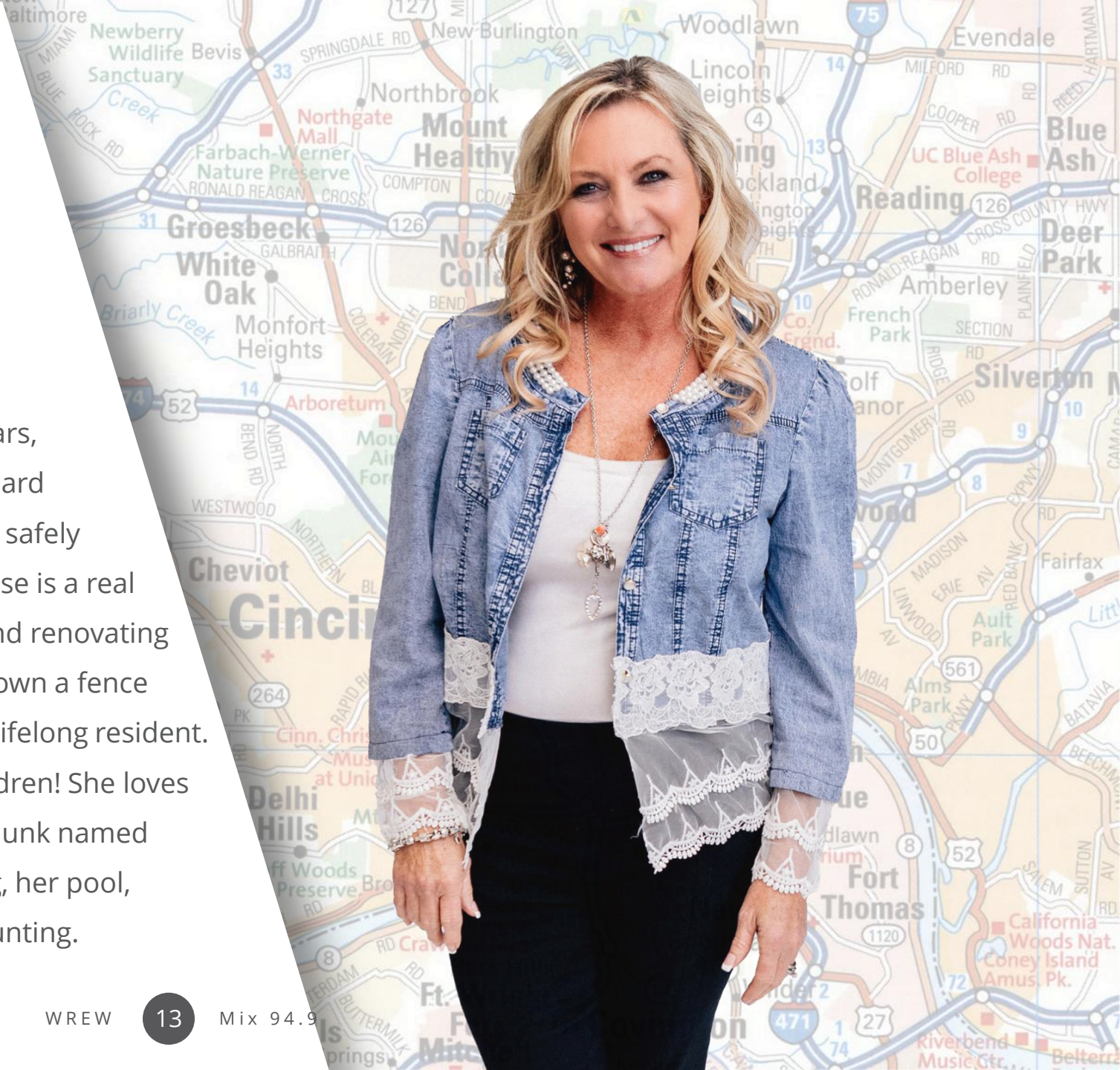
Jay Kruz has had the same pair of headphones for 22 years ... and still going strong. Whether good luck or just neurosis, the headphones have seen him through many radio experiences, most notably the birth of Mix 94.9. Jay is the in-game host for the Cincinnati Cyclones and has served on the board of 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](#)

