



Hartford

The Influential Voice for
Connecticut's State Capital.

2026



Connecticut

Our massive signals and mainstream formats reach more than 1 in 6 Connecticut residents each week¹

Our portfolio includes three consistently top-ranked music stations in all key demographics and dayparts and the only 24-hour radio newsroom between Boston and New York

Live and local, personality-driven formats feature tenured talent, ingrained in the community

Host of heritage events that provide ideal opportunities for brands to connect directly with fans

Offering integrated programs that span on air, digital and experiences

Connecting brands with audiences
in meaningful, engaging ways.



CONNECTICUT

Market Overview

MUSIC



NEWS



Powerful Reach

1.5M+

Monthly Listeners

55K+

Monthly Streamers

541K+

Monthly Streaming TLH

164K+

Social Followers

28K+

Opt-in Database



Southern New England’s At-Work Companion

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
AC	ADULTS 25-54	679,000	8,314	121,256	7,328	10,490

CURATED CONTENT

- Connecticut’s **Workday Companion** providing a **safe listening environment** for our listeners and advertisers while **playing three decades of songs** you know by artists you love.
- The home of Lite The Month Pink, a breast cancer fundraiser that is over 26 years in the market

ENGAGED AUDIENCE

- Recognized as the **#1 Nielsen-rated radio station of choice in Hartford** with Persons aged 25+ and Adults 35-64⁴
- 66% of listeners work full-time (M-F 8a-5p)** with **49% making a HHI of \$100k+**. **78% are listening outside of their home Monday – Friday from 8am-5pm.**⁴
- 100% Share of Voice in Adult Hits in the Hartford Market**
- The **Holiday Music Station** (Nationally recognized as the **#5 rated station in the country during “Holiday Music”**).

INFLUENTIAL VOICES



MIKE & MARY
WEEKDAYS 5:30AM-10AM



JEN TOOHEY
WEEKDAYS 10AM-3PM



MIKE KELLEY
WEEKDAYS 3PM-7PM



DELILAH
WEEKDAYS 7PM-12AM



JIM BRICKMAN
SATURDAYS 6AM-10AM



SMOOTH JAZZ BRUNCH
SUNDAYS 8AM-12PM

 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024. 4. TAPSCAN Working Persons & Listening Location; MAY26 / APR26 / MAR26; Metro; M-F 8a-5p; P 18+. Scarborough R1 2026: Jan25-Jan26. 5. TAPSCAN Retail Spending Power MAY26 / APR26 / MAR26; Metro; M-Su 6a-12m; P 18+. 6. Nielsen Ranker MAY26 / APR26 / MAR26; Metro; M-Su 6a-12m; P 25+; P 35-64.

Engagement Through Connection, Passion, Experiences



MUSIC FOR EVERYONE

- Adult Contemporary
- Relaxation station
- Vacation station
- Holiday Music Station
- Weeknights with the Award-Winning Delilah



YOUR AT WORK STATION

- Workday Kickoff
- The Local Scoop
- Tell Me Something Good
- Try It Tuesday
- Five O'Clock Ride Home



UNIQUE PROMOTIONAL OPPORTUNITIES

Lite The Month Pink

Mike & Mary Meetups

The Weekend According to Mike

Hartford's Mass Appeal Adult Hit Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ⁴	MONTHLY STREAMING TLH ⁴	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
HOT AC	ADULTS 25-54	540,800	5,932	47,664	17,468	7,770

CURATED CONTENT

- Today's best **variety of music, entertainment news**, celebrity gossip, traffic, weather and giveaways.
- Local personality-driven radio station **anchored by top rated morning show, Christine & Salt** (with Adults, Men, & Women aged 25 to 54) to kick start your day¹

ENGAGED AUDIENCE

- **67% of listeners work full-time (M-F 8a-5p) and 83% are listening outside of their home Monday – Friday from 8am-5pm.**¹

