



ShineFM



THE LIGHT

Canada's Largest Christian Radio Network

88.9 **ShineFM** Calgary
90.5 **ShineFM** Red Deer
105.9 **ShineFM** Edmonton

AM700 **The Light** Calgary
AM930 **The Light** Edmonton

FACT

82% of respondents trust the advertising messages they hear on ShineFM & The Light

(24% when the source is from general media)

FACT

- 82% of listeners find ShineFM uplifting
- 74% like that it's appropriate for the whole family to listen together
- 75% find the advertisers trustworthy

Our listeners are in a positive state of mind when they hear your messages!



WHO WE ARE



POSITIVE, UPLIFTING MUSIC

Playing "Contemporary Christian" music, ShineFM features one of the fastest growing music formats in the industry—but don't be fooled by stereotypes. This is NOT your grandma's "church music." Our on-air team works very hard to feature the best music available with strong messages of hope, encouragement, and fun. Take a listen! We think that you will be pleasantly surprised!

RELEVANT & INTERACTIVE RADIO

ShineFM believes that it's not only important to have listeners tuned in to us—but also to be tuned into what's important to them. For this reason, we constantly strive to be actively involved in the things that matter most to our listeners. Whether it's promoting a charity fund raiser, being present at a community event, or giving away concert tickets on-air, everything that we do is focused on interacting with our audience.

SAFE & FUN FOR THE WHOLE FAMILY

Radio is a unique medium which allows us to connect with our listeners right where they are geographically, emotionally, and spiritually. At ShineFM we know that we impact lives every day all across Alberta and world-wide with our internet music streams—in homes and cars, at businesses, at work or play, any time of the day or night.

THE RIGHT SONG WHEN YOU NEED IT.

OUR FORMAT

Contemporary
Christian Music

OUR LISTENERS

60% Female
40% Male

Shine
105.9 FM

COVERAGE
Edmonton

AUDIENCE LISTENERSHIP

Approx 9% of all FM listeners 18+ weekly

Shine
90.5 FM

COVERAGE
Red Deer

TARGET DEMOGRAPHIC

Female, 35-49 years old, employed

Shine
88.9 FM

COVERAGE
Calgary

AVERAGE ANNUAL INCOME

Household income of \$90,000 or more

- SHINE LISTENERS TUNE IN **17.5 HRS PER WEEK** ON AVERAGE
- **55%** OF RESPONDENTS SAY SHINE FM IS THEIR FAVOURITE STATION

WHAT DOES THIS MEAN?

Advertiser messages are heard more often and have great impact
(Compared to other formats)

WHO LISTENS TO ShineFM

Contemporary Christian radio listeners are a major force in today's economy.

This large and influential consumer base, compared with the general population, is:



In charge of **61%** of day to day household spending and **47%** of big-ticket items

74.5% of listeners are employed

Average annual household income is **\$90,000**

42.5% of listeners have children

62% of listeners are married

89.5% of listeners have post-secondary education

MEET JESSICA



SHE'S THE DECISION MAKER

And she knows a good value for her family when she sees one. As the decision maker for the family her influence reaches far and wide.

SHE HAS BUYING POWER

She makes or influences every buying decision that her family considers - from groceries to vehicles to vacation destinations.

HOW DO WE HELP TO REACH HER

Considering all the roles that she juggles (counselor, taxi driver, chief financial officer), it should come as no surprise that she has little or no time for newspaper or television. Only radio follows her wherever she goes.

SHE LIVES AT SHINE FM

Whether she's at home, the office, or in the car, only ShineFM gives you a direct line to the President of the Family

“ We have been working with ShineFM since 2000 and The Light since 2015 getting the most benefit from their extremely loyal audience who support the advertisers. They see us being endorsed by both stations which means that trust is practically built in”

— DARREN JACULA, SALES MANAGER - MARLBOROUGH FORD

WHO WE ARE



POSITIVE & UPLIFTING

We are Alberta's premiere inspirational talk station, providing uplifting, motivational, and challenging programming. Our goal is to make a positive impact on people's lives, offering encouragement through song, praise, and spoken word in a uplifting radio environment.

OUR PROGRAMMING

Our listeners are impacted daily by leading ministry programming including Focus on the Family, The Dave Ramsey Show, Insight for Living with Dr. Charles Swindoll, Haven Today, Discover the Word, and much, much more. We work hard to feature the best Praise and Worship music available, with strong messages of hope, encouragement and fun.

BEING THE LIGHT ACROSS ALBERTA

The Light believes that it's not only important to have listeners tuned into us, but also to be connected to what's important to them. For this reason, we constantly strive to be actively involved in the things that matter to our listeners, whether it's promoting a charity fund raiser, being at a local community event, or our online prayer platform PrayerWorks. Everything we do is focused on interacting with our audiences and being a light in their lives and in our communities.

SONG, PRAISE & THE SPOKEN WORD.



OUR FORMAT

Live Talk &
Spoken Word

OUR LISTENERS

47% Female
53% Male



**AM 930
THE LIGHT**

COVERAGE:

Edmonton and most of
North-Central Alberta



**AM 700
THE LIGHT**

COVERAGE:

Calgary and most of
South-Central Alberta

AUDIENCE LISTENERSHIP

Approx 8% of all
AM listeners

TARGET DEMOGRAPHIC

40-70 years old,
married, employed

AVERAGE ANNUAL INCOME

Household income of
\$91,000 or more

17.5% OF LISTENERS REPORT THAT THEY
LISTEN **EXCLUSIVELY** TO THESE STATIONS.

9+ HRS PER WEEK: TIME THE AVERAGE
LIGHT LISTENER TUNES IN EXCLUSIVELY



WHO LISTENS TO



Contemporary Christian radio listeners are a major force in today's economy.

