



THE #1 MEDIA CHOICE
for delivering San Antonio's consumers

IMAGINE SPEAKING TO...



Sold Out Spurs Home Games

CMG San Antonio radio stations reach over 1.2 million listeners each week



1,278,700

2 out of 3 San Antonio's consumers listen to a Cox Media Group radio station each week



STATIONS AT-A-GLANCE

CMG San Antonio has a full range of properties delivering San Antonio's diverse consumer marketplace. Every demographic is covered making the CMG San Antonio cluster a perfect fit for your advertising needs.



KONO-FM

KCYX-FM

KSMG-FM

KISS-FM

KTKX FM

KKYX-FM

KONO-AM

Classic Hits

Country

Hot Adult Contemporary

Active Rock

Classic Rock

Classic Country

Oldies

San Antonio's
Greatest Hits

San Antonio's New
Country Leader

Today's Best Music

99.5 KISS Rocks
San Antonio

San Antonio's Only
Classic Rock

Country
Legends

Greatest Hits
Of the 60's & 70's

Adults 36-64

Adults 25-54

Women 25-54

Adults 18-49

Men 25-54

Adults 35-64

Adults 50+

kono1011.com

y100fm.com

magic1053.com

kissrocks.com

eaglesanantonio.com

kkyx.com

86kono.com

Eagles, Hall and
Oates, Lionel Richie,
KC Sunshine Band

Luke Combs, Carrie
Underwood, Dierks
Bentley, Luke Bryan

Adele, Bruno Mars
Justin Timberlake
Maroon 5, Taylor Swift

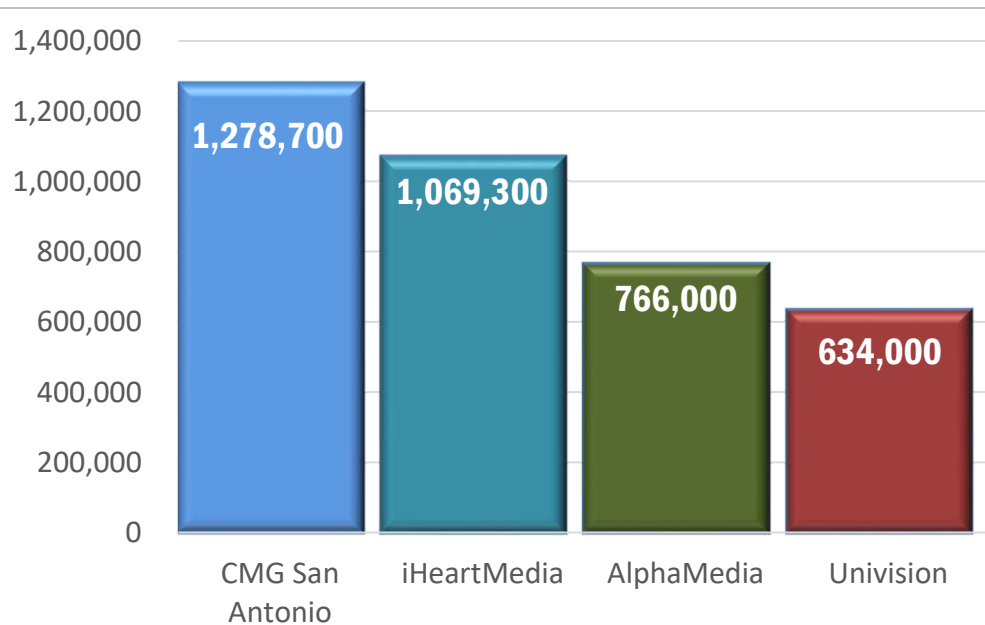
Foo Fighters,
Metallica, Nirvana,
Red Hot Chili Peppers

