

**Q107 IS ONE OF TORONTO'S MOST  
DISTINGUISHED AND RECOGNIZED BRANDS.**

Every day Q listeners can dine on Great Hits & Real Classics. Every day Q107 mixes together equals parts of Classic Rock (Led Zeppelin, Queen, The Rolling Stones) and Classic Hits (The Eagles Fleetwood Man and Elton John).

# WHAT MAKES



# SO POPULAR?

When music fans are in the mood for a great curated mix of Classic Rock and Classic Hits, Q107 delivers. Q is a mass-appeal rock variety station that is connected to the community.





# BUT

## IT'S NOT JUST ABOUT THE MUSIC...

Q107 features some of the best known radio personalities in Canada including John Derringer, Joanne Wilder, Fearless Fred and Alan Cross. All are social media savvy and engage and entertain their audiences with compelling content both on the air and via the Q social streams.

Q107 is a critically acclaimed rock and roll powerhouse entertaining over 1.6 million listeners each week\*, with a data base of over 170,000 CLUB Q members, a robust network of social media followers and over 500,000 page views per month at Q107.com.





**Derringer In The Morning:  
Weekdays 6am-10am**

John Derringer is one of the most well known personalities in the city. Along with funny sidekick Ryan Parker & “tell it like it is” producer/personality John Garbutt, they are three guys with different perspectives on rock music, life in Toronto, parenting, relationships and the strange world of social media.

**Joanne Wilder:  
Weekdays 10am-2pm**

Joanne Wilder is heard weekdays from 10am to 2pm. Joanne takes her at work listeners on a rock and roll ride from coffee break to coffee break with great tunes, interesting insight, listener call-ins, and topical interactions with the audience on social media.

**Fearless Fred :  
Weekdays 2pm-7pm**

The drive home doesn’t need to be all bad. Fearless Fred makes being stuck in Toronto traffic tolerable. With only the best rock music, Fred will have you wishing you lived a little farther from work. Well maybe not, but you will enjoy the ride.



**Dan Chen :**  
**Mon & Tues 7pm – 11pm**  
**Weekends 6am – 2pm**

Evenings rock on Q with Dan Chen. Dan is back in his hometown playing the best rock playlist for your evenings and weekends.



**Kella :**  
**Wed & Thurs 7pm – 11pm**  
**Weekends 6am – 12pm**

Kella has returned to her rock roots at Q107, hosting evenings and weekends. Kella brings her passion for music and her social savvy to the Q audience.