INFLUENTIAL VOICES



CHRISTINE & SALT
WEEKDAYS 5:30AM-10AM



MIKE KELLEY
WEEKDAYS 10AM-3PM



GINA J
WEEKDAYS 3PM-8PM



ACOUSTIC SUNRISE WITH MATTHEW REID
SUNDAYS 9AM-12PM

Engagement Through Connection, Passion, Experiences



ACOUSTIC CAFÉS

96.5 TIC FM hosts 12 or more of these exclusive acoustic mini-concerts each year. An emerging or established artist drops by a local CT bar to play an acoustic set for an intimate room of 50 guests. The best part is the only way in is to win. 96.5 TIC FM provides the tickets to lucky listeners for this sought after experience.



5,000 TOYS FOR GIRLS AND BOYS

5,000 Toys for Girls & Boys is an organization founded in 1985 by 96.5 WTIC-FM and supported by local corporations. 5,000 Toys for Girls & Boys is a 100% volunteer organization with all goods and services donated by members of local communities. The star of the organization is the annual Christmas party which hosts 1,000+ kids and their families on Christmas morning for food, fun, and, of course, presents.



Deck The Hall Ball

Join us for 96.5 TIC's annual holiday concert, Deck The Hall Ball! Held in the second week of December, this highly anticipated event features top artists in the Hot AC genre. Last year's show, hosted at the Toyota Oakdale Theater, brought in 4,500 attendees and included a headlining performance by One Republic. This premier event offers local advertisers a variety of creative opportunities to connect with an engaged audience.

Delivering a Vibrant Audience in Connecticut's Largest Cities



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ³	MONTHLY STREAMING TLH ³	SOCIAL FOLLOWERS ²	OPT-IN DATABASE ²
RHYTHMIC TOP 40	ADULTS 18-49	473,700	18,733	70,050	134,101	5,140

CURATED CONTENT

- Connecticut's **only Rhythmic Top 40** station with mass appeal, on-air personalities and specialty mixers pumping out the latest Hip Hop, R&B and Reggae music.

ENGAGED AUDIENCE

- Consistently the **top ranked station reaching A18-49** in three Nielsen markets: Hartford, New Haven and Springfield.
- #1** in Hartford with Adults aged 18 to 49 during the week and on weekends¹.
- Reflecting an active, relevant, and diverse audience from Hartford to Bridgeport, Springfield to New Haven.
- Reaches **connected, engaged, tech-savvy** millennials through dynamic broadcast, digital and social platforms.

INFLUENTIAL VOICES



DJ BUCK & BIG REGG
WEEKDAYS 6AM-10AM



JENNY BOOM BOOM
WEEKDAYS 2PM-6PM



KID FRESH
WEEKDAYS 6PM-10PM



THE DREAM TEAM
WEEKDAYS

Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024,

Engagement Through Connection, Passion, Experiences



LIFESTYLE DRIVEN MUSIC

- Hartford's #1 for Hip-Hop and R&B
- The longest sets of commercial-free music
- Features the hottest mix shows and top requested playlists
- **Reggae Riddims**, the 2-hour Reggae show featuring listeners favorite Reggae jams

COMMITMENT TO COMMUNITY

- Highlights local businesses and community leaders through events and weekly interviews.
- Involvement in local events celebrating diversity including **Latino Fest** and **Black History Month**

DYNAMIC SIGNATURE PROGRAMMING

- The place to get the hottest inside gossip – **The Dirt Report** hosted by **Jenny Boom Boom**

Southern New England’s Dominant Audio Source for News, Talk and Sports

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ⁴	MONTHLY STREAMING TLH ⁴	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS/TALKS	ADULTS 45-64	168,300	7,278	62,305	5,624	5,590

CURATED CONTENT

- An **iconic station** serving sports listeners in CT for over 94 years.
- **Home of the Boston Red Sox.** Over 333,000 Hartford residents listened to or watched the Boston Red Sox!
- **Signature sponsorships include Storm Center, News, Weather, Traffic, Sports and Election Coverage.**

