



Super-Serving African American Women

- Black Girl Magic!
- From Brown Deer to South Milwaukee, the East Side to Tosa, HOT 105.7 is an Urban station pointed directly at Milwaukee's HDBAs.
- HOT 105.7 targets African American women 18-49.
- A destination for moms with young kids, working moms, early adopters, and trend setters.
- These women are tech savvy, fashion forward, and socially-active.
- HOT 105.7 will reach active consumers with \$3.6 billion of annual spending power.
- Our target is the CEO of her house. She's educated, strong, and values faith, family, and friends.





Milwaukee's New #1 for Hip Hop and R&B



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
URBAN	W18-49	252,000	XX,XXX	XXX,XXX	XX,XXX

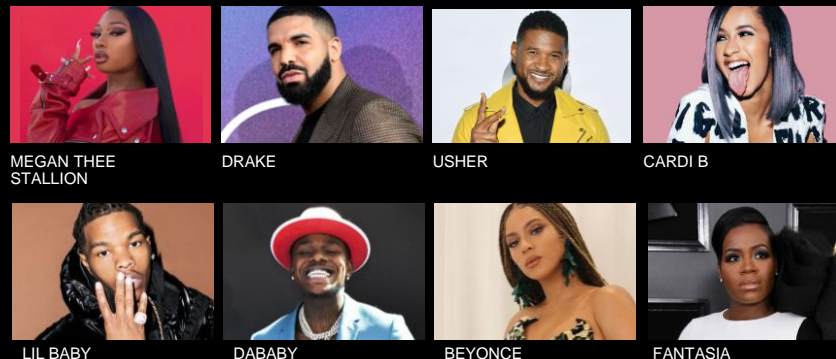
CURATED CONTENT

- HOT 105.7 engages fans with today's hottest music and relevant entertainment and provides a voice for the beat of Milwaukee.
- The station plays the hottest hits from artists like Megan Thee Stallion, Drake, Usher, Cardi B, Lil Baby, DaBaby, Beyonce, Fantasia, and more.
- HOT 105.7 will target the African American community in Milwaukee but deliver a broader audience that reflects Hip Hop's mass appeal across demos.

ENGAGED AUDIENCE

- Super-serving African American women
- Empowered and socially-conscious
- Family-centric and community-oriented
- A cohesive, loyal, and highly-responsive listenership
- HOT 105.7 reaches 95% of the Milwaukee Metro's African American population.

INFLUENTIAL VOICES



Market Overview

SPORTS



MUSIC



Combined Reach

1.1M+

Weekly Listeners

139K+

Monthly Streams

239K+

Social Followers

25K+

Opt-in Database