



2019 Media Kit

H E A R S T

About Us

Connecting ready to buy consumers directly to businesses through scale and influence.

Hearst Baltimore is a multi-media content organization that delivers consumers to local, regional and national businesses through multiple platforms consumed online, on-air, and on-site. No matter the consumer target, type of engagement, media platform, time period, or budget- Hearst Baltimore can and will deliver the exact customer you want and need.

Broadcasting. Social. Mobile. Targeting. Impactful Creative.



Radio

- Heritage stations, WBAL NewsRadio 1090 & FM 101.5 and 98Rock reach over 466,000 people each week.
- Socio-economics, demographics, and geography of listenership proves our listeners have prolific buying power.
- 100% Live and Local during prime time on both stations.
- Baltimore Ravens Flagship Radio stations.



Event Marketing

- Highly visible and most impactful events in Baltimore.
- Hearst event marketing is an extremely valuable strategy for all types of businesses in Maryland.
- Companies choose to invest in Hearst event marketing because our events inherently generate leads and sales.



Digital Platforms

- Through highly engaging and visible placements on 98online.com and wbal.com, you can follow the consumer throughout the entire sales cycle as they interact with the station content and are doing research for intended purchases.
- Creative video, display ads, mobile app, social media and creative sponsorships of online content.
- Engage potential customers with enormous scale through Hearst's *Core Audience programmatic* platform. *Core Audience* uses First Party Data, owned by Hearst, collected from engagement between users and our brands.



Hearst Radio listeners have an average HHI of **\$106,993.**

11% over the market average.

Hearst Radio listeners spend **over \$8B** annually in Metro Retail Sales.



WBAL NewsRadio 1090 and FM 101.5 is amongst the elite brand names in broadcasting and winner of the 2016 **“Large Market Station of the Year”** award from the NAB.



98Rock boasts the **#1 Morning Show** in Baltimore in several key advertising demographics.



Over 387,000

Hearst Radio listeners have made an **internet purchase** in the past 12 months.



73%

of Hearst Radio listeners **OWN their own home.**

+11% above the market average.

100%

of Prime Time shows and personalities on each station are **LIVE and LOCAL**, delivering consumer loyalty and affinity.

Consumers don't shop the way they used to.

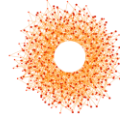


Let Hearst Media in Baltimore simplify your digital strategy.

Hyper-Focused Digital Approach

Digital Capabilities

- Geographical and behavioral targeted advertising on our extended network of apps and websites
- Geo-targeting/geo-fencing down to a specific address for mobile advertising
- Retargeting
- High Impact Video Placement
- First Party Data
- Prospect Modeling for Purchase Intenders
- Behavioral Targeting
- The Weather Channel
- LiveWire – Live video stream of Studios
- On Demand Podcast Sponsorships
- Category & Keyword Contextual Targeting
- Digital display advertising on premiere radio stations' websites, 98online.com and WBAL.com
- 98ROCK Mobile App Sponsorship (various content sponsorships, e.g.: entertainment, music, etc.)
- WBAL Mobile App Sponsorship (various content sponsorships, e.g.: traffic, weather, news, sports)
- Creative Sponsorships across multiple digital screens and audio content

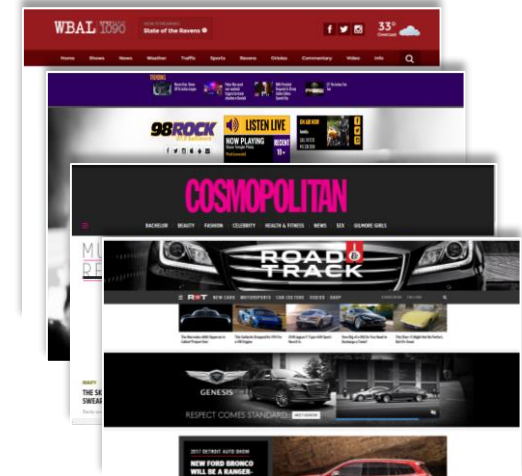
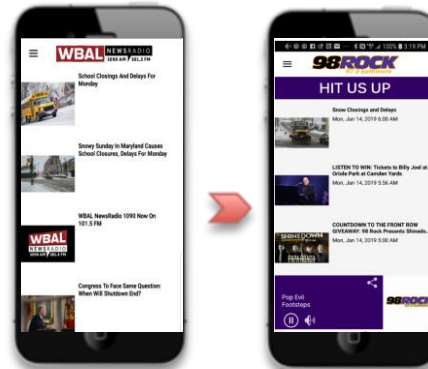














Core Audience

The Weather Channel

WBAL
NEWSRADIO
1090 AM / 101.5 FM

98ROCK
97.9 baltimore



-  Monday Night Live
-  Countdown to Game Day
-  98Rock/WBAL Ravens Game Day
-  Countdown to Kickoff
-  Locker Room Show
-  98Rock Ravens Last Call
-  Extensive Draft Coverage
-  Coaches Press Conferences
-  Ravens Beach Bash
-  On-Site Events
-  Training Camp Insider Reports
-  Player Appearances & Endorsements

Put the **power** of
1 of only 32
NFL teams to work
for your business!



Massive Reach

Hearst Radio listeners are **2x more likely** than the market average to have **listened to a Ravens game** in the past year.

Over 280,000 adults have listened to the **Ravens on the radio** in the past year.



Team & Player Access

Hearst's direct relationship with the team gives **YOU better access to players and events.**

Player and personnel appearances available.



