



**Q101**

**@FunFacts** Chicago, IL

*Did you know - facts about Q101!*

<http://Q101.com>

Following



Here's some facts you may not know about Q101!

Tweets

Favorites

Following

Followers

Lists



**We're Talking!** many are listening

We reach more 18-44 year olds than any media company - we have the biggest email list than any other station in Chicago!



**Social Media** and our impact

More than 20 mil. have read Q101's tweets this year - and more than 5 million people have watched Q101's videos on YouTube!



**Marketing** and our success

Q101 uses the very same business & marketing techniques for you that we use to grow our own. If it works for us, it'll work for you!



**We're Successful** and still going strong

Virtually every media group in town has heavy debt problems or went bankrupt - why trust your success to failing businesses?



**Our Footprint** in social media

Want to equal our reach? Add the two major papers, all of the TV, and the two biggest AM Radio stations.



**Our Reach** and your benefit

If Q101 were to post about you online, more people would see it than the number of people who listen to half of Chicago's stations!



**Local Business** and Chicagoland

Our entrepreneurial team has started & operates numerous local businesses - we're beholden to Main Street, not Wall Street.



**Marketing** and our success

Do you know who your other marketing partners are? Unlike them, we know AND care what will make your business more successful!



**Database Marketing** with real results by Q101

Q101's direct response marketing delivered true, tangible results! Their email & SMS marketing provide real mobile synchronicity!



**Digital Marketing** is our speciality

Q101 is Chicago's digital marketing leader!



About @Q101

Q101 became famous in the 90s as a musical trailblazer, infamous in the 2000s as a trendsetting entertainment titan, and today is one of the most innovative digital companies in America. We do things daily that others will be copying 5 years from now. The revolution we lead...  
...will not be televised.

Recent Images · [view all](#)





**SINCE 1992, Q101 HAS BEEN THE MUSIC, ENTERTAINMENT, AND LIFESTYLE TASTEMAKER FOR MILLIONS OF 18 TO 44-YEAR-OLDS. THEIR MOST CHERISHED MEMORIES HAVE BEEN MADE WITH Q101. LIFELONG FRIENDSHIPS HAVE BEEN FORGED AND FAMILIES BROUGHT TOGETHER WITH THEIR TRUSTED FRIEND Q101, BY THEIR SIDE. FOR MILLIONS, LOYALTY AND LOVE FOR Q101 RUNS DEEP.**

**THERE ARE  
DOZENS OF CABLE COMPANIES,  
HUNDREDS OF TV STATIONS,  
THOUSANDS OF RADIO STATIONS,  
MILLIONS OF APPS,  
& BILLIONS OF WEBSITES.  
THERE IS ONLY ONE**





# Q101'S ARRAY OF POWERFUL DIGITAL TOOLS ATTRACT MORE EYES, EARS, & HEARTS THAN ANYONE ELSE IN CHICAGO:



Q101 HAS BEEN THE **SOUNDTRACK** OF THE MOST IMPORTANT MILESTONES IN THE LIVES OF MILLIONS OF CHICAGOANS FOR DECADES. OUR SUITE OF AUDIO SERVICES LIVE ON PEOPLE'S COMPUTERS AND ON THEIR PHONE; WE'RE BY THEIR SIDE HOWEVER, WHENEVER, AND WHEREVER THEY FIND THEMSELVES IN THE WORLD!



OUR FREE **MOBILE APPS** FOR IPHONES, ANDROIDS, AND OTHER DEVICES PUT YOU IN THE POCKET OF OUR FANS AND GIVE THEM 24/7/365 ACCESS TO THE INFORMATION THEY CARE ABOUT MOST!



Q101 BECAME FAMOUS FOR OUR ORIGINAL **MULTIMEDIA** PROGRAMMING. Q101'S TALENTED WRITERS AND MEDIA CREATORS ARE PUTTING THEIR AWARD-WINNING STAMP ON THE NEXT GENERATION OF Q101 CONTENT: VIDEO. BY 2015, 90% OF THE ENTIRE INTERNET WILL BE VIDEO CONTENT. WILL YOU BE "SEEN"?



