



107

TORONTO'S ROCK STATION



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

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 280,00 page views per month at Q107.com.





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

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

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 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.



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.

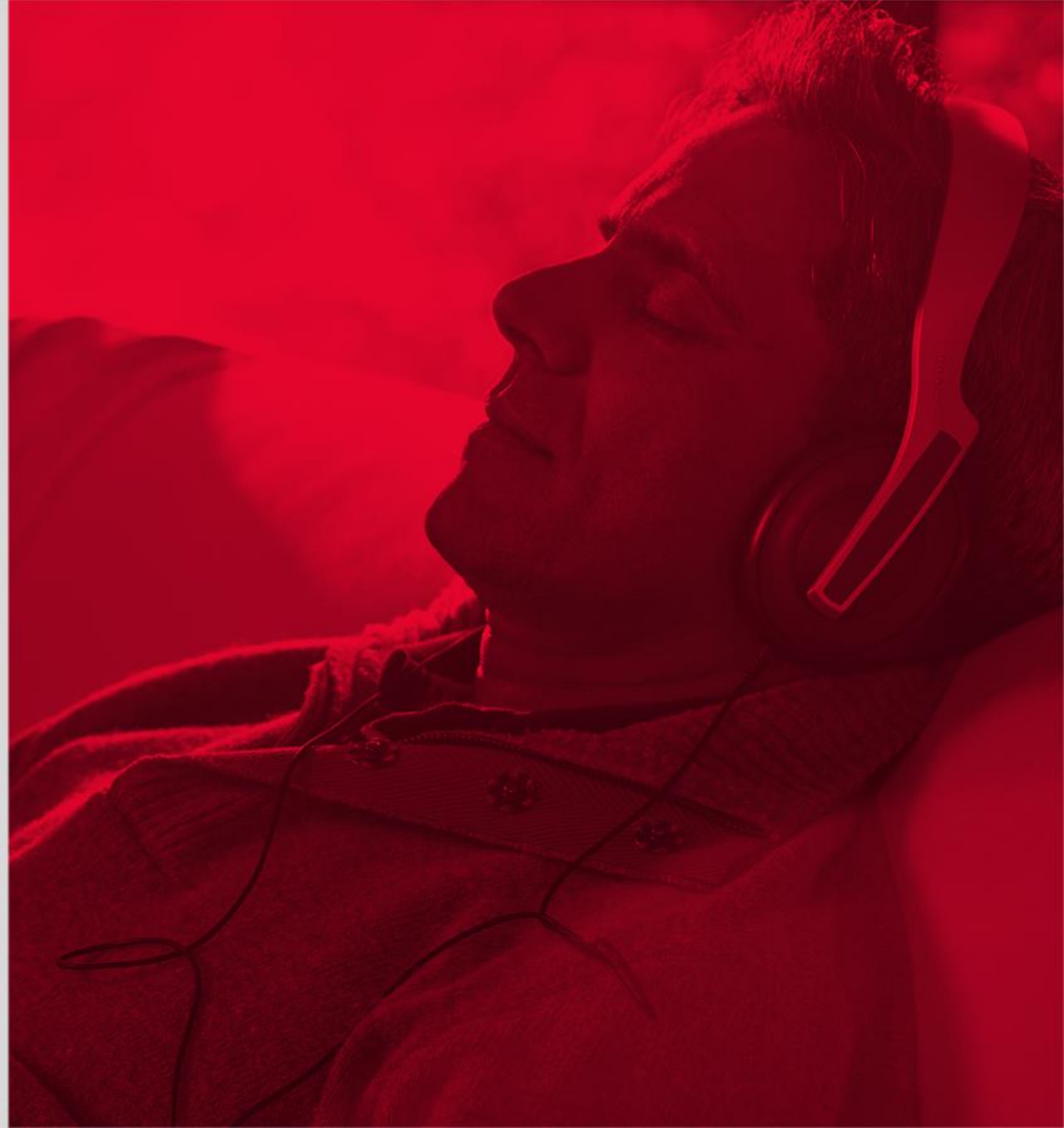


Ongoing History of New Music with
Alan Cross
Sunday 9pm-10pm

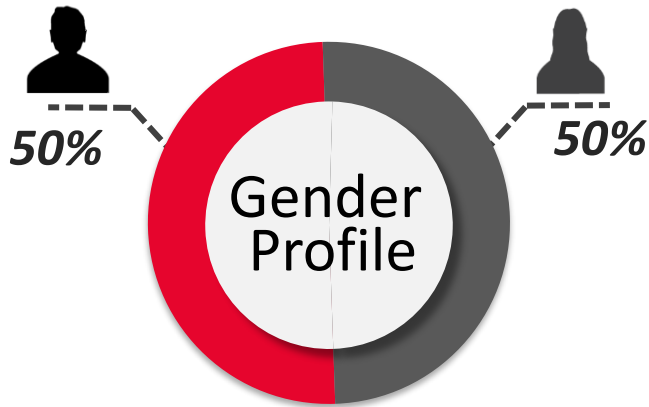
Every Sunday night we dig into the archives to replay some of the best Ongoing History episodes from the last 3 decades.