Aerosmith,
Def Leppard, Journey,
Tom Petty, ZZ Top

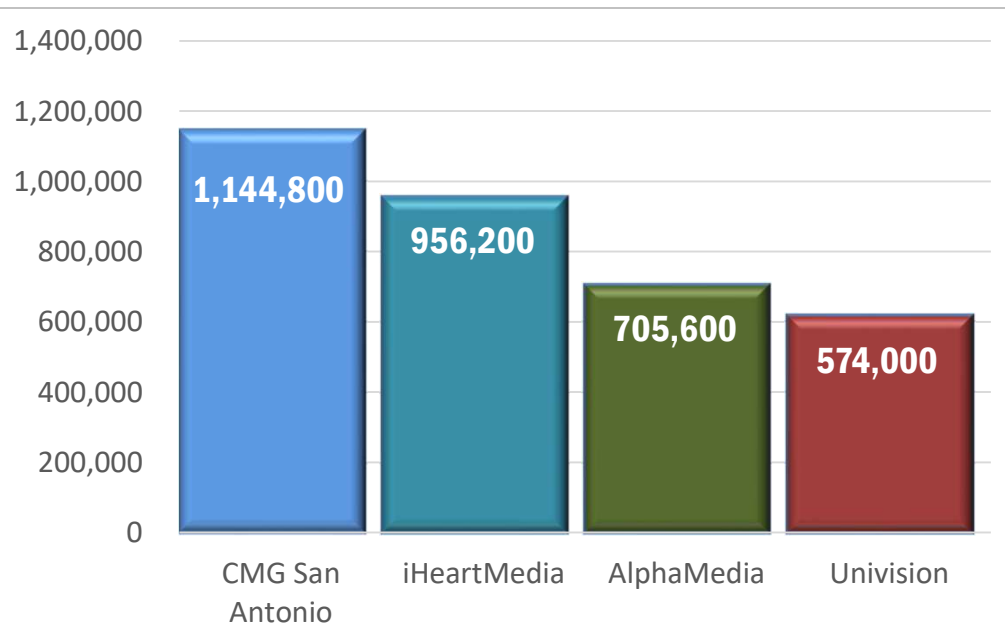
Alabama, The Judds,
Willie Nelson, George
Strait, Randy Travis

