

96.7

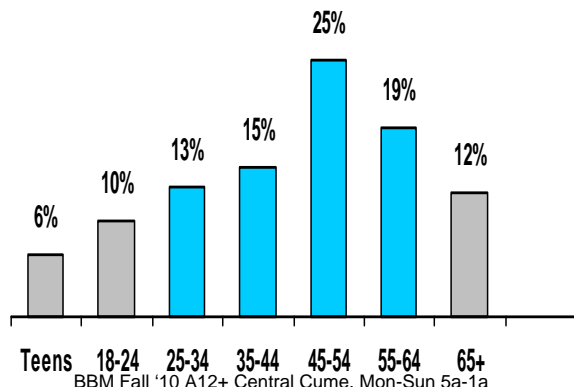
CHYM FM

TODAY'S BEST MUSIC



In the next 7 days **96,639***
 local listeners will listen to **CHYM 96.7**

- **64%** of CHYM listeners are female
- **36%** are male
- Most are between 25 and 64 years (72%)
- CHYM is the #1 medium to reach upscale Adults in the Tri-Cities



- Skew higher in income and education.
- They work at white collar and professional occupations.
- Are active. They enjoy gardening, fitness walking, swimming and home workout/exercise
- Enjoy dining out
- Go to movies, bars and national/provincial parks
- Consider family life and having children to be a very important part of their life
- Are likely to be part of the "Baby Boom" generation

On www.chymfm.com:

- 34,113 Loyalty Members***
- 2.031 million page views*
- 48,848 Unique Visits*
- 36,860 Online Streams**

Source: *Omniture Analytics March 2011
 **Dart March 2011
 ***M2o Media March 2011



*Source: BBM Fall '10 Central Cume A12+, Mon-Sun 5a-1a

100,000 Watts Day & Night



CHYM 96.7 has been Waterloo region's first choice for Today's Best Music and information for over 30 years!

CHYM 96.7 features George & Tara, the area's #1 morning team, from 5:00am to 10:00am.

George Michaels has been the #1 morning man in Waterloo Region for over 29 years!



- **Traffic** Live rush hour traffic reports morning and afternoon
- **Weather** with John Wilson at the weather centre
- **News** Every half hour 5:00am-8:30am
- **James St. James** Heard every morning at 8:22am with the latest news from Hollywood
- **Dr. Oz** Heard every day 8:40am and 5:40pm



■ **chymfm.com** has links to info about the music we play, community events, and Bios of our on-air personalities.

■ **CHYM 96.7 Platinum VIP** has contests, prizes and more. We now have over 34,000+ active members and growing.

CHYM 96.7 has been an institution in southern Ontario since we signed on in 1965. There is no stronger radio brand in this community. CHYM 96.7 has market heritage and is proud to have woven firmly into the fabric and lives of the AC life group. And no personality is more ingrained in the lives of families than George Michaels, who is celebrating more than 29 years as the number one morning man in our region. Together with Tara Connors, CHYM 96.7 George & Tara continue to be the **#1** morning show.