Q LISTENER PROFILE

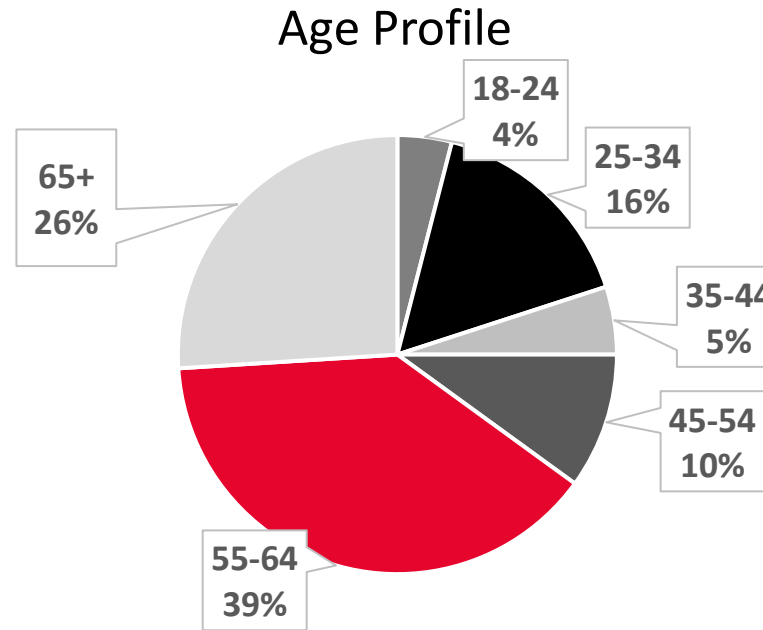
Q107 has one of the best audience profiles in Toronto. 31% of Q107's A18+ audiences are in the key A25-54 purchasing demographic. 53% of the audience has household incomes of over \$100,000. This data suggests they have high purchasing power and disposable income.



Q107 Audience Profile – A18+ Composition



854,000 **628,000**
 Adults 18+ Adults 35+
 listeners reached weekly



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



79%
 Are Homeowners



40%
 Main Grocery Shopper



61%
 Married/Common Law



48%
 College/University
 Educated



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+

Q107.COM



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.



