Everyday Q listeners enjoy Great Hits & Real Classics. Q107 mixes together equals parts of Classic Rock (Led Zeppelin, Queen, The Rolling Stones) and Classic Hits (The Eagles Fleetwood Man and Elton John). It’s not just a classic rock station, it’s much more - including artists Green Day and Kings of Leon.
BUT IT’S NOT JUST ABOUT THE MUSIC…

Q107 features some of the best known radio personalities in Canada including Alan Cross, Joanne Wilder, Fearless Fred, Shawna Whalen, Ryan Parker, Johnny Garbutt, Dan Chen and Kella. 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 1.4 MILLION listeners each week*, with a data base of over 800,000 CLUB Q members, a robust network of social media followers and over 280,000 page views per month at Q107.com.

Source: Radius Data Fall 2022 (8/29/2022 to 11/27/2022 Total Canada, Ind.2+
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.

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.

Q107 Mornings bring listeners real and authentic entertainment to the airwaves, not to mention Toronto’s best rock music. Shawna, Ryan, and Johnny have different perspectives on life, parenting, relationships, and much more.

Q Mornings with Shawna, Ryan & Johnny
Weekdays 6am-10am

Joanne Wilder:
Weekdays 10am-2pm

Fearless Fred:
Weekdays 2pm-7pm
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.

Dan Chen:
Mon & Tues 7pm – 11pm
Weekends 12p – 6pm
Evenings rock on Q with Dan Chen. Dan is back in his hometown playing the best rock playlist for your evenings and weekends.

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.
Q107 has one of the best audience profiles in Toronto. 31% of Q107’s A18+ audiences are in the key A25-54 purchasing demographic. 53% of the audience has household incomes of over $100,000. This data suggests they have high purchasing power and disposable income.

Source: Radius Data Fall 2022 (8/29/2022 to 11/27/2022), RP Mo-Su Sa-1a Toronto CTRL, % of A18+AMA
Q107 Audience Profile – A18+ Composition

Gender Profile:
- 50% Females
- 50% Males

Age Profile:
- 18-24: 4%
- 25-34: 16%
- 35-44: 5%
- 45-54: 10%
- 55-64: 39%
- 65+: 26%

- 31% of Q107’s audience is in the 25-54 key buying demo

Education:
- 15% completed university+
- 33% completed college

Occupation:
- 12% Mgr./Owners/Prof.
- 15% Technical, Trades, Skilled or Labourer

Household Income:
- 53% $100,000+
- 29% $125,000+

Other:
- 79% Are Homeowners
- 40% Main Grocery Shopper
- 61% Married/Common Law
- 48% College/University Educated

Source: Numeris PPM Data, Fall 2022 (8/29/2022 to 11/27/2022), RP Mo-Su 5a-1a, % of A18+AMA
Q107 is a critically acclaimed rock and roll powerhouse entertaining two million listeners each week. The Club Q email database has over 55,000 subscribers and Q107.com receives over 280,000 page views per month.

280 Thousand
Avg Page Views Monthly

72 Thousand
Avg Unique Visitors Monthly

3.5 Avg Mins
Per Visit

366 Thousand+
facebook likes

22 Thousand+
instagram followers

22 Thousand+
twitter followers

Source: Adobe Analytics, 6-month average ending June 2022, 2+ digital audience
Q107 reaches far beyond the GTA and covers virtually all of Southern Ontario.

There are over 1.4 million weekly listeners in the Q107 full coverage area.

Source: Radius Data Fall 2022 (8/29/2022 to 11/27/2022 Total Canada, Ind. 2+)
NEXT STEPS
UNDERSTAND INTEREST

FURTHER DEVELOP CONCEPTS AND INCORPORATE ACTION ITEMS

INCORPORATE FEEDBACK

CREATE MEDIA SCHEDULE, ETC.
OPTIMIZING OUR POWERFUL PORTFOLIO

specialty television

radio stations

conventional stations

multi-platform