Tommy James,
Beatles, Guess
Who, Supremes

CMG SAN ANTONIO IS THE #1 RADIO GROUP IN THE MARKET



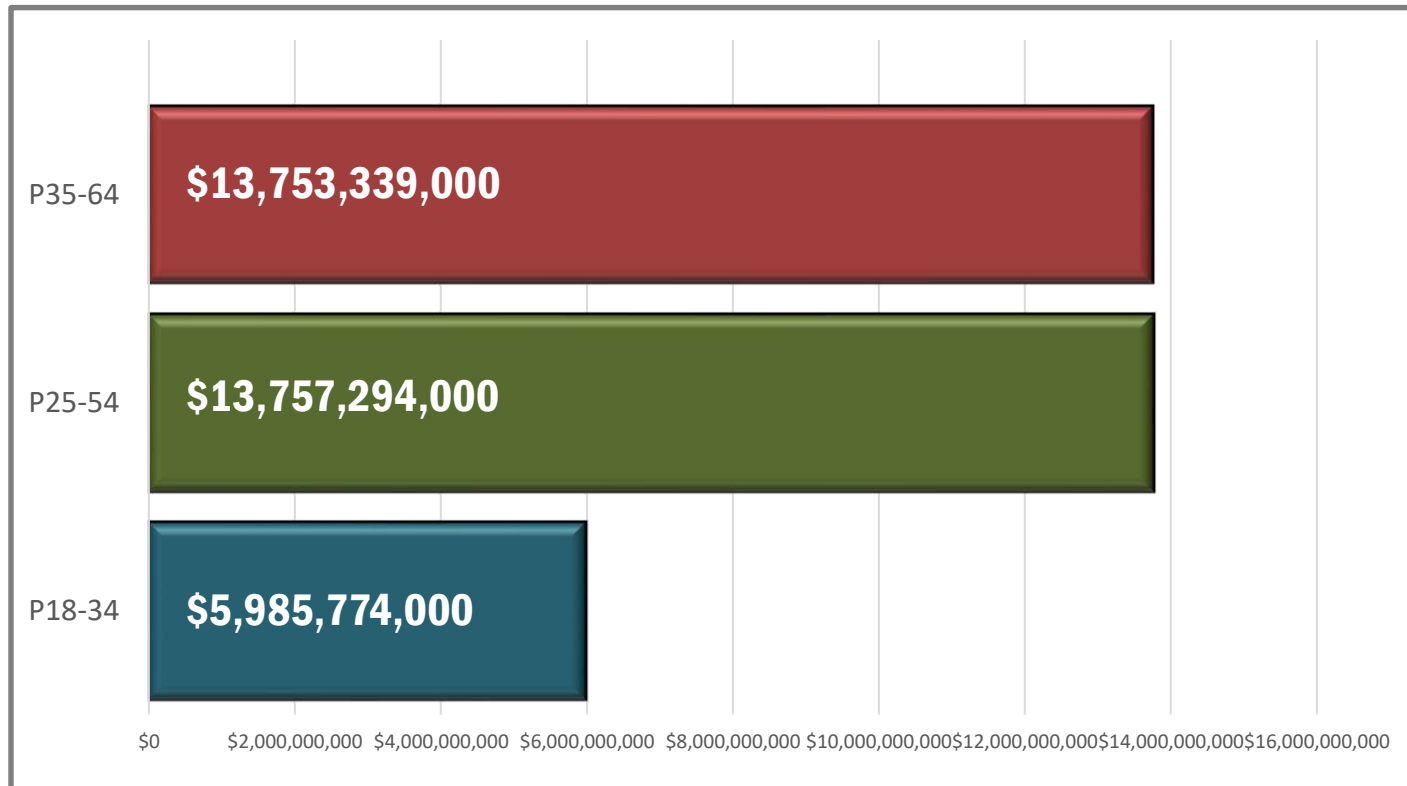
#1 for 12+ Weekly Cume



#1 for 18+ Weekly Cume

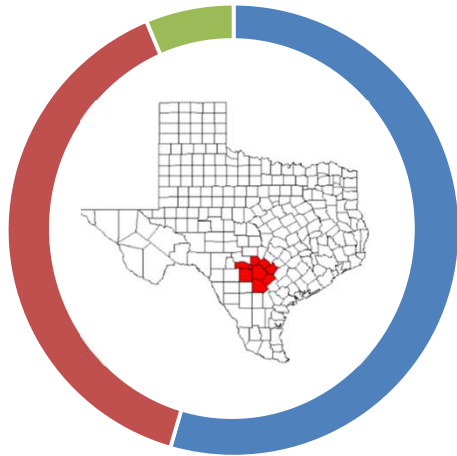


MAXIMIZE YOUR REACH WITH CMG'S SPECTRUM OF BUYING POWER



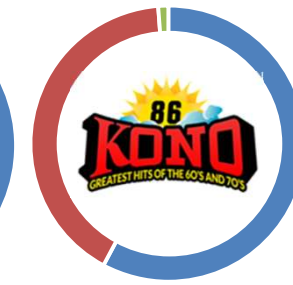
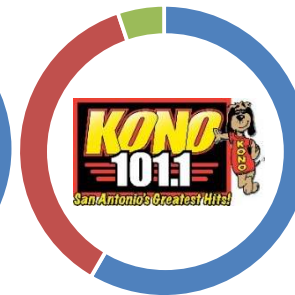
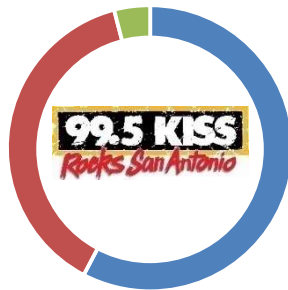
**Consumers in the SAN ANTONIO Metro spend \$34,895,088,000 Annually in Total Retail Sales.
CMG San Antonio listeners (age 18 and over) spend an estimated 70% of that total.**

