

# KIX 106.7 FM

*Today's Best Country*



This week 42,279 local listeners\* will tune in to KIX 106!



Carrie Underwood



Tim McGraw



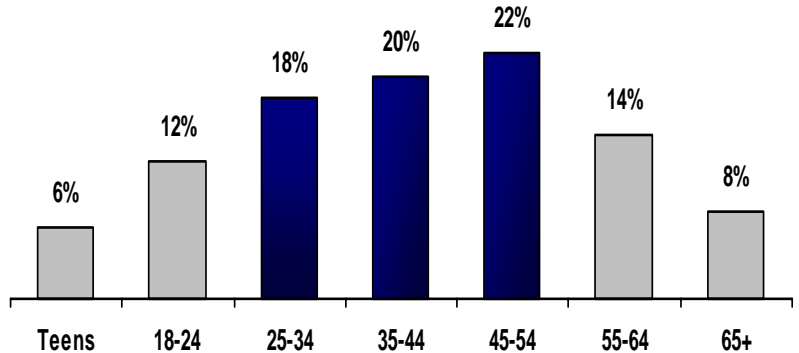
Keith Urban



Taylor Swift



Brad Paisley



### Age and Gender Profile\*

56.1% of our listeners are female

43.9% of our listeners are male

59.3% of our listeners are 25-54 years old.



\*Source: BBM Fall 2010, Central Cume, 12+, Mon-Sun 5a-1a

### \*\*Country Music Listeners in Kitchener-Waterloo...

- ♪ 22% Are Owners, Managers and Professionals
- ♪ 11% are retired
- ♪ 15% are employed within the clerical or related field
- ♪ 10% are homemakers
- ♪ 10% are trades people
- ♪ 48% have started or completed a university, college or post-graduate education
- ♪ 62% own their own home
- ♪ 10% own a vacation property
- ♪ 64% have an RRSP
- ♪ 90% of Country listeners tuned into radio yesterday
- ♪ 44% earn a Household Income of over \$75,000

\*\*Source: BBM RTS Kitchener-Waterloo Fall 2009, A12+ who listen to KIX 106

### March 2011

On [www.kix106online.com](http://www.kix106online.com)

- ✓ 23,562 unique visitors\*
- ✓ 673,300 page views\*
- ✓ 31,436 online streams\*\*
- ✓ 12,730 loyalty members\*\*\*

Source: \*Omniure Analytics

\*\*Dart

\*\*\*M2o Media



**KIX 106** is Waterloo region's only local choice for Country Music!



Jennifer Campbell



Bill Hart

**KIX 106** starts your morning with Jennifer Campbell and Bill Hart, two of the most respected names in Canadian Country radio!

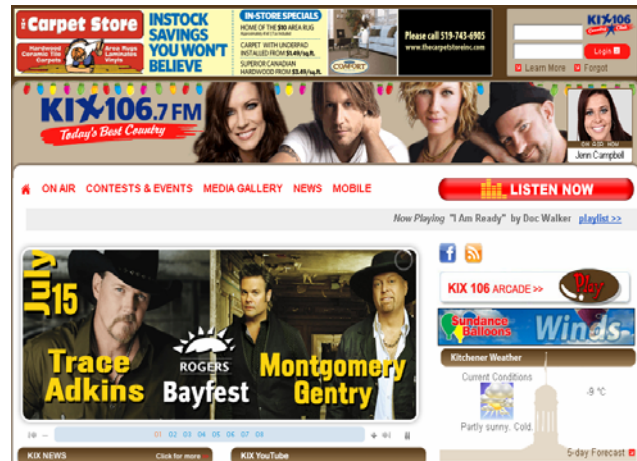
**KIX 106** is your home for Today's Best Country all day long!



