









Social Media Dominance







**Community Involvement** 



88 STATE ROCK

Daily Email Blast





## CONTENT CARING COMMUNITY

OUR BRANDS

















96.7 OLDIES **90.5 Freq** Pibolodayea

60/40 **Audience** (Female/Male)

47%

Listen "All Day" at work

Visit Ptbotodav.ca on a daily basis

94%

Use Facebook OVOITES FEITHERS

J. Soldie in Stelle

Average Family

Average Age

Population

Age 15 - 64

4.8 Billion \*Ontario Average Retail

Sales Per Month

Chiefe Long Spere

Research data estimates

165,000 **Weekly Listeners** 

Source: Listener Survey May 2023

IMPACT • GROWTH • PROFIT



 Breaking and Local News

- Contests
- Local Events Coverage
- Heavy Community Involvement
- Junior Hockey Coverage