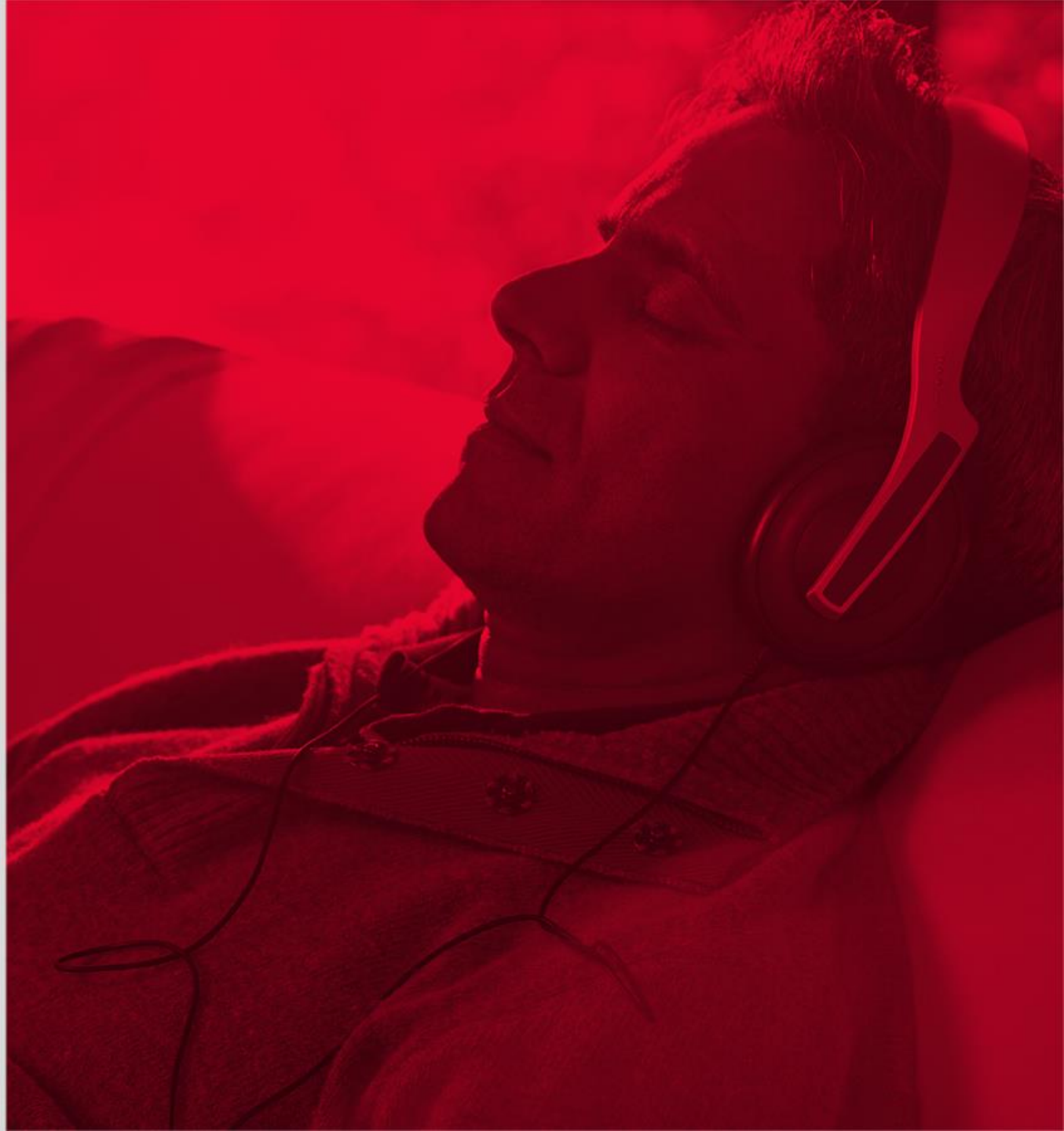
**Ongoing History of New Music with**  
**Alan Cross**  
**Sunday 9pm-10pm**

Every Sunday night we dig into the archives to replay some of the best Ongoing History episodes from the last 3 decades.

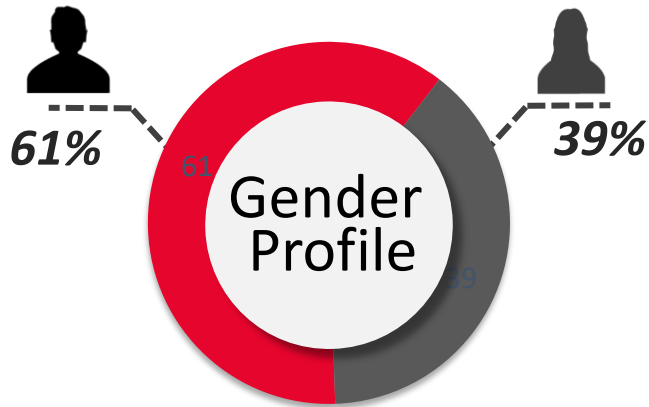


# Q LISTENER PROFILE

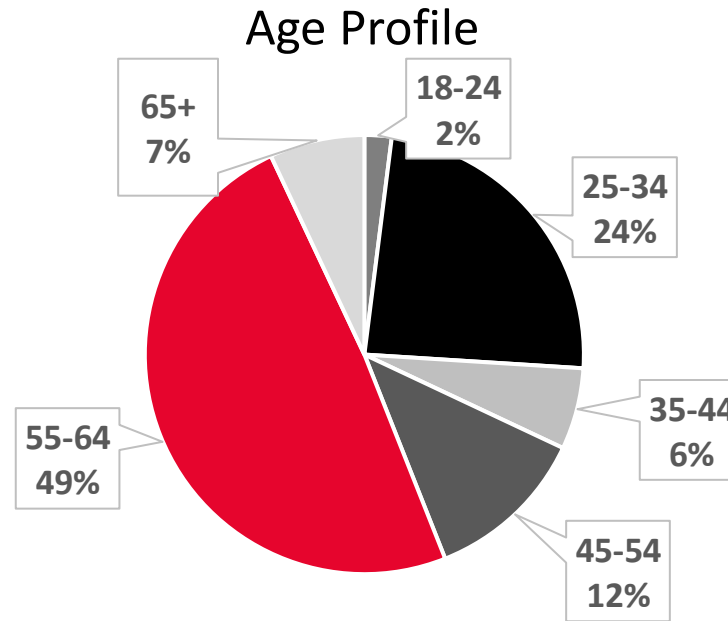
Q107 has one of the best audience profiles in Toronto. 42% of Q107's A18+ audiences are in the key A25-54 purchasing demographic. 31% of the audience has household incomes of over \$100,000. This data suggests they have high purchasing power and disposable income.