SAN ANTONIO ETHNIC COMPOSITION

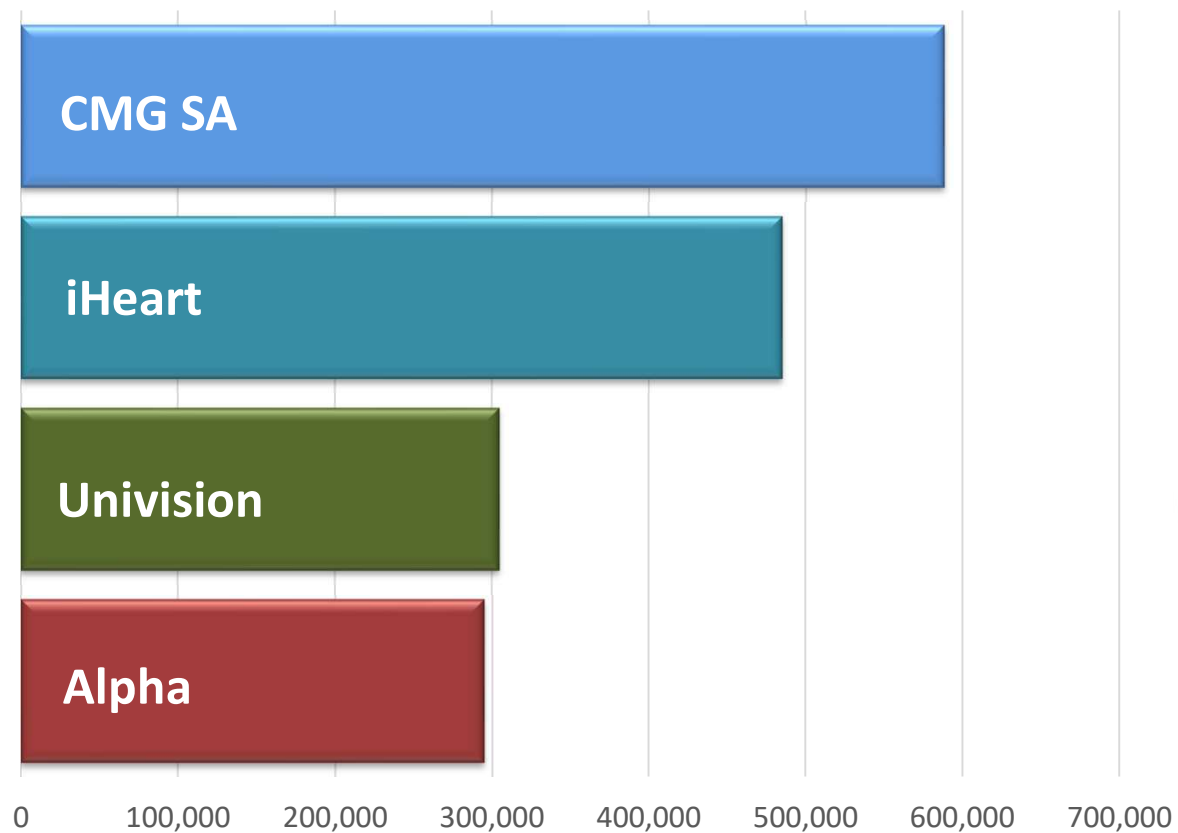


CMG San Antonio
mirrors the San
Antonio Market

STATION ETHNIC COMPOSITION



CMG SAN ANTONIO IS THE ANSWER FOR MARKETING TO WOMEN IN SAN ANTONIO





LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of





LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of



Livestock Exposition Scholarships





LIVE, LOCAL & IN OUR COMMUNITY



**Weekdays
Billy Madison Show
6am-10am**



**Weekdays
Chris Sifuentes**

Proud Supporters of



**South Texas
Blood & Tissue Center**



Alumni Association Scholarships



LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of





LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of



Alumni Association Scholarships



LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of



**South Texas
Blood & Tissue Center**



CMG SAN ANTONIO HAS MORE SOLUTIONS



Local Solutions, powered by Cox Media Group San Antonio, provides customizable digital marketing products and services that drive results. With local expertise and innovative tools, our digital advisors help you maximize your sales, boost your brand value, and turn prospects into customers. Premium partnerships with Google, Facebook and Amazon.

SERVICES

- Paid Search (SEM)
- Search Engine Optimization (SEO)
- Display
- Retargeting
- Mobile
- Website Design
- Social Media
- Video
- Streaming TV



CMG Research provides a custom value proposition to our clients. We can deliver measurable and actionable insights, help build strong brand presence and provide critical information essential to building an effective marketing campaign.