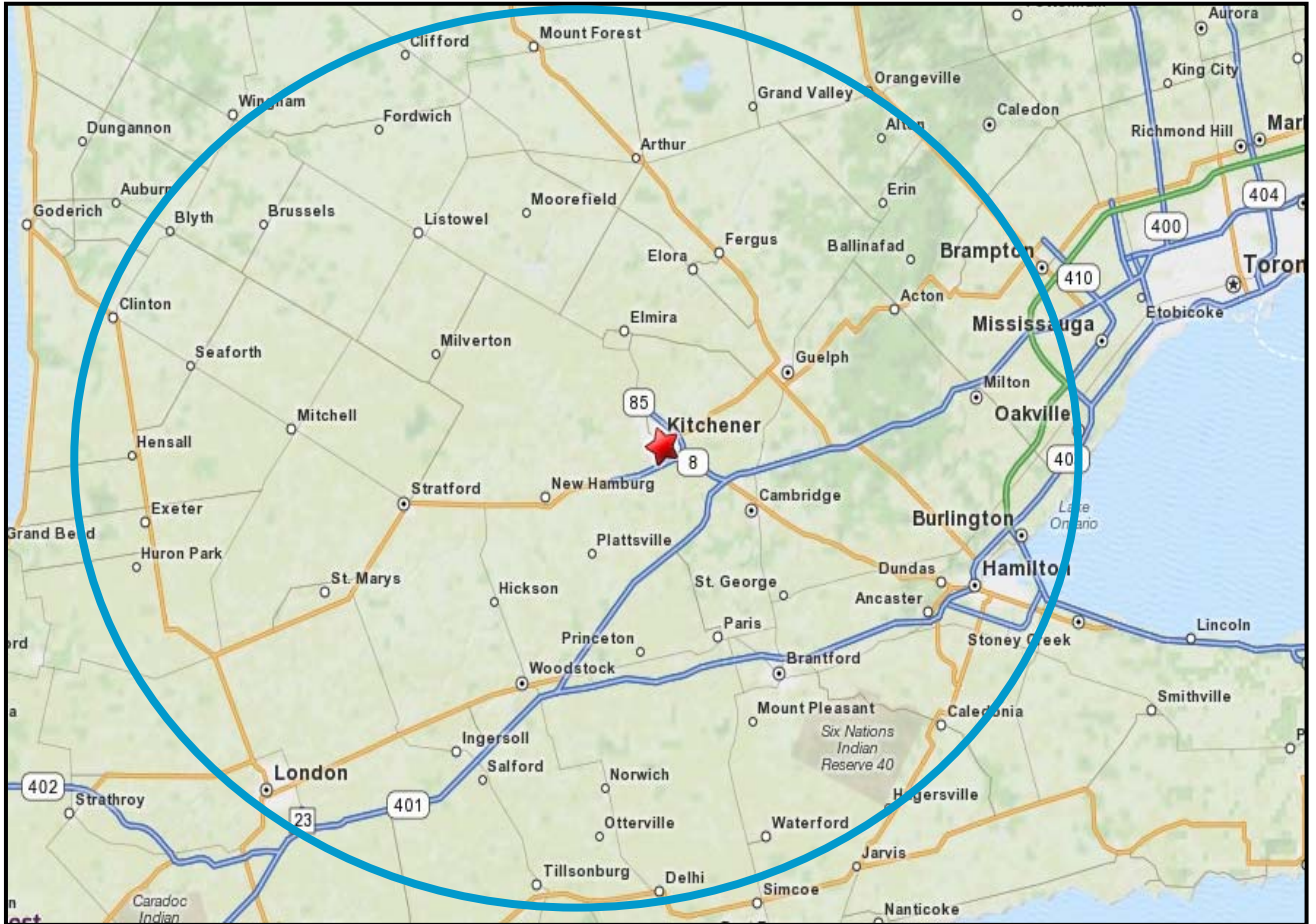
GEORGE & TARA

CHYM 96.7 is very socially conscious and is proud to have the CHYM Cares program in place for well over a decade. Unprecedented support in the form of intense co-branding between local charities and CHYM 96.7 has made this program tremendously powerful within our community. CHYM Cares has supported many worthwhile organizations, including KidsAbility; Family and Children's Services of the Waterloo Region; Habitat for Humanity; The Foodbank of Waterloo Region; Kitchener Waterloo Community Foundation and Catholic Family Counselling. We will continue to forge strong relationships with our not-for-profit community partners in the years to come.

CHYM 96.7 is the region's most powerful station...the only station serving the powerful "women 35 plus" demographic...and that power translates into decision making and spending.

COVERAGE MAP

100,000 Watts Day & Night



Rogers Kitchener Radio Group
305 King St. W.,
Kitchener, ON N2G 4E4
PH: (519) 743-2611
FAX: (519) 743-7510
www.chymfm.com
www.kix106online.com
www.570news.com

How Do You Reach Families in the Waterloo Region?

According to the latest Census results from 2006, Waterloo Region is a great place to raise a family. Our region has approximately 126,205 families (up 8.8% from the last census in 2001).*

** Did you know....

- **25.5%** of CHYM listeners have one or more teens in the household
- **11.8%** of CHYM listeners have children who are between the ages of 7-11 in the household
- **69.7%** of CHYM listeners are married/common law
- **62.1%** of CHYM listeners have 3 or more people living in the household
- **72%** of CHYM listeners agree "Family life and having children are most important to me".***

*Source: Statistics Canada, Census 2006, Kitchener Census Metropolitan Area includes Waterloo Region except Wellesley and Wilmot townships.

**MicroBBM Fall 2010

***BBM RTS Kitchener-Waterloo Fall '09, Adults 12+

96.7 WOMEN AGED 35-54

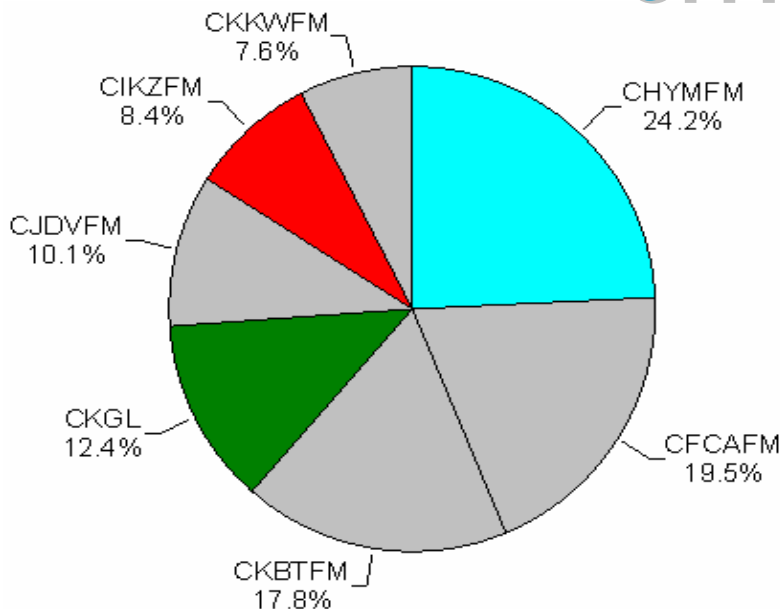
CHYM FM
TODAY'S BEST MUSIC

- 62% have some level of post-secondary education
- 58.3% have children in the household
- 31% are Owners, Managers and Professionals
- 58.8% have a household income of \$60,000+
- 55.8% did not read the newspaper yesterday
- *87.5% listened to radio yesterday*

*Source: BBM RTS Kitchener-Waterloo Fall '09



24.2%
listen to
CHYM-FM!



Rank	CallLetters	FCCume	FC Aqh	Ctrl Cume	Ctrl Aqh	Composition: Ctrl Cume
1	CHYM-FM	43,990	3,394	24,522	2,088	24.2%
2	CFCAFM	50,084	3,316	19,884	1,351	19.5%
3	CKBT-FM	32,957	1,255	17,960	634	17.8%
4	CKGL	14,996	558	12,547	410	12.4%
5	CJDV-FM	13,044	734	10,254	691	10.1%
6	CIKZ-FM	25,059	1,404	8,523	512	8.4%
7	CKKW-FM	10,078	652	7,652	616	7.6%

Source:
Airware BBM Fall
2010
Central Cume
F35-54