# Q107 Audience Profile – A18+ Composition



**1,004,000** **715,000**  
Adults 18+ Adults 35+  
listeners reached weekly



42% of Q107's audience is in the 25-54 key buying demo



**64%**  
Are Homeowners



**34%**  
Main Grocery Shopper



**58%**  
Married/Common Law



**37%**  
College/University  
Educated



**Education**  
13% completed university+  
24% completed college



**Occupation**  
12% Mgr./Prof./Exec  
27% Technical, Trades, Skilled or Labourer



**Household Income**  
31% \$100,000+  
19% \$125,000+



**Q**107.COM

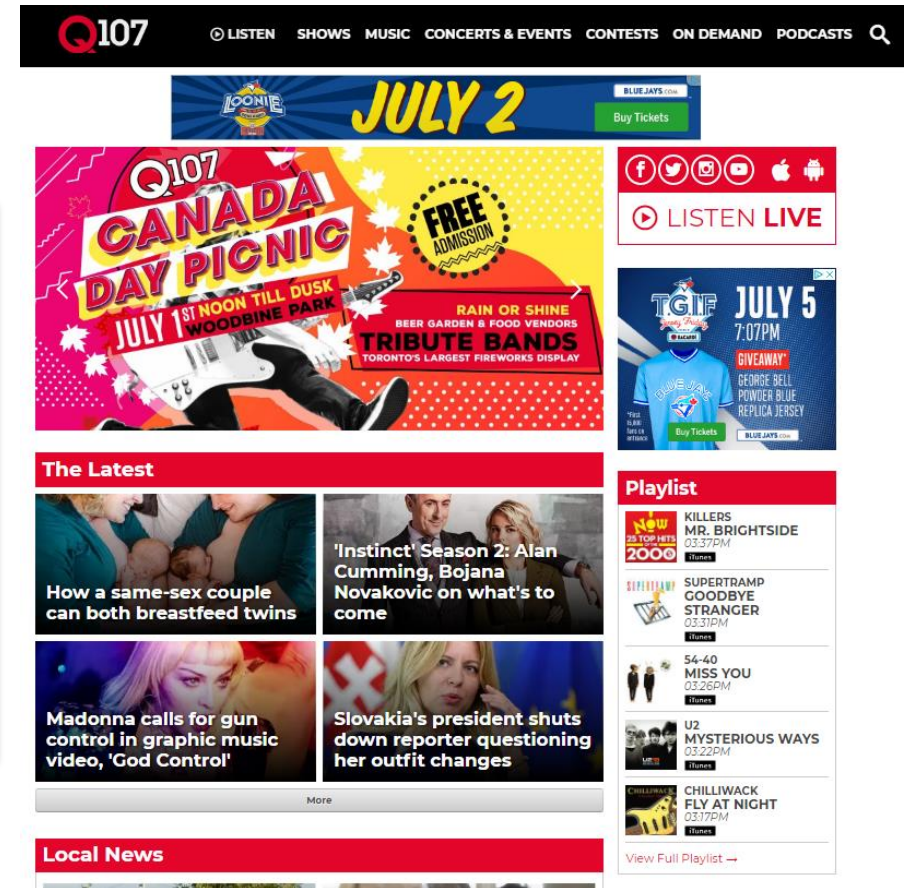


Q107 is a critically acclaimed rock and roll powerhouse entertaining two million listeners each week. The Club Q email database has over 60,000 subscribers and Q107.com receives over 370,000 page views per month.

