









Social Media Dominance







Community Involvement



88 STATE ROCK

Daily Email Blast





CONTENT CARING COMMUNITY

OUR BRANDS

















107.7 OLDIES
Amprioriodayea

60/40

Audience (Female/Male)

47%

Listen "All Day" at work 92%

Visit Arnpriortoday.ca on a daily basis

94%

Use Facebook OPOLES FEITHER POR

2.2

Average Family

46
Average Age

9,629
Population

57% Age 15 - 64 \$24.8 Billion

*Ontario Average Retail Sales Per Month

Miers your sterou

Research data estimates

25,000 - 27,000 Weekly Listeners

Source: Listener Survey May 2023

MY BROADCASTING CORPORATION

IMPACT • GROWTH • PROFIT



"Ontario's Local Broadcast Company"

- Breaking and Local **News**
- Contests
- Local Events Coverage
- Heavy Community <u>Involvement</u>