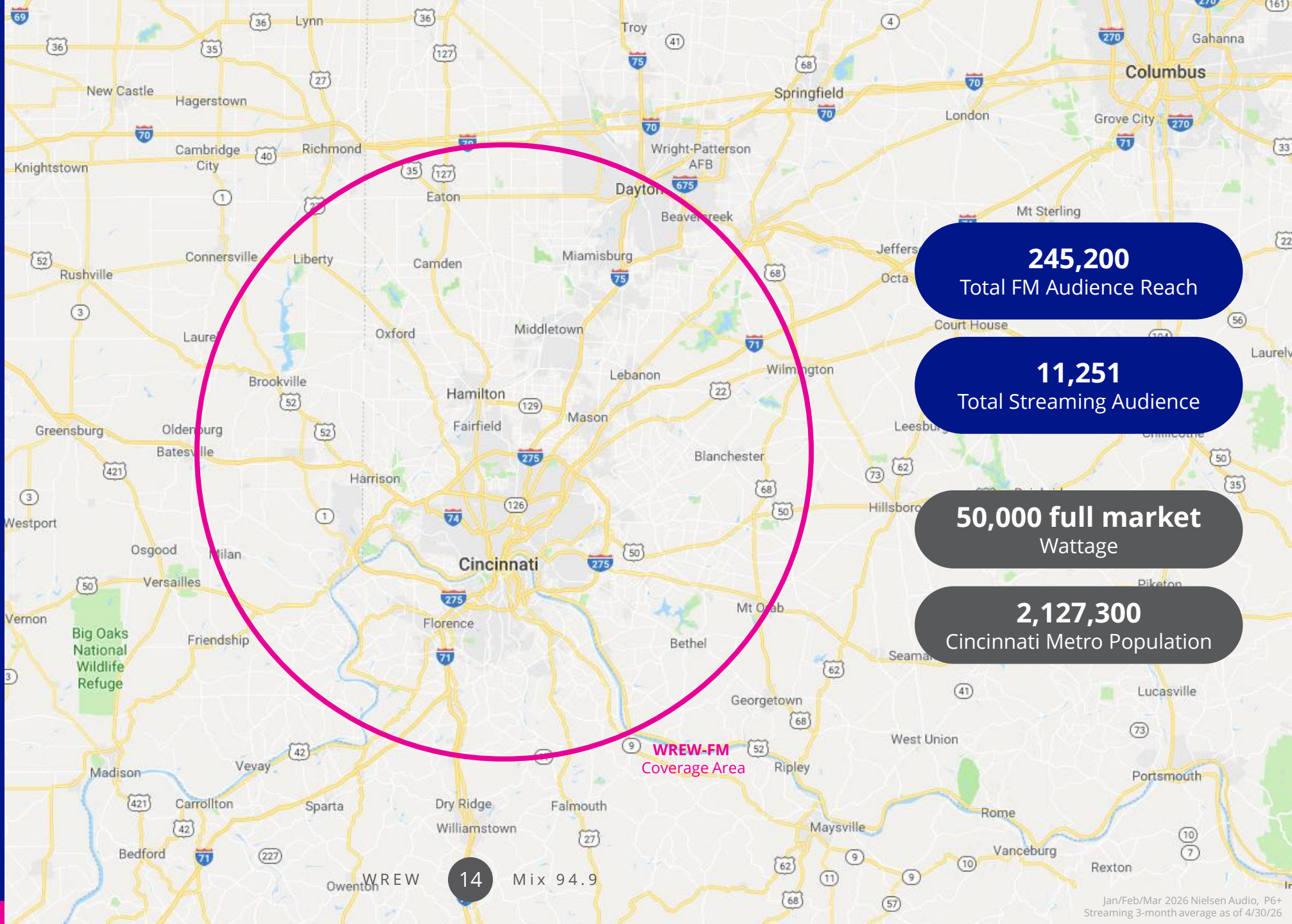
Denise Johnson

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.



SIGNAL



245,200
Total FM Audience Reach

11,251
Total Streaming Audience

50,000 full market
Wattage

2,127,300
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!



Sara Minda-Reardon

WREW General Sales Manager

513.699.5135 • sminda@hbi.com

4800 Kennedy Avenue, Cincinnati, Ohio 45209

