



Promotions 

Social Media Dominance  

 News Website



Community Involvement

Daily Email Blast



mbc

· CONTENT · CARING · COMMUNITY

OUR BRANDS





94.1 myFM
StThomastoday.ca

60/40
Audience
(Female/Male)

47% Listen "All Day"
at work

92% Visit StThomastoday.ca
on a daily basis

94%
Use
Facebook

*MYFM Family Survey
May 2023*

St.Thomas Stats

2.3
Average Family

43 Average Age

42,586 Population

62%
Age 15 - 64

\$24.8 Billion
*Ontario Average Retail
Sales Per Month

What's Your Share?

Research data estimates
22,000 - 25,000
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
- Junior Hockey Coverage

