



Promotions 



News Website

Social Media
Dominance



Community Involvement



Daily Email Blast



mbc

· CONTENT · CARING · COMMUNITY

OUR BRANDS





88.1 myFM
Lanarkleedstoday.ca

60/40
Audience
(Female/Male)

47% Listen "All Day" at work

92% Visit Lanarkleedstoday.ca on a daily basis

94% Use Facebook

*MYFM Family Survey
MAY 2023*

Lanark Leads Stats

2.3
Average Family

45 Average Age

169,245 Population

63%
Age 15 - 64

\$24.8 Billion
*Ontario Average Retail Sales Per Month

What's Your Share?

Research data estimates
25,000 - 27,000
Weekly Listeners

Source: Listener Survey
May 2023

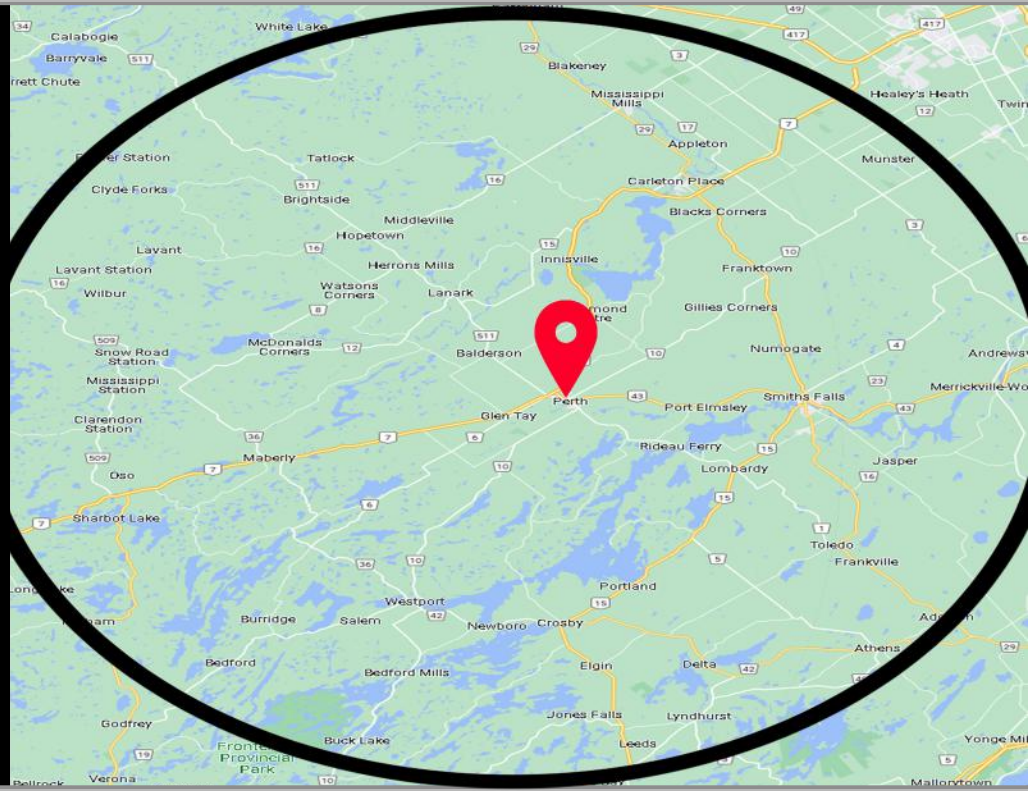


IMPACT . GROWTH . PROFIT

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MY BROADCASTING CORPORATION
"Ontario's Local Broadcast Company"

- Breaking and Local News
- Contests
- Local Events Coverage
- Heavy Community Involvement



88.1 myFM
Perth

