

WVON'S SENIOR TALK FEATURING CLARA HUBBARD

- **OPPORTUNITY:**

Partner with Chicago's Leading Voice for the Senior Market. WVON invites you to sponsor Senior Talk, a premier weekly program specifically engineered to reach one of Chicago's most loyal and financially stable demographics. With 40% of the WVON audience identifying as thriving seniors, this show offers a direct pipeline to a high-value consumer base actively seeking expert guidance and reliable services.

- **TARGETED MARKET ACCESS:**

Saturdays, 7:00 AM – 8:00 AM.

WVON's only show exclusively dedicated to the senior sector.

Reaches a "financially dominant" demographic that drives nearly 20% of all consumer spending.

- **TRUSTED LEADERSHIP:**

Hosted by Clara Hubbard, a recognized authority in senior resources. Your brand will be associated with vital solutions for healthcare, financial planning, caregiving, and mobility.

- **STRATEGIC ALIGNMENT:**

Perfect for clients in healthcare, pharma, estate planning, home services, and insurance. Positions your business as a community-minded partner meeting seniors where they are.

WVON
1690 AM

Senior Talk

with
Clara Hubbard

A resource and information show
for seniors and veterans

COMMUNITY NEWS | HEALTH ADVOCACY
FAMILY MATTERS | RESOURCES | ENTERTAINMENT

EVERY SATURDAY MORNING
FROM 7-8AM ON WVON 1690 AM

For Guest Appearances & Advertising Details:
Senior Talk with Clara Hubbard
312-725-4377 voicemail and text
Seniortalk@gmail.com

Please Visit www.seniortalkmedia.com to learn more

2025/1Q26



Midway Broadcasting Corporation

From Chicago to the Nation: Amplifying Voices That Matter

midwaybroadcasting.com

“Midway Broadcasting Corporation leads with service and excellence. Our history has proven who we are, our audiences are proof of who we are, and our team members are a reflection of who we are.

”

MELODY SPANN COOPER



MELODY SPANN COOPER

CHAIRWOMAN & CEO
MIDWAY BROADCASTING CORPORATION

WVON AUDIENCE PROFILE



WVON is Chicago's "exclusive" Black News/Talk content provider and remains a relevant and trusted voice in Chicago's media landscape with a projected listening audience of 184,700 weekly.

Gender



Age Distribution



4MM+

DELIVERING OVER 4 MILLION IMPRESSIONS ACROSS DIGITAL PLATFORMS EACH MONTH

Household Income



Education Level





About Clara Hubbard

Clara Hubbard, the premier community engagement specialist, has spent over a decade championing the causes of seniors and veterans-to of our nation's most valued demographics. As seen in national publications, Clara's Recognition is the voice behind Senior Talk Media, a dynamic media relations hub dedicated to addressing the needs of a diverse and rapidly expanding population of savvy older Americans.

Senior Talk Media covers various topics, including community news, health advocacy, resources, family issues, and entertainment. Clara's mission is to enhance the quality of life "For People Getting Better With Age." Through multiple wellness partnerships nationwide, Senior Talk Media has grown into a platform with a global reach, committed to empowering seniors and veterans with valuable information and support.

WATCH SENIOR TALK
WITH CLARA HUBBARD "LIVE"



For Guest appearances & advertising details:
PLEASE VISIT WWW.SENIORTALKMEDIA.COM
TO LEARN MORE



TIER 1 PLATINUM

\$1,000.00

- 20-minute live interview segment 7AM "Saturdays with Senior Talk" streaming on www.wvon.com
- Call-In or Live in Studio 7:15am – 7:35am
- Weekly E-Blast + Monthly Website AD Placement (8x1/2 by 11 professional marketing materials)
- Senior Talk Resource Page (inclusion in the WVON e-newsletter 50k)
- 1 monthly Senior Talk event

TIER 2 GOLD

\$700

- 20-minute live interview segment 7AM "Saturdays with Senior Talk" streaming on www.wvon.com
- Call-In or Live in Studio
- Weekly E-Blast + Monthly Website AD Placement (8x1/2 by 11 professional marketing materials)
- Senior Talk Resource Page (inclusion in the WVON e-newsletter 50k)

