



Promotions 



News Website

Social Media  
Dominance



Community Involvement



Daily Email Blast



# mbc

· CONTENT · CARING · COMMUNITY

OUR BRANDS





**90.5 myFM**  
**Exetertoday.ca**

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

**47%** Listen "All Day"  
at work

**92%** Visit Exetertoday.ca  
on a daily basis

**94%** Use  
Facebook

*MYFM Family Survey  
MAY 2023*

*Exeter Stats*

**2.2**  
Average Family

**36** Average Age

**4,860** Population

**58%**  
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



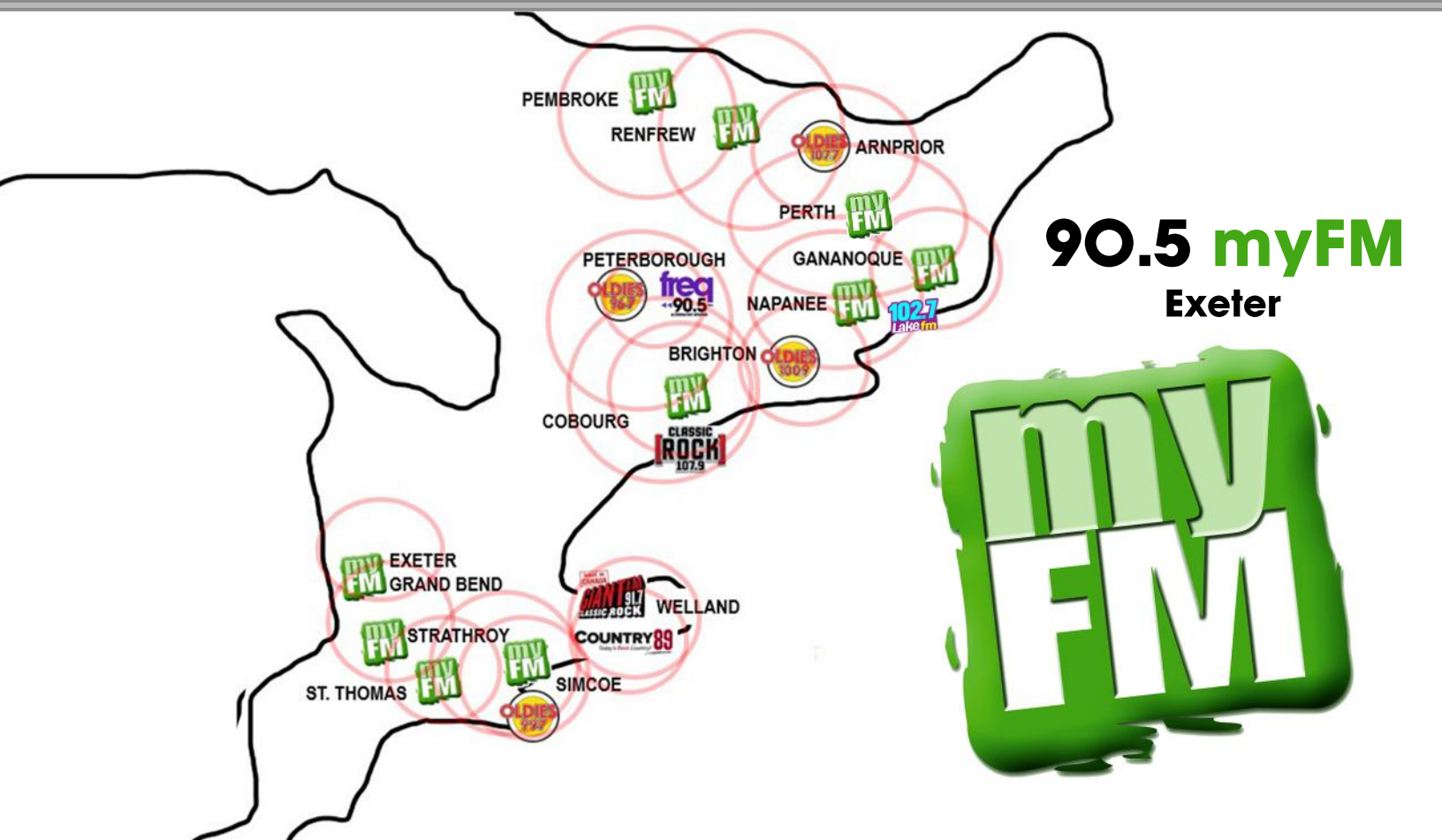
**IMPACT . GROWTH . PROFIT**



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MY BROADCASTING CORPORATION  
"Ontario's Local Broadcast Company"

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



**90.5 myFM**  
Exeter