FOR TWO DECADES **Q101 EVENTS** OF ALL SIZES AND VARIETIES HAVE BEEN AN INTEGRAL PART OF OUR SUCCESS. THE Q101 STREET TEAM IS THE FUN, ENTERTAINING PROMOTIONAL TIP OF THE MARKETING SPEAR, ACTING AS AMBASSADORS OF OUR BRAND AS WELL AS YOURS.



OUR **WEBSITE** IS A TRUE INTERACTIVE ENVIRONMENT THAT INTEGRATES THE MUSIC FANS LOVE AND INFO-TAINMENT THEY GET NOWHERE ELSE. WE INTEGRATE YOU INTO THE VERY FABRIC OF THE SITE'S CONTENT AND PRESENT YOU AS A FRIEND, NOT A SPONSOR. WE MAKE YOU FINDABLE TO CONSUMERS ONLINE FOREVER.



OUR DIRECT RESPONSE DATABASE **MARKETING** TECHNIQUES DELIVER TRUE, TANGIBLE RESULTS WHERE OTHER "IMPRESSION"-BASED ENTITIES FALL SHORT. OUR EMAIL AND SMS MARKETING CAN PUT YOUR MESSAGING BEFORE THE EYES OF HUNDREDS OF THOUSANDS OF Q101 FANS WHEREVER THEY ARE AND MOBILIZE THEM TO TAKE ACTION.

CHICAGO'S DIGITAL MARKETING LEADER.

# Q101



# OUR FRIENDS & FAMILY



52% MALE  
47.8% FEMALE

90.1% HAVE SOME COLLEGE

57.1% HAVE A COLLEGE OR GRAD DEGREE



AGES 18-44: 80.1% OF OUR TOTAL AUDIENCE

94% OF OUR AUDIENCE RESIDES IN CHICAGO



80% OF Q101 LISTENERS HAVE AN INCOME OF \$50,000 OR MORE!

\*SOURCES: A COMPOSITE OF STATISTICS FROM FACEBOOK INSIGHTS, GOOGLE ANALYTICS, QUANTCAST, MEDIA MONITORS.





### Q101 VS. PUBLICATIONS



REDEYE READER TRIBUNE **Q101**

### Q101 VS. CHICAGO CELEBS



BILL RANCIC BILLY DEC BILLY CORGAN **Q101**

# WHO RULES THE SOCIAL MEDIA SCENE IN CHICAGO?

(OPRAH DOES, OF COURSE.)



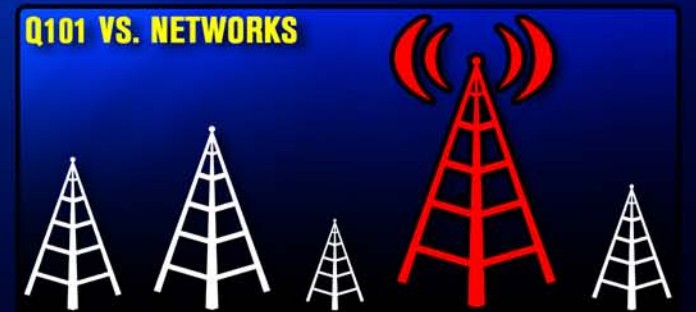
SEE HOW Q101'S FACEBOOK FANS RANK AGAINST THE REST OF CHICAGO'S TOP BRANDS!

### Q101 VS. RADIO



SCORE MIX XRT **Q101** LOOP B96

### Q101 VS. NETWORKS



FOX NBC ABC **Q101** WTTW

# WHO USES Q?



MillerCoors™

**IN A WORLD FILLED WITH CLUTTER, Q101 STANDS VIRTUALLY ALONE AS A TRUSTED AND LOYAL FRIEND THAT RECOMMENDS THE LATEST IN CUTTING-EDGE INFO-TAINMENT.**

**WE DO NOT HAVE "ADVERTISERS" OR "SPONSORS."  
WE TELL OUR FRIENDS ABOUT HIP, CHIC, TRENDY, USEFUL,  
AND REPUTABLE FRIENDS OF OURS THEY SHOULD KNOW, TOO.**

**WANT US TO TELL OUR FRIENDS ABOUT YOU?**

**Q101**