MEDIA KIT 2026

CHRIS SUMLIN

ARIZONA'S MOST TRUSTED VOICE

Radio host, event creator and influencer. Phoenix's go-to voice for pop culture, nightlife and things to do in Arizona.

HOT 97.5 | VERIFIED ON IG | PHOENIX, AZ



121.6K	2.2M+	45K+	75%	~82%
TOTAL FOLLOWERS	MONTHLY VIEWS	IG INTERACTIONS / MO	IG AUDIENCE AGED 25–54	FB FANS IN METRO PHX

THE REACH

TIKTOK — 75,130
1.3M monthly views · 22K online at peak

INSTAGRAM — 33,254
936.8K views · 234.9K reached / 30 days

FACEBOOK — 13,221
+818 net follows in 14 days · 31 unfollows

WHO'S WATCHING

WOMEN		INSTAGRAM AGE	
TikTok	73%	18–24	8.4%
Instagram	64.7%	25–34	29%
US AUDIENCE		35–44	27.6%
Facebook	85.7%	45–54	18.4%
Instagram	78.7%	55–64	8.9%
TikTok	71.5%	65+	4.6%

ON AIR & ON STAGE

SUNDAYS WITH SUMLIN

HOT 97.5 · SUNDAYS 10 AM–2 PM

Four hours of live DJing and talk every week.

Phoenix Idol Karaoke
Thursday nights, $100 cash prize

Bey-Hive Brunch
Pop-diva brunch series

Bad Mom Bingo
Mother's Day at Pour Decisions

The Check-In
Black men's circle, San Diego next

WAYS TO WORK TOGETHER

SPONSORED REELS & TIKTOKS | IG COLLABS | STORY SETS | RADIO MENTIONS | EVENT HOSTING | BRANDED EVENTS | CROSS-PLATFORM BUNDLES

TRUSTED BY

NETFLIX · DESERT DIAMOND ARENA · chime · Arizona State Fair · Trulieve · mortgage matchup · Lookout Tavern

> *"Phoenix nightlife has that rare hype man... When he calls out places, he does so with diplomacy and authority."*
>
> PHOENIX NEW TIMES · BEST OF PHOENIX 2026

> *"Chris has gone above and beyond expectations, putting in extra effort to deliver strong results."*
>
> LAUREN JONES · COORDINATOR, ARENA MARKETING

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NOW BOOKING

Sources: TikTok, Instagram and Facebook native analytics, Sep–Oct 2026; TikTok monthly views from Chris's 2026 media kit. Award and quote: phoenixnewtimes.com/best-of-phoenix/2026/nightlife