Prolific Consumers

43% of Ravens radio listeners have a **college degree.**

63% have an annual HHI of **\$100K+.**

84% own their **home.**

HEARST



Baltimore's most iconic Radio Brands and Official Flagship radio network of the Baltimore Ravens.

Hearst Baltimore reaches 497,400 Persons 12+ each week for an average of over 3 hours!

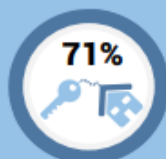
Delivering a quality audience.



White collar



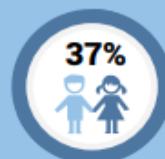
Employed full-time



Own residence



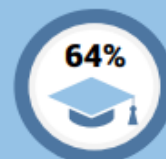
Earn \$75K+



One+ children (<18)



Has investments



Some college+



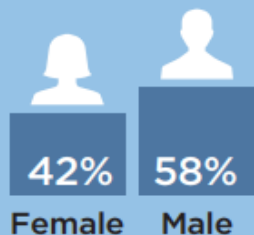
27% Spend 20+ hours a week on the Internet



25% Spend 1-2 hours per day on social networking sites



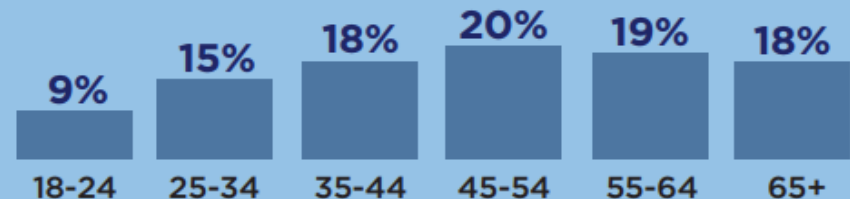
90% Own a smartphone



Median Age: 48

OVER \$8.2 billion Annual Spending Power

Delivering across all ages.



HEARST










FOR ALL MEDIA INQUIRIES:
CLINTON BOX
410-338-6577
CBOX@HEARST.COM

WBAL is Maryland's most credible news organization, keeping our city informed for over 93 years.



WBAL Radio Weekday Lineup

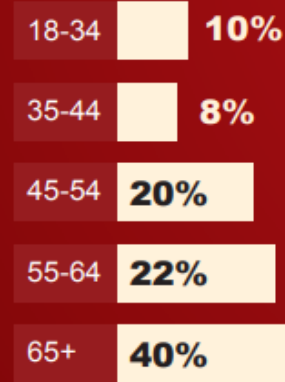
-  **WBAL News Now with Bryan Nehman**
5a-9a
-  **The C4 Show**
9a-1p
-  **Yuripzy Morgan Show**
1p-3p
-  **The Brett Hollander Show**
3p-6p
-  **WBAL News Now with Robert Lang**
6p-6:30p
-  **NBC Nightly News with Lester Holt**
6:30p-7p
-  **The Dan Joseph Show**
8p-11p

Over \$2.8B
Potential Annual Spending Power

55% Male
45% Female

Median Age:
60

Listener Age Range



Our listeners influence our community



Political Party Affiliation



WBAL NewsRadio 1090 and FM 101.5 is a staple of Baltimore, influencing 151,700 Adult 18+ listeners each week for an average of over three hours!

Official Flagship stations of



Baltimore Ravens



Navy Football

wbal.com (410) 338-6577 facebook.com/wbalradio [@wbalradio](https://twitter.com/wbalradio) [wbalradio](https://instagram.com/wbalradio)



98 Rock jams out with over 381,000 Persons 12+ each week for an average of over two hours!

98ROCK
Weekday Lineup

**Live & local in the community
with our popular on-air
personalities!**



**Justin, Scott
& Spiegel**
6a-10a

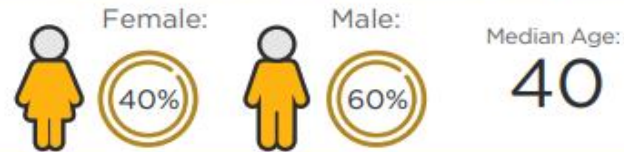


Amelia
10a-3p

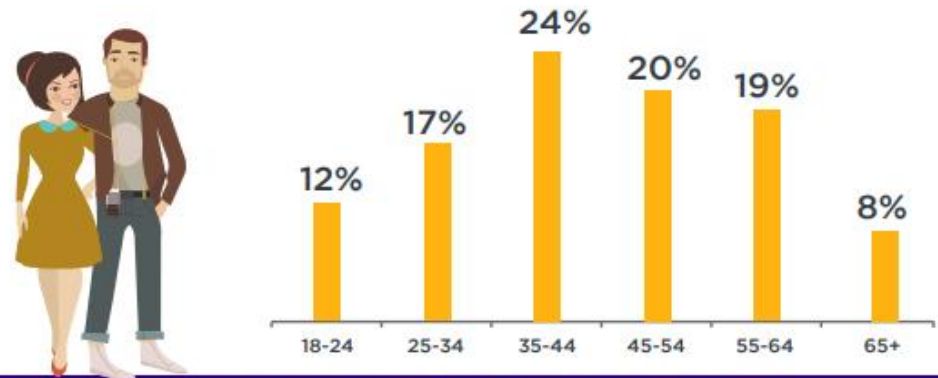


Kirk and Marianne
3p-8p

ABOUT THE LISTENERS:



Listener Age Range



ENGAGE WITH OUR AFFLUENT LISTENERS

