



Promotions 



News Website

Social Media
Dominance



Community Involvement



Daily Email Blast



mbc

· CONTENT · CARING · COMMUNITY

OUR BRANDS





100.9 OLDIES
Brightontoday.ca

60/40

Audience
(Female/Male)

47%

Listen "All Day"
at work

92%

Visit Brightontoday.ca
on a daily basis

94%

Use
Facebook

*OLDIES Family Survey
May 2023*

Brighton Stats

2.2

Average Family

50

Average Age

12,110

Population

56%

Age 15 - 64

\$24.8 Billion

*Ontario Average Retail
Sales Per Month

What's Your Share?

Research data estimates
10,000 - 12,000
Weekly Listeners

Source: Listener Survey
May 2023

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MY BROADCASTING CORPORATION

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

