

Vancouver

BellMedia



TRAVEL
Penticton

Prepared for:

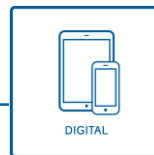
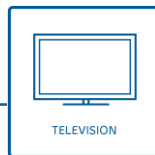
Paige Schulz, Marketing & Member Services Manager

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 the Fall Campaign
The opportunity to sign up ends July 31st, 2024 or sooner if all positions are gone.

Let's look at the plan.





103.5 MOVE FM Radio

Planned Dates Fall 2024 – Mid Sept – Mid – Nov

Final Dates TBA

Travel Penticton will have up to 200 commercials air over 8 weeks.
(dependent on number of participating members.)

Each participating member will receive 25 occasions in the Fall Program on MOVE
103.5 FM Radio.

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 July 31st, 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.

A handwritten signature in blue ink, appearing to read "Alan Brown", is positioned above a thin horizontal line.

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

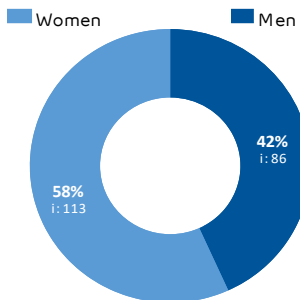


Leanne McLaren
Weekdays,
7-9pm



STATION OVERVIEW

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



WEEKLY REACH | FULL COVERAGE

1,027,000

WEEKLY REACH | CENTRAL MARKET

901,000

DEMOGRAPHIC

		Comp. (%)	Index			Comp. (%)	Index
Age & gender	A35+	76%	115	Education	High School+	59%	95
	W25-54	25%	100		Work 1+ hours	60%	98
	M25-54	15%	60	Occupation	Work 30+ hours	44%	90
Household	Married, partners	51%	115		Blue collar	6%	104
	HH w/ kids <12 y.o.	10%	72	Household Income	HHI \$60K+	54%	81
	2 Person HH	37%	117				

LIFESTYLE

		Comp. (%)	Index			Comp. (%)	Index
Home	Owner	65%	106	Vacations	Travel: personal <1yr	54%	71
	Renovations \$20K+ <2yrs	6%	71		Travel: perso. out of province <1yr	11%	52
	Renovations <2yrs	65%	100		Travel: perso. in own province <1yr	50%	73
Automotive	Vehicle: own	75%	97	Investment	Use financial planner services	38%	132
	Vehicle: bought used <2yrs	10%	64		Own RRSP	57%	117
	Vehicle: <\$30K	9%	61		Own RESP	18%	89
		Comp. (%)	Index				
Media	Do not commute to work	9%	71				
	Listen Radio pers. vehicle <7d	72%	112				
	Cable/Satellite TV subscription	63%	96				
	Commute to work: personal vehicle	33%	108				
	Commute to work	47%	97				

See digital profile on next page...

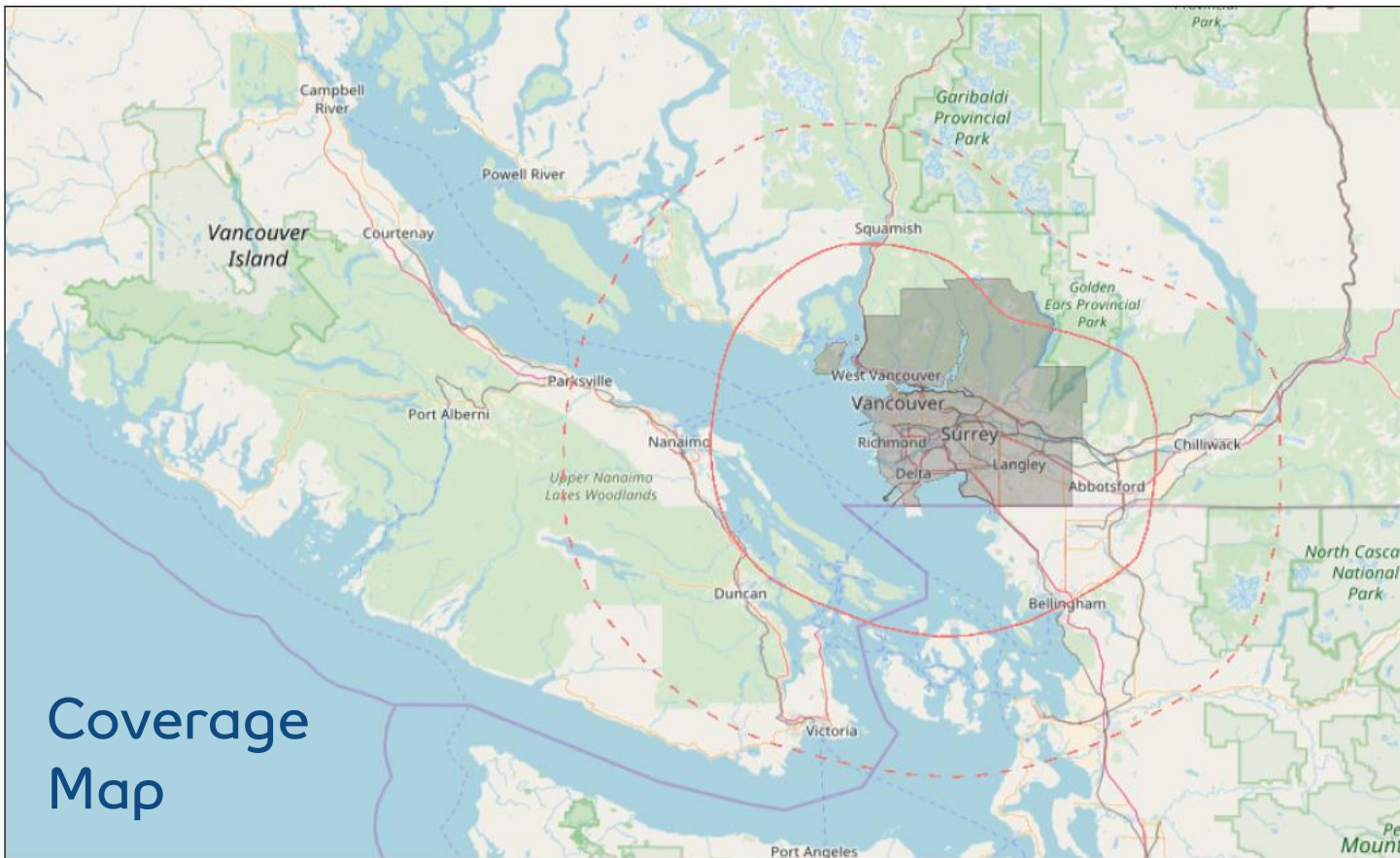


Numeris (PPM), Mo-Su, 2a-2a, FC, A2+ (Reach)/Vancouver CTRL, A12+ (Profile) | Dig: Comscore Media Metrix Multi-Platform & Adobe Analytics, Oct-Dec 2022 | Social: Facebook, Instagram, Twitter

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



Source: Numeris, April 2018