

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 25,000 - 27,000 listeners.

Source: Listener Survey May 2017

60%

Age 15 - 64

45

Average Age

2.7

Average Family

56%

Married/
Common Law

Source: Stats Canada

Source: Listener Survey

60/40

split
(female/male)

47%

Listen "All Day"
at work

8%

are single with
children

94%

Use
Facebook

Estimated Retail Sales

\$267,497,000

Source: Financial Post Canadian Demographics

WHAT'S YOUR
SHARE?



ARNPRIOR
CONTENT · CARING · COMMUNITY



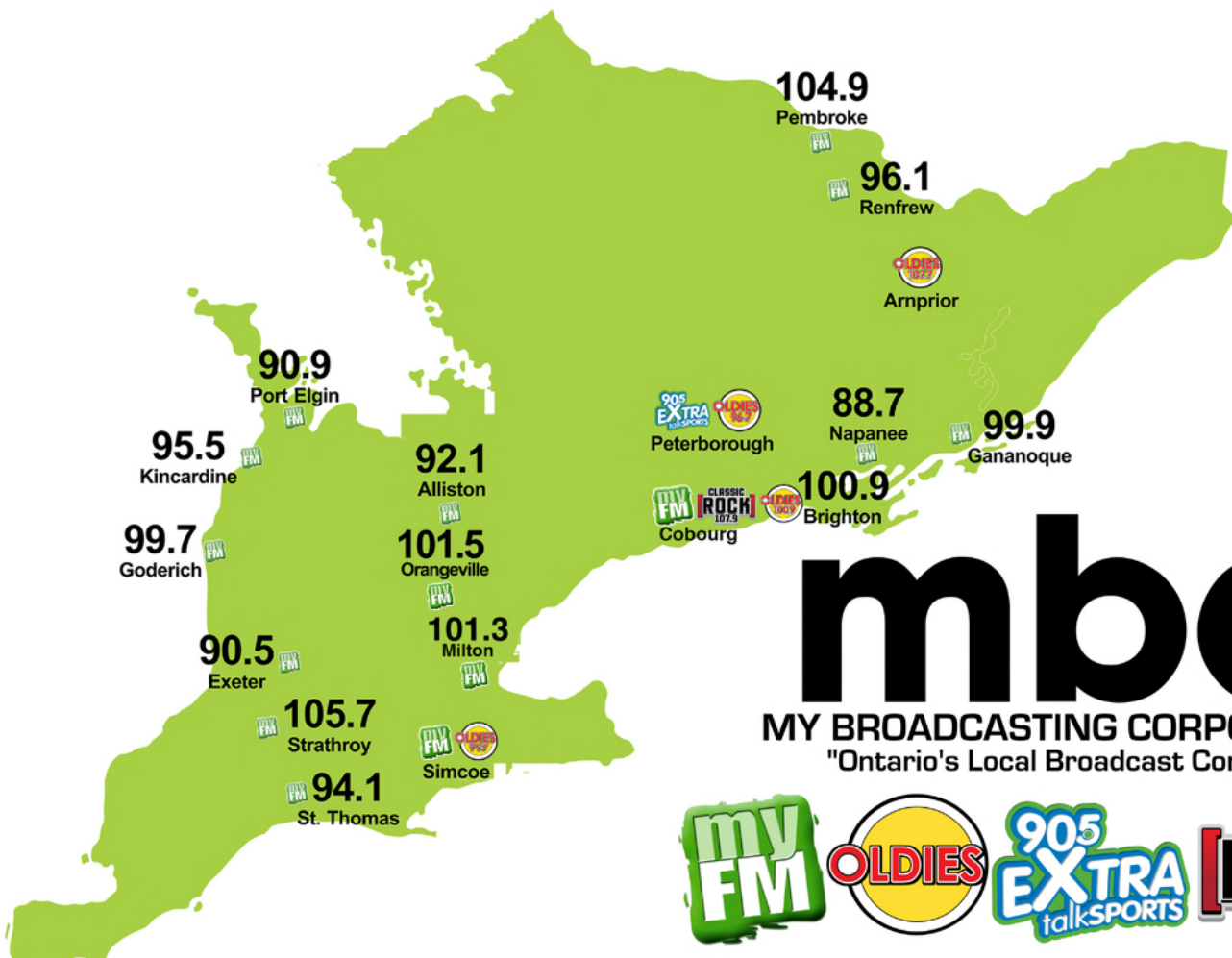
ARNPRIOR CONTENT • CARING • COMMUNITY

Serving Arnprior

- Launched in 2016
- 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"