RESEARCH

- Work with a qualified research team that conducts 700+ studies for 100+ brands annually
- Ask important questions of your Ideal customer about their perceptions and behaviors
- Brand awareness
- Learn competitive strengths and weaknesses



Cox Health Marketing is a Center of Excellence for healthcare marketing. Our specialized team, backed by the vast resources of Cox Media Group, is dedicated to growing your business. Together we have developed a process that has proven to produce real, impactful results

TRUSTED PARTNER

At Cox Health Marketing we understand that we are only as successful as our clients. That's why we seek to be a true partner in your business – sharing your marketing challenges and leading your marketing solutions. Simply put, we know that working together we can accomplish more.



CMG Events has produced many of San Antonio's largest and most successful events reaching tens of thousands of people. We represent, own and/or manage over a dozen events throughout the year.

SIGNATURE EVENTS

- Back to School Expo
- 8Man Jam
- Billy Madison Show Anniversary Party

DIGITAL CAPABILITIES

Local Solutions, powered by Cox Media Group, provides creative and customized digital marketing solutions that drive results. With local expertise and innovative tools, our digital advisors help you maximize your sales, boost your brand value, and turn prospects into customers.

Get Noticed.

Command attention and build awareness with integrated marketing.

Website Development



Potential customers are watching - make sure your business is seen.

Display



Command attention from a loyal audience in a brand-safe environment.

Mobile



Deliver your message directly into the hands of potential customers.

Be Found.

Ensure your business is seen everywhere potential customers are looking for you online.

Social



Be found by potential customers where they spend so much of their time online.

Paid Search



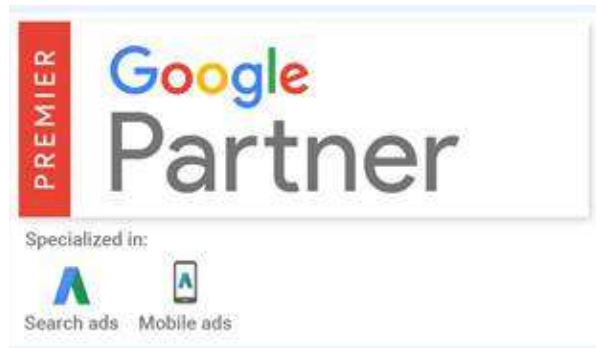
Use our in-house team of experts. Only pay when consumers click.

SEO



Be a leader in search results and online reputation.

PREMIER PARTNER



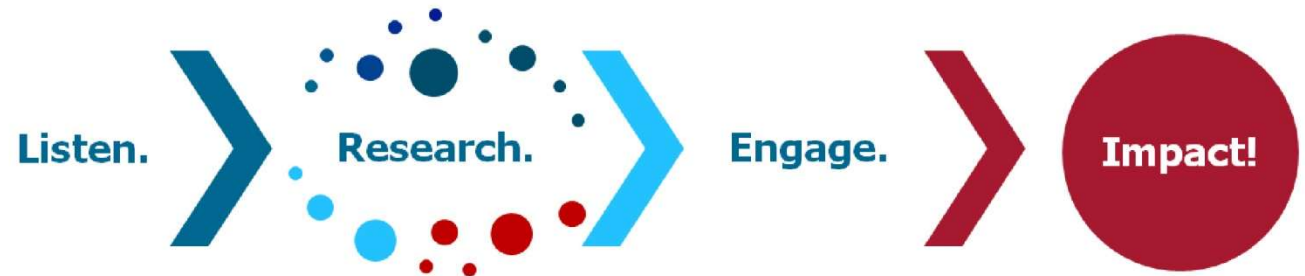
CONNECTING COMPANIES WITH CONSUMERS IN SAN ANTONIO WITH OUR EVENTS



Annual Anniversary Party!

Make sure to ask us about our other events not listed

Strategic Research Insights



BRANDING

Measure your brand health and how it performs against what's important.

CONSUMER INSIGHTS

Measure the purchase intent and buying behavior of your target consumers.

COMPETITIVE LANDSCAPE

Get competitive intelligence within your industry.

CREATIVE TESTING

Test the effectiveness of your ads and creative assets.

How It Works

- 1 Identify your unique needs and target audience
- 2 Define research objectives
- 3 Align needs with research capabilities
- 4 Build a custom survey and field to the market
- 5 Deliver consumer-driven actionable insights
- 6 Create sound strategies and campaigns



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