

Vancouver

BellMedia

TODAY'S BEST VARIETY
move
103.5

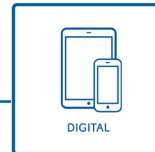
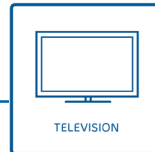
TRAVEL
Penticton

Prepared for:

Paige Schulz, Marketing & Member Services Manager
Travel Penticton

Prepared by:

Alan Brown, Account Executive,
Bellmedia Vancouver Radio



TRAVEL Penticton

Objective



To provide a way to reach the market in Vancouver
And the Lower Mainland that will invite listeners to
come **Travel Penticton**.



TRAVEL Penticton

A very exciting opportunity for Travel Penticton and their members to reach the Vancouver market.

In 2024, Travel Penticton is offering its members a chance to Reach the Vancouver market through a special radio advertising program.

Travel Penticton will cover 65%
Each member who participates covers the balance.

There's a limit of 8 positions for this Spring Campaign
The opportunity to sign up ends February 15th, 2024 or sooner if all positions are gone.

Let's look at the plan.





103.5 MOVE FM Radio

Planned Dates Spring 2024 – Mid-April – Mid-June.

Each member's schedule would

25 occasions will air each week in Spring Program on MOVE 103.5 FM Radio.

There are only 8 positions available.

Investment is \$1,500.00 for each position.

This amount cost shared Travel Penticton 65% (\$950.00) and Member Portion - 35%. (\$550.00) GST extra.

Writing and production of your commercial is included
Pre-payment required.



Conditions apply

- To sign up for a position please Email Alan Brown, Account Executive, Bellmedia Vancouver and copy to Travel Penticton.

Alan.brown@bellmedia.ca

- He will guide each member through the process from setting up your account assisting with the writing and production of your commercial. (included)
- Every commercial requires mention of either
“ Visit Penticton “ or “ in partnership with Visit Penticton “.
- Pre-payment is required upon contract being sent to each participating member for signature.

Method of payment – Credit Card or Etransfer.

- This offer will be open until February 15th , 2024 or if all positions are gone whichever occurs first.

Maximum 8 positions.



Thank you

BELLmedia Vancouver appreciates your consideration of this idea.

Travel Penticton is offering a wonderful plan to reach the Vancouver market. They will **cover 65% of your cost.**

Services of BELLmedia Vancouver Account Executive will be your guide with everything you need to take you through the process.

Please sign up right away.
Maximum 8 positions available this spring.

A handwritten signature in blue ink that reads "Alan Brown". The signature is fluid and cursive, with the first name "Alan" being more prominent than the last name "Brown".

Alan Brown, Account Executive.



TODAY'S BEST VARIETY

move

103.5

Station Profile



MOVE 103.5

Station Overview

Today's Best Variety!

We are the station that will get you moving to the perfect blend of your favourite music, with **hits from today** and a **few blasts from the past**.

Core demographic:

- Adults 30-54
- Employed full time
- Completed post secondary education
- Family oriented
- Planning for their financial future
- Maintain an active lifestyle
- Enjoying going on vacation



52% Female
48% Male
Listenership

Nat & Drew
Weekdays, 5:30-10am



Ashley Greco
Weekdays,
10am-2pm



Ray Grover
Weekdays,
2-7pm



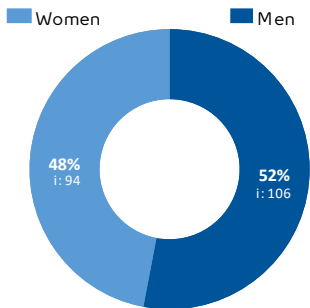
Leanne McLaren
Weekdays,
7-9pm



MOVE 103.5 - SUMMER 2023

STATION OVERVIEW

Call letters: CHQMFM - MOVE 103.5
 Format: Adult Contemporary
 Market: Vancouver CTRL



WEEKLY REACH | FULL COVERAGE

944,000

WEEKLY REACH | CENTRAL MARKET

813,000

DEMOGRAPHIC

		Comp. (%)	Index			Comp. (%)	Index	
Age & gender	A25-54	36%	73	Education	High School+	65%	106	
	W25-49	14%	67		Occupation	Work 1+ hours	64%	105
	M35-54	15%	100			Work 30+ hours	49%	100
Household	Married, partners	45%	108	Household Income	White collar	27%	102	
	HH w/ kids <12 y.o.	10%	80		HHI \$60K+	68%	102	
	2 Person HH	25%	83					

LIFESTYLE

		Comp. (%)	Index			Comp. (%)	Index
Home	Owner	63%	105	Vacations	Travel: personal <1yr	64%	84
	Cottage own/use frequently	6%	145		Travel: perso. out of province <1yr	13%	70
	Renovations <2yrs	63%	98		Travel: perso. in own province <1yr	58%	83
Automotive	Vehicle: own	86%	110	Investment	Use financial planner services	32%	113
	Vehicle: bought used <2yrs	8%	46		Own RRSP	50%	99
	Vehicle: <\$30K	9%	61		Own RESP	17%	89