TIER 3 SILVER

\$500

- 20-minute live interview segment 7AM "Saturdays with Senior Talk" streaming on www.wvon.com
- Call-In or Live in Studio

TIER 4 BRONZE

\$300

- 20-minute live interview segment 7AM "Saturdays with Senior Talk" streaming on www.wvon.com
- Call-In or Live in Studio

Commercial Packages Are Available
Email: seniortalk@gmail.com "WVON"

****TIER's 1 and 2 will require a minimum 3 - month signed contract****
Events outside of Senior Talk with Clara Hubbard normal programming will be billed separately unless noted

SENIOR TALK
W CLARA HUBBARD

2251 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
312-725-4377 WWW.SENIORTALKMEDIA.COM

TIER 1 and TIER 2 Sponsors will be listed on the back of Senior Talk Promo Card

**ADVERTISE
YOUR
BUSINESS
HERE**

 <p>GLOBAL 360 MARKETING, INC. 155 N WACKER DR. SUITE 4250 CHICAGO, IL 60606 GLOBAL360MARKETING.NET PICO@GLOBAL360MARKETING.COM</p>	 <p>2455 W 79TH ST CHICAGO, IL (877) 414-2387</p>	 <p>4230 S ARCHER AVE CHICAGO, IL 60632 (773) 893-5038 HOUROFCHANGE.COM</p>	 <p>8126 S STONY ISLAND AVE, CHICAGO, IL 60617 PHONE:(773) 768-2000 JIMMISKOULS.COM</p>
FREE CONSULTATION WITH THIS FLYER	GET 250 BIZ CARDS FOR ONLY \$12 WITH THIS FLYER	OFFERING GROUP FITNESS CLASSES FOR JUST \$100 A MONTH WITH THIS FLYER	15% OFF ALL SELECTED ITEMS WITH THIS FLYER





SENIOR TALK WITH CLARA HUBBARD 2026

Calendar of Events

FEBRUARY

AMERICAN HEAR  I
NATIONAL  DAY
FEBRUARY 6TH
INSURE YOUR LOVE MONTH

MARCH

NATIONAL NUTRITION MONTH
ILLINOIS PI  ELECTION
MARCH 1, 2026
#SENIORVOTESMATTER

APRIL

MONEY SMART WEEK
APRIL 15-21
BLACK WOMEN'S HISTORY MONTH
CELEBRATING THE AGENDA OF BLACK WOMEN

MAY

SENIOR TALK W/ CLARA HUBBARD
15TH ANNIVERSARY
NATIONAL OLDER AMERICANS MONTH
CELEBRATING CENTENARIANS 100+
XTRA YEARS OF ZEAL

JUNE

BETTER WITH AGE EXPO
JUNE 15TH
WORLD ELDER ABUSE DAY

AUGUST

5TH ANNUAL BRONZEVILLE SMOOTH JAZZ FESTIVAL
MARIANO'S 39TH KING DRIVE
FEATURING SENIOR TALK COOLING LOUNGE
NATIONAL SENIOR CITIZENS' DAY

SEPTEMBER

SENIOR TALK WITH CLARA HUBBARD PRESENTS
INHERITED LIVING GRANDPARENTS WEEK

OCTOBER

BRIMS & BUBBLES
HONORING BREAST CANCER SURVIVORS, ADVOCATES, AND THOSE WINNING THE FIGHT
AGEISM AWARENESS DAY
THURSDAY, OCTOBER 9TH

NOVEMBER

NATIONAL CAREGIVERS MONTH
"I DON'T MIND WAITING"
A CAREGIVER'S EXPRESSION OF UNCONDITIONAL LOVE

ONGOING PROGRAMMING

LOVIN ON SENIORS DAY PARTY - SUCCESS AFTER 60
A LEGEND SPEAKS
LIVE & LEARN SERIES POP-UP RESOURCE FAIR

FOR GUEST APPEARANCES, SPONSORSHIP AND MORE DETAILS
(E) seniortalk@gmail.com

WWW.SENIORTALKMEDIA.COM