- ✓ **Traffic** LIVE rush hour traffic reports morning and afternoon
- ✓ **Weather** with weather specialist John Wilson

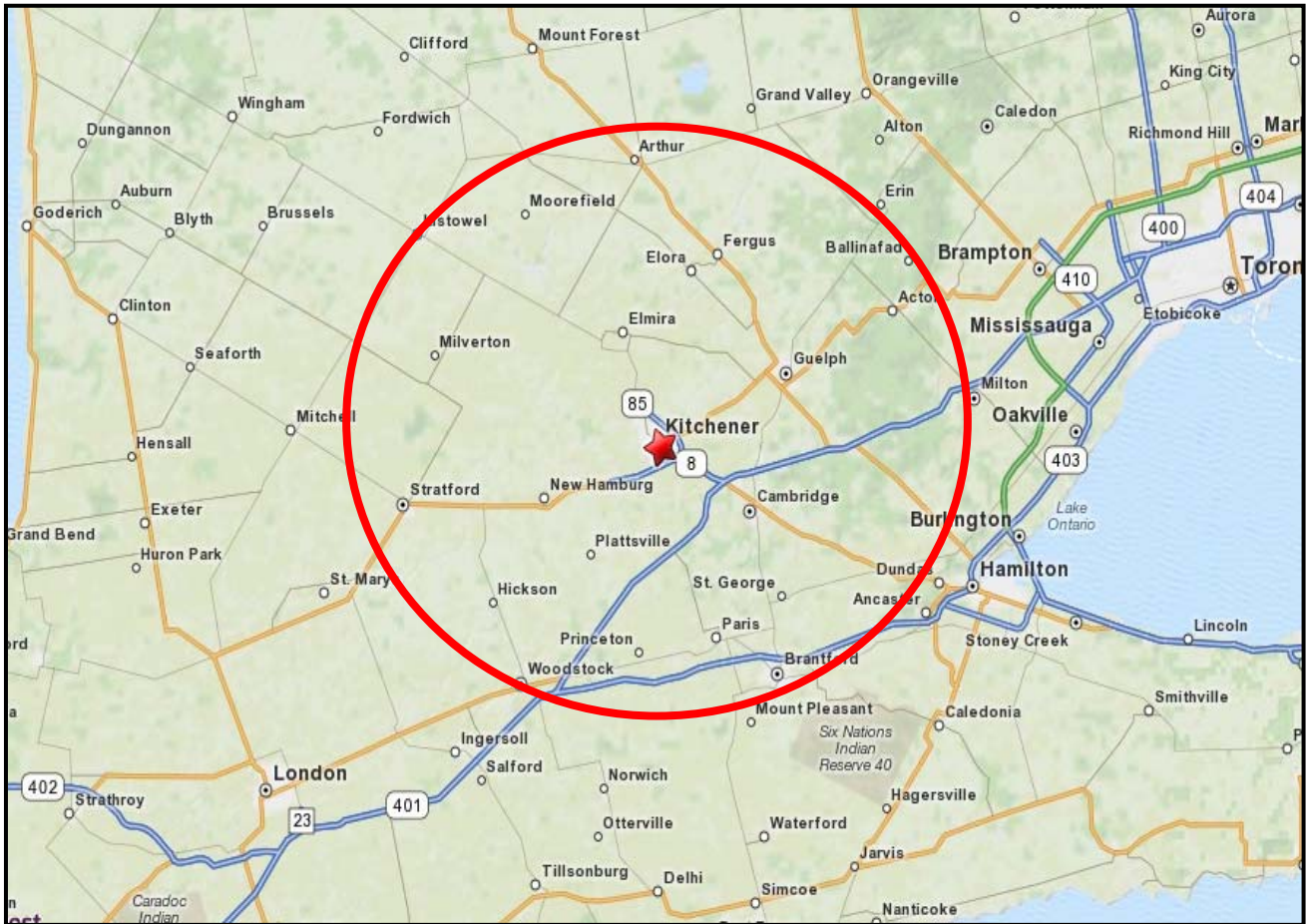
✓ **kix106online.com** is the online destination for KIX 106 listeners looking for music, events and details on the most exciting contests around!

✓ **KIX 106 Country Club** is dedicated to treating our most passionate listeners to exclusive prizes, contests and more. Membership has surpassed 12,700 members (and growing)!





**KIX 106.7 FM plays Today's Best Country for the Tri-Cities and surrounding area including Guelph and Brantford.**



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