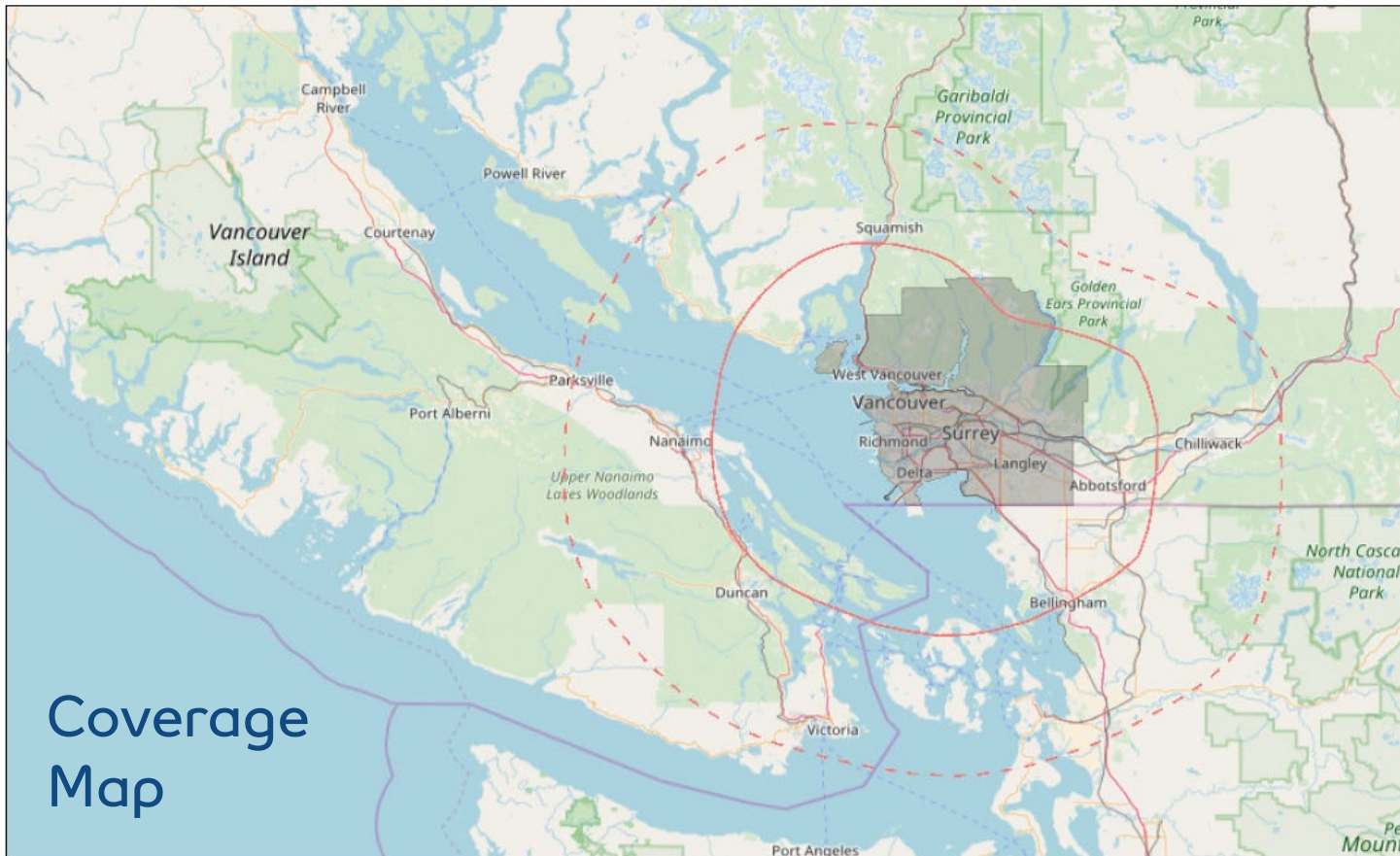
DIGITAL

		Comp. (%)	Index			#
Media	Internet access at work <7d	44%	101	Digital KPIs	Unique visitors	32 K
	Listen Radio pers. vehicle <7d	80%	122		Page Views	171 K
	Cable/Satellite TV subscription	85%	123		Facebook fans	19 K
	Commute to work: personal vehicle	37%	124		Instagram followers	5 K
	Commute to work	55%	114		Twitter followers	4 K

	Aud. Comp.	AMA	Index	Wk Reach
A12-24	13%	1 K	80	113 K
A25-34	9%	1 K	49	114 K
A35-44	17%	1 K	99	119 K
A45-54	11%	1 K	74	135 K
A55+	51%	3 K	147	280 K

The CHQM signal carries strongly throughout the Lower Mainland and as far south as Bellingham, WA and west into the eastern shore of Vancouver Island.

Also available across the country on the iHeart Radio App.



Coverage Map

-  CHQM
-  CHQM
-  Market Boundaries / Frontières des marchés