 **366 Thousand+**
facebook likes

 **22 Thousand+**
instagram followers

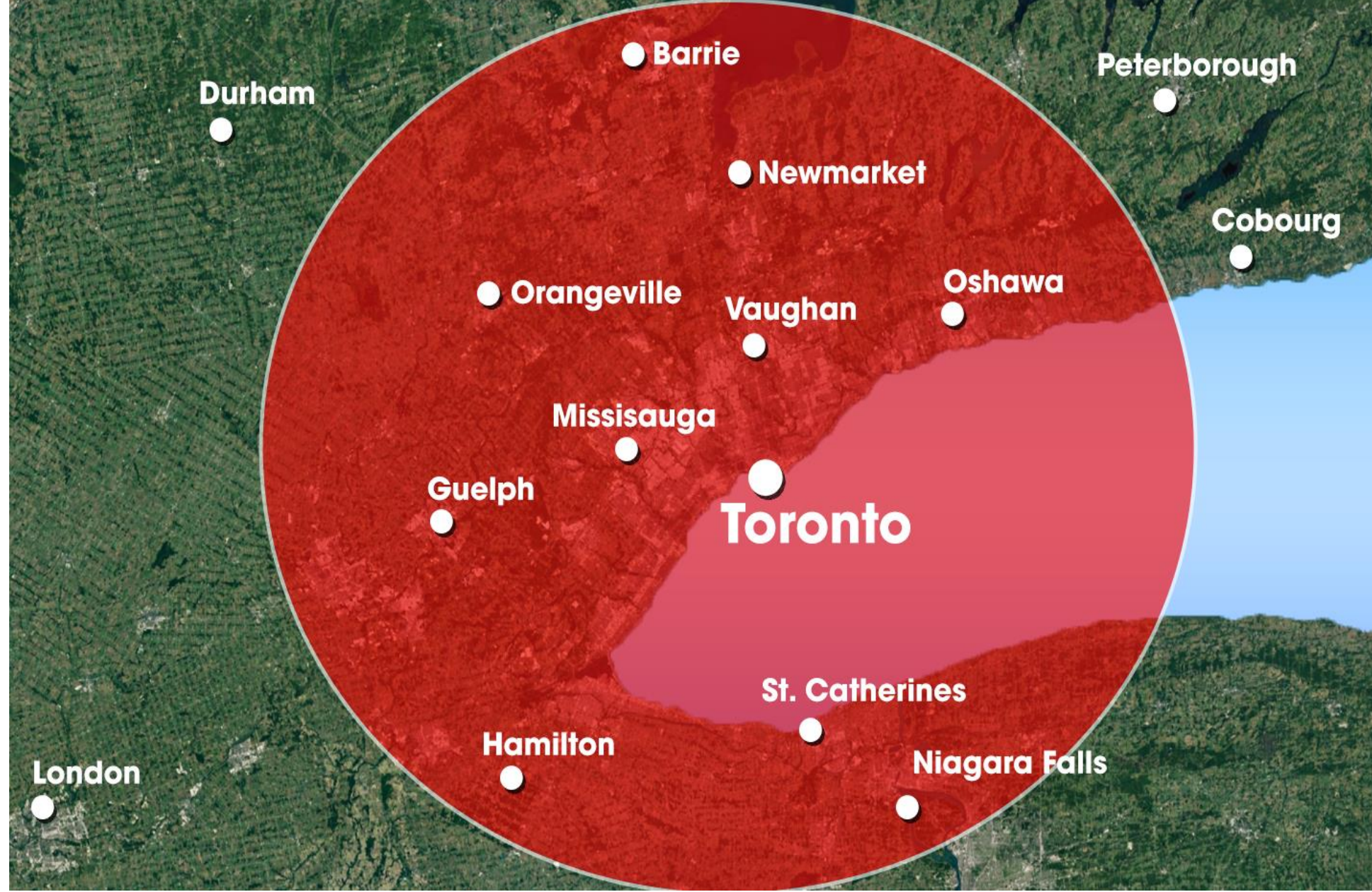
 **22 Thousand+**
twitter followers

Source: Adobe Analytics, 6-month average ending June 2022, 2+ digital audience
Facebook source: June 2022 <https://www.facebook.com/Q107Toronto>, Instagram source: June 2022, <https://www.instagram.com/Q107Toronto>, Twitter source: June 2022 <https://twitter.com/Q107Toronto>

COVERAGE AREA

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

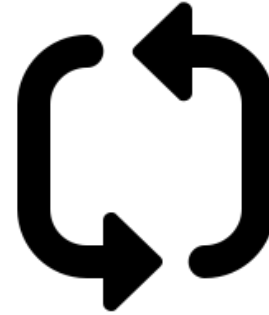




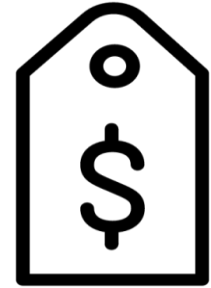
UNDERSTAND
INTEREST



FURTHER DEVELOP
CONCEPTS AND
INCORPORATE ACTION
ITEMS



INCORPORATE
FEEDBACK



CREATE MEDIA
SCHEDULE, ETC.

OPTIMIZING OUR POWERFUL PORTFOLIO

34

specialty television



39

radio stations



15

conventional stations



original content



multi-platform