This large and influential consumer base, compared with the general population, is:



In charge of **55%** of day to day household spending and **49%** of big-ticket items

66% of listeners are employed

Average annual household income is **\$91,000**

39% of listeners have children

62.5% of listeners are married

86% of listeners have post-secondary education

MEET BARB & MIKE



THEY HAVE BUYING POWER

Barb and Mike have worked hard in their life and now are taking the time to do the things they want to. Travel, volunteer, take care of their health and spend time with their grandchildren.

HOW DO WE HELP TO REACH THEM

We play the programs and music that they want to hear all day everyday. We are where they want to be.

THEY LIVE AT THE LIGHT

Whether she's at home, the office, or in the car, only The Light gives you a direct line to the President of the Family



“After careful consideration, we began working with ShineFM in 2009. We created a marketing plan that was within our financial means and I am happy to say that with the results we’ve seen my investment was worth it! Our centre is becoming a household name among Shine listeners.”

— KIMBERLY ECKERT, EXECUTIVE DIRECTOR - ECKERT PSYCHOLOGY & EDUCATION CENTRE (CALGARY)

FUN AND INTERACTIVE



PASSPORT TO SUMMER

Launched in 2012, this summer promotion quickly became a favourite among clients and listeners alike! Listeners pick up a map and get it stamped at sponsor locations and ShineFM events throughout summer to win grand prizes which have included family vacations and cash prizes! This promotion drives traffic to our sponsors and encourages interaction at summer events!



TIME FOR TURKEYS

Every October for the last eight years, ShineFM has teamed up with local aide agencies to collect frozen turkeys, gift cards, and cash for the many community Thanksgiving dinners that happen each year. With the support of our clients and listeners we raise over \$10,000 annually!



CHRISTMAS MIRACLES

Now in its seventh year, ShineFM, with the help of our advertisers and listeners, provides Christmas Miracles to families in the community. In the spirit of giving during the Christmas season ShineFM asks for donations to complete the Christmas wish lists of families in need of a miracle during the holiday season.

THE RIGHT SONG WHEN YOU NEED IT.

WAYS WE CONNECT

OUR LISTENERS ARE ENGAGED WITH THEIR FAVOURITE STATION!



ONLINE

Web visits per month:

Over 15,000 on 88.9 ShineFM,
Over 16,000 on 105.9 ShineFM,
Over 6,000 for 90.5 ShineFM
and 5,000 for The Light.

Listeners tune in to our on-line streamer.
45% of listeners visit the ShineFM website

SOCIAL MEDIA

Each station has very active Facebook and Twitter profiles where we interact with our listeners and run contests. This is a great way for our on air personalities to connect and keep people informed of promotions and events in our community.

32% of listeners follow us on Facebook

MOBILE APPS

ShineFM and The Light have mobile apps for Apple and Android platforms featuring access to all our stations

22% use the mobile player app or stream online



WHAT CLIENTS SAY

"If you advertise with them you seem to get very loyal customers. It's a great investment and a great return on investment."

— SEAN KREBS, ALBERTA TRUCK AND AUTO

"ShineFM is instrumental to The Mustard Seed's communication strategy, but they are so much more than that... we are proud to count them as our partners! Their loyal Listeners are key to the success of our events and our advertising campaigns."

— SPECIAL EVENTS COORDINATOR
THE MUSTARD SEED

"ShineFM ads produced an almost immediate response for my law firm. I was also impressed that the production staff were open to my input for the message I wanted my firm to send to my market. If you want to reach a Christian market for your business—I highly recommend the ShineFM team."

— CATHERINE M. CHRISTENSEN
BARRISTER & SOLICITOR
VALOUR LAW

"Working with ShineFM has been a great collaboration. We had heard about their loyal listening audience. They took the time to explain the whole advertising process to us and consistently follow up to make sure we're happy and that our ad is fresh and effective. They are flexible and accommodate our hectic schedule. The ShineFM team has been nothing but supportive"

— QUY AN
OWNER, SECOND SPECS

"ShineFM has made a tremendous difference in the lives of some of the world's poorest people. Your "Give Sight Day" event has inspired 1069 miracles of sight, 1069 moms and dads, grandmoms, granddads will be given the amazing gift of restored sight and that number will only go up in the days and weeks to come thanks to ShineFM's ongoing promotion. We are so appreciative."

— ED EPP, EXECUTIVE DIRECTOR
CHRISTIAN BLIND MISSION

“ The staff at ShineFM are consistently professional and enthusiastic, and the advertising and promotions are clearly effective.”

— EDMONTON SYMPHONY ORCHESTRA



CLIENTS WE'VE WORKED WITH



COVERAGE MAP

**POPULATION COUNTS BASED ON
2011 CENSUS TOTAL POPULATION OF
ALBERTA : 3,645,257**

AM STATIONS

Population enclosed by CJLI AM700: **2,981,774**

Percentage of Alberta population: **81.8%**

Population enclosed by CJCA AM930: **3,210,191**

Percentage of Alberta population: **88.1%**

POPULATION ENCLOSED BY BOTH CJCA & CJLI: 3,319,822

PERCENTAGE OF ALBERTA POPULATION: 91.1%

FM STATIONS

Population enclosed by CJSI-FM 88.9 : **1,356,165**

Percentage of Alberta population: **37.2%**

Population enclosed by CKRD-FM 90.5: **197,499**

Percentage of Alberta population: **5.4%**

Population enclosed by CJRY-FM 105.9 : **1,230,663**

Percentage of Alberta population: **33.8%**

POPULATION ENCLOSED BY ALL THREE FM'S : 2,782,242

PERCENTAGE OF ALBERTA POPULATION : 76.3%

