

# mbc

MY BROADCASTING CORPORATION

News Website



Social Media



Radio



Involvement



Email Blast



## RADIO WITH IMPACT

IS PROVIDING YOU WITH MORE  
TOUCH POINTS TO REACH YOUR CONSUMERS!



CONTENT · CARING · COMMUNITY

# IMPACT · GROWTH · PROFIT

## OUR TARGET AUDIENCE

Our research and data estimates that our weekly audience to be between 10,000 - 12,000 listeners

Source: Listener Survey May 2017

**60%**

Age 15 - 64

**2.6**

Average Family

**47**

Average Age

**54%**

Married/  
Common Law

Source: Stats Canada

Source: myFM Listener Survey

**60/40**

split  
(female/male)

**8%**

are single with  
children

**47%**

Listen "All Day"  
at work

**94%**

Use  
Facebook

Estimated Retail Sales

**\$107,439,000**

Source: Financial Post Canadian Demographics

**WHAT'S YOUR  
SHARE?**



**99.9 GANANOQUE**  
CONTENT · CARING · COMMUNITY



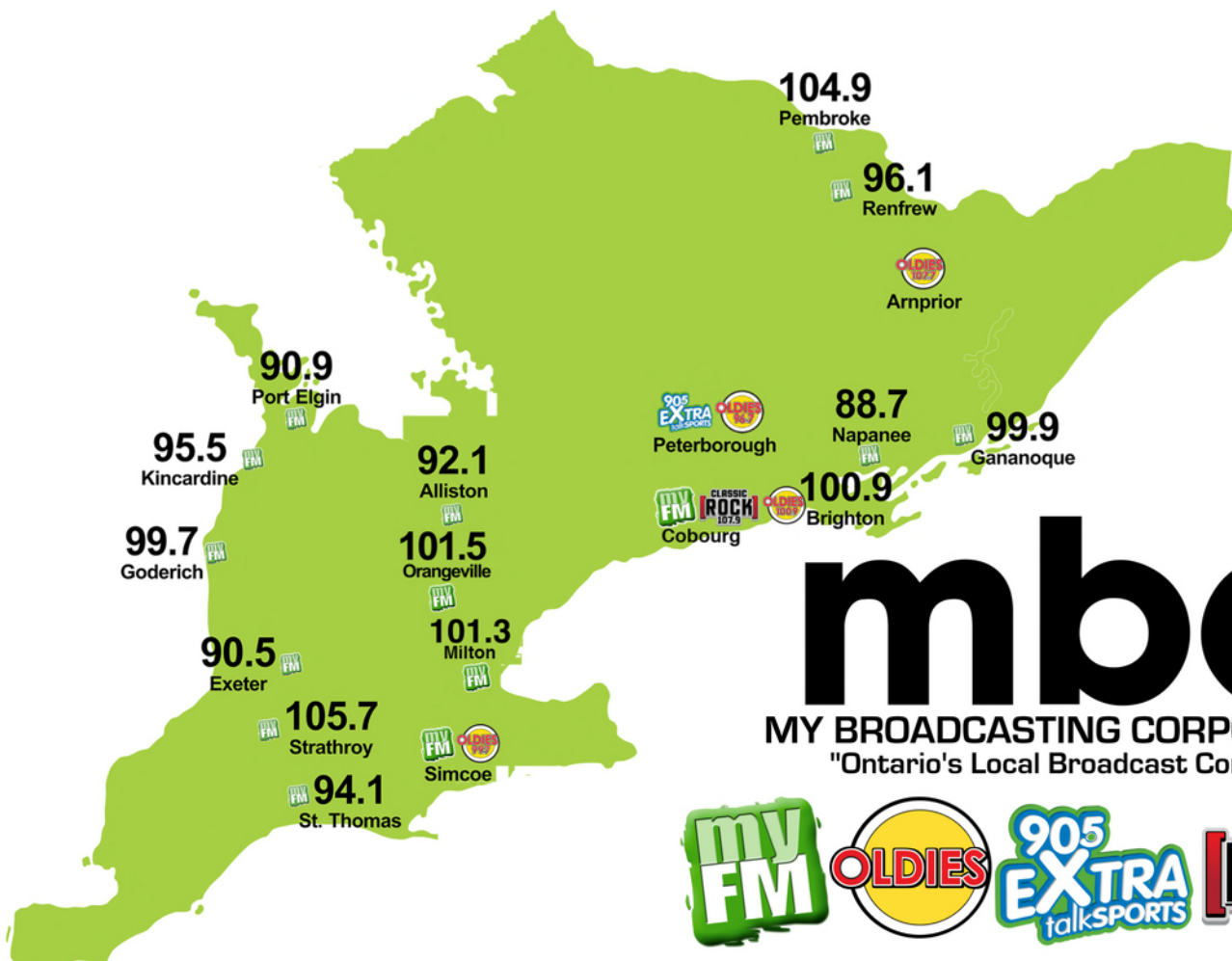
**99.9 GANANOQUE** CONTENT • CARING • COMMUNITY

Serving  
Gananoque Leads  
and 1000 Islands

- Launched in 2011
- Breaking and Local News
- Contest
- Local Events Coverage
- Heavy Community Involvement



# ONTARIO'S LOCAL BROADCAST COMPANY



# mbc

MY BROADCASTING CORPORATION  
"Ontario's Local Broadcast Company"