ENGAGED AUDIENCE

- **50,000 Watt 1080 WTIC News Talk** is live from **Hartford**, providing 24-hour coverage and conversation of the most important happenings in **news and sports**
- **Listener loyalty: 75% of WTIC AM** listeners 35-44 choose **WTIC AM** as their preferred station.⁶
- **A top ranked station for reaching Hartford’s prosperous, stable and mature market:** 48% are full-time employed with a median household income of \$97K. ⁵
- Rated as a top 10 station with Adults aged 35+⁴

INFLUENTIAL VOICES



BRIAN SHACTMAN & COMPANY
WEEKDAYS 5:30AM-9AM



THE BRIAN KILMEADE SHOW
WEEKDAYS 9AM-12PM



THE ERICK ERICKSON SHOW
WEEKDAYS 12PM - 2PM



REESE HOPKINS
WEEKDAYS 2PM-6PM



MARKLEY, VAN CAMP AND ROBBINS
WEEKDAYS 6PM-9PM



Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024. 4. Nielsen Ranker MAY26 / APR26 / MAR26; Metro; M-Su 6a-12m; P35+ 5. TAPSCAN Working Persons MAY26 / APR26 / MAR26; Metro; M-F 8a-5p; P 35+. Nielsen Scarborough Market/Release: Hartford, CT 2025 Release 2 Total (Aug 2024-Jan 2025/Jan-Jun 2025) WTIC-AM M-Su 6a-12m cume. 6. Nielsen Audio via Tapscan Loyalty Report, Hartford & New Haven NOV25, Metro



- #1 Morning Show 2024
- Connecticut's largest News Talk Radio
- News Coverage with Live Breaking News
- Local Updates
- Traffic & Weather on the "8's"
- Darting Across Connecticut

- Reporting LIVE from Hartford, Connecticut M-F 5a-6pm
- Pets for Patriots
- Involvement in local causes including the **Salvation Army Holiday Store** and **Manchester Road Race**
- Best Radio News Reporter Morgan Cunningham

- Boston Red Sox Baseball
- New England Patriots
- Hartford Yard Goats
- WTIC-AM Sports Desk
- “FANBASE” Podcast with Brian Shactman & John Senecal

Key Ownership Programs & Opportunities

SPORTS PARTNERSHIPS & FAN EVENTS

- Red Sox Baseball
- Red Sox Opening Day Countdown
- Hartford Yard Goats
- The New England Patriots
- The Travelers Championship
- The Manchester Road Race

UNIQUE ENTITLEMENTS (NAMING RIGHTS)

- WTIC-AM: Sunrise Special, & Studio Naming Rights
- WTIC-FM: Studio Naming Rights, Traffic Naming Rights, Non Stop 96
- WRCH: Studio Naming Rights, Traffic Naming Rights, Workday Kickoff
- WZMX: Studio Naming Rights, Traffic Naming Rights, Mid Day Workout Mix

CAUSE MARKETING & COMMUNITY EMPOWERMENT

- Pets for Patriots
- Holiday Store
- Lite the Month Pink
- Rise and Shine
- The Holiday Store
- Friday Night Football / Basketball
- HOT in the Community

EVENTS & CONCERTS

- Acoustic Café Series
- Deck the Hall Ball
- Latino Fest
- Jamaican Day Parade
- Evening with Delilah

UNIQUE SEASONAL FEATURES

- CLUSTER: Black History Month Vignettes
- CLUSTER: Hispanic Heritage Month
- CLUSTER: I'm Listening
- CLUSTER: Spring Forward / Fall Back
- WTIC-AM: Tech Talk Tuesday
- WTIC-AM: Connecticut Business Blend
- WZMX: Holiday Mixing Weekends
- WZMX: Reggae Ride to Work
- WTIC-FM: Throwback Holiday Weekends
- WTIC-FM: Can't Beat Christine
- WRCH: Holiday Music
- WRCH: Tell Me Something Good
- WRCH / WTIC-AM: Songs of Christmas
- WZMX / WTIC-FM: New Year's Countdown





Let's put the **power of Audacy**
to work for your brand



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