

# COMMITTED to CHANGING the GAME

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# Welcome to EXTRA 90.5

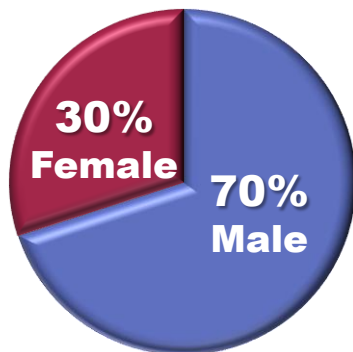
- Canada's first FM talkSPORTS station.
- Home of the Peterborough Petes OHL Hockey.
- Home of the Toronto Maple Leafs.
- Home of the Toronto Blue Jays.
- Home of Peterborough Morning Drive.
- Home of the John Badham Show.
- Home of the Jim Rome Show.
- The largest radio news team in the City.
- Local News EVERY hour. Breaking News When it Happens
- Interactive promotions.
- Custom programming.
- Fully integrated Social Media campaigns.





## GENDER

Targeted Male-Centric Audience

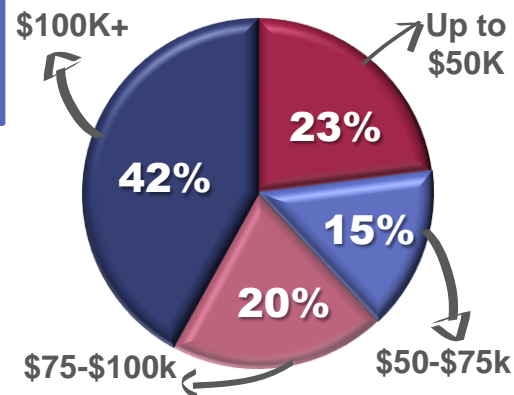


## EDUCATION

Most of these listeners have a College Degree or more

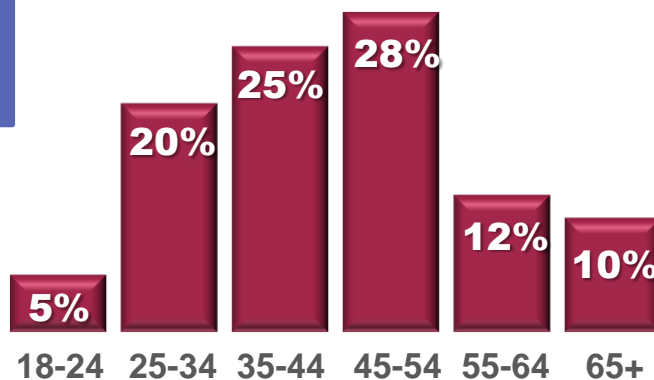
## INCOME

Affluent Households



## AGE

Concentration of In-Demand 25-54 Consumers



Most of this high-earning audience works and are likely to be in management

## EMPLOYMENT



About 75% of this audience owns a home

## HOMEOWNERS

# Listener Lifestyle



**AUTO**  
Drives an SUV and researches/shops for auto online

**EVENTS**  
Buys tickets for pro sports, concerts, movies & shows

**HOME**  
High-value property owner who spends on improvements

**DINING & DRINKING**  
Frequents restaurants & enjoys beer & spirits

**FITNESS**  
Has a gym membership & enjoys golf, swimming & skiing

**TECH**  
Owns multiple devices: smart phones, laptops & tablets

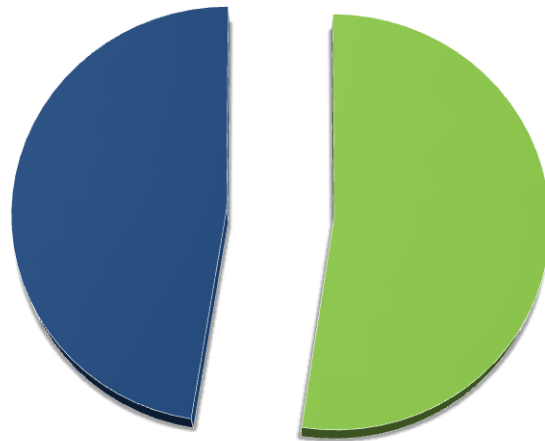
**RETAIL**  
Spends on clothing, shoes, sporting goods & athletic wear

**FINANCE**  
Invests money, has a healthy credit rating & hires planners/advisors

## THE SPORTS RADIO FAN: In It To Win It

- Loyal, passionate and dedicated to work, family, their teams and their radio station
- Homeowner with a solid job and discretionary income
- Works in management, owns a business, networks and is a community leader
- Constantly follows news and politics on the radio, TV and web

# Our Research Shows



- Listen to "Out of market" stations for news, talk and sports
- Listen to "current PTBO" stations

***42.5% of Adults  
18+ are tuning to  
Stations like  
CBC, CFRB, FAN, 640  
And 680 News***

More than half said, "I want more news and sports" on the radio.  
More than half said, "they currently **do not** listen to a local station.

Half of those **who do** listen to a local station also want **more** news and sports on the radio

So, we created a radio station to bring these listeners home to Peterborough! Now, you can reach this high income, highly educated audience.