



Promotions 

Social Media
Dominance



News Website



Daily Email Blast



Community Involvement



mbc

· CONTENT · CARING · COMMUNITY

OUR BRANDS





104.9 myFM
Pembroketoday.ca

60/40
Audience
(Female/Male)

47% Listen "All Day"
at work

92% Visit Pembroketoday.ca
on a daily basis

94%
Use
Facebook

*MYFM Family Survey
May 2023*

Pembroke Stats

2.1
Average Family

46 Average Age

23,269 Population

63%
Age 15 - 64

\$24.8 Billion
*Ontario Average Retail
Sales Per Month

What's Your Share?

Research data estimates
25,000 - 30,000
Weekly Listeners

Source: Listener Survey
May 2023



IMPACT . GROWTH . PROFIT

mbc

MY BROADCASTING CORPORATION
"Ontario's Local Broadcast Company"

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