**370 Thousand**  
Avg Page Views Monthly

**119 Thousand**  
Avg Unique Visitors Monthly

**5.6 Avg Mins**  
Per Visitor Monthly



**375 Thousand+**  
facebook likes



**15 Thousand+**  
instagram followers



**20 Thousand+**  
twitter followers

Source: Adobe Analytics, 6-month average ending June 2019, 2+ digital audience

Facebook source: June 2019 <https://www.facebook.com/Q107Toronto>, Instagram source: June 2019 <https://www.instagram.com/Q107Toronto>, Twitter source: June 2019 <https://twitter.com/Q107Toronto>





# COVERAGE AREA

Q107 reaches far beyond the GTA and covers virtually all of Southern Ontario.

There are over 2 million weekly listeners in the Q107 full coverage area.



# Q NEXT STEPS



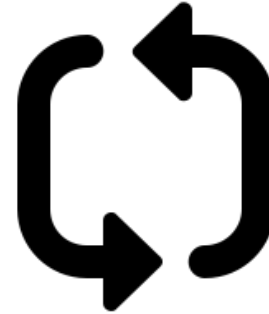




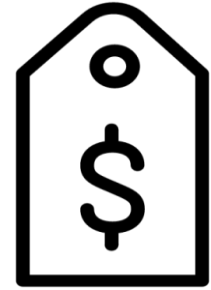
UNDERSTAND  
INTEREST



FURTHER DEVELOP  
CONCEPTS AND  
INCORPORATE ACTION  
ITEMS



INCORPORATE  
FEEDBACK



CREATE MEDIA  
SCHEDULE, ETC.

# OPTIMIZING OUR POWERFUL PORTFOLIO

34

specialty television

HGTV

food network

SLICE

5 TOUR

NATIONAL GEOGRAPHIC

NAT GEO WILD

SHOW CASE

W

CMT

abc spark

MovieTime

diy

COOKING+ CHANNEL

OWN

HISTORY

HISTORIA

H2 HISTORY

DejaView

CRIME+ INVESTIGATION

[adult swim]

LIFETIME

BBC CANADA

SÉRIES+

Disney CHANNEL

Disney LA CHANNEL

Disney JUNIOR

Disney XD

Y5

Treehouse

nickelodeon

CN CARTOON NETWORK

TELETOON

TELETOON

39

radio stations

AM 730

Global News RADIO 980 CKNW

ROCK 101

CFMX

Global News RADIO 770 CHQR

Q107

COUNTRY 105

630 CHED

Global News RADIO 880 Edmonton

CISN 103.9

92.5 CHUCK

Global News RADIO 680 CJOB

Peggy @ 99.1

Fresh RADIO 93.1

91.5 beat

107.5 DAVE ROCKS

Fresh RADIO 104.5

boom 101.9

1460 cjoy

MAGIC 106.1

Fresh RADIO 104.3

900 CHML

energy 95.3

108

Global News RADIO 980 CFPL

Fresh RADIO 103.1

POWER 97.1

FM 96

COUNTRY 104

Jump! 106.9

boom 99.7

Fresh RADIO 100.5

640 Toronto

102.1

Q107

15

conventional stations

Global

B.C. Okanagan Lethbridge

Calgary Edmonton Saskatoon

Regina Winnipeg Toronto

Durham Peterborough Kingston

Montreal New Brunswick Halifax

original content

inelvana

corus STUDIOS

Kids Can Press

Toon Boom

multi-platform

Global

nick+

premium VOD

STACKTV

CURIOUS CAST

radio player

so.da

KIN

COMPLEX



# Why us? A partnership that drives results

We work with clients to plan and execute advertising campaigns specifically tailored to their goals.

Our customizable solutions can help companies of any size, from small and mid-sized businesses up to national scope, while remaining budget-conscious.

And we support clients at every stage of the campaign process. Through the steps of audience research, creative production, results, and optimization, brands can be confident their campaigns are calibrated to achieve the greatest impact.

When brands choose Corus – the end result is a meaningful connection between the brand and its target audiences.

**The Right place, with the Right people, at the Right time**

For more information, please contact:



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