



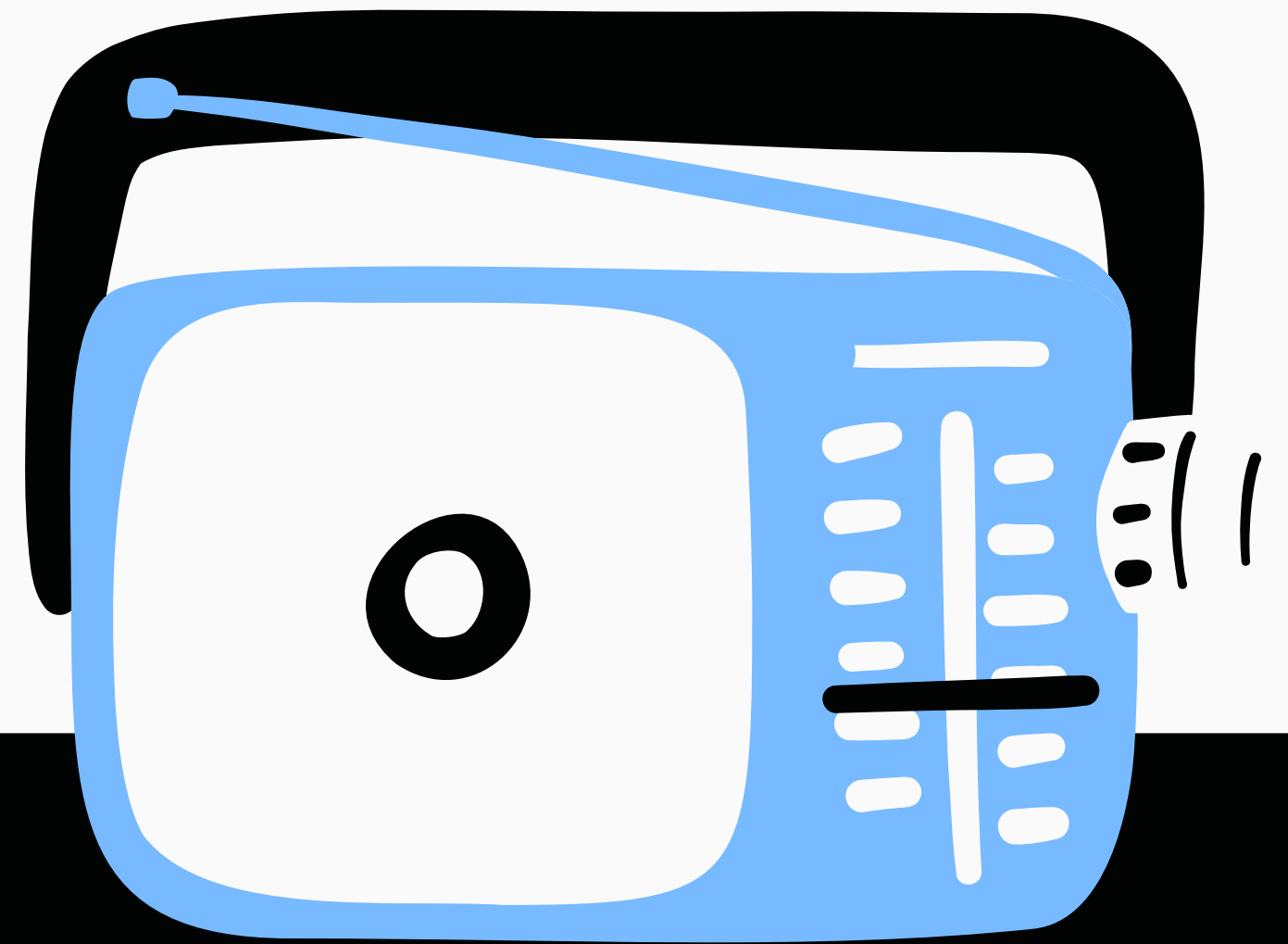
SkyWordsMedia

Canada's Largest  
**INDEPENDENT**  
Radio Network



# *It's radio...* **DONE DIFFERENTLY**

- NO production costs. Ever!
- Your spot is heard during morning and afternoon drive times.
- Your commercial can change frequently, at no extra cost.
- Different messages can be targeted to different stations, giving you flexibility in messaging.
- Lower costs help you achieve the high frequency radio demands
- Tags are the Twitter / X equivalent in radio. Quick bursts don't lose the listeners attention!
- Your spot doesn't get lost in a cluster of 30s
- Tags are attached to a relevant report



# Toronto ranked WORST CITY IN NORTH AMERICA FOR TRAFFIC

#1

Why not  
attach your  
message to a  
relevant  
report that  
people actually  
listen to?



# TORRES MEDIA SUPER PACK COVERAGE MAP

STATION	MARKET
CKAR	The Bay 88.7 Muskoka

STATION	MARKET
* CIDG	Rebel 101.7 Ottawa
CJLL	CHIN 97.9 FM Ottawa
CHRI	99.1 Family Radio Ottawa
CFPO	ELMNT 95.7 Ottawa

STATION	MARKET
CIQB	BIG 101.1 Barrie
CHAY	Fresh Radio 93.1 Barrie
CICX	Pure Country 106 Orillia
CICZ	Bounce 104.1 Midland
CKCB	The Peak 95.1 Collingwood

STATION	MARKET
* CKOD	MAX FM 103.1 Valleyfield/Montreal
CHRI	CHRI 88.1 FM Cornwall

STATION	MARKET
CIGL	Mix 97.1 Belleville
CJOJ	Hits 95.5 Belleville
CHCQ	Cool 100.1 Belleville/Kingston
CJBQ	800 AM Belleville
CJTN	Rock 107 Belleville

STATION	MARKET
CKWR	FM 98.5 CKWR Waterloo
CICW	Grand 101.1 Guelph / Fergus

STATION	MARKET	STATION	MARKET
CKFG	FLOW 98.7 Toronto	CJYE	JOY Radio 1250 Toronto
CFZM	740 Zoomer Radio Toronto	CJSA	CMR Diversity 101.3 Toronto
CFZM	96.7 Zoomer Radio Toronto	CJMR	AM 1320 Toronto
CFMZ	Classical 96.3 Toronto	* CIUX	105.5 Hits FM Uxbridge/Durham
CFPT	106.5 ELMNT FM Toronto	* CKOU	93.7 K Country Newmarket
CHRY	VIBE 105 Toronto	CIWS	102.9 Whistle Stouffville

STATION	MARKET
CJED	105.1 The River Niagara
CFLZ	101.1 More FM Niagara

\* Torres Media Group owned Radio Stations

# FAQ

## *Why use radio over digital?*

As more businesses are online, it's harder and harder to be found by new customers. Because it's so easy to start online now, there are definitely rising costs of customer acquisition. Paid ads are getting really expensive, not to mention the Apple iOS 14 release, which has made it more difficult to track results in ad spend.

-Mel Ho. Senior Product Marketing Lead, Shopify

A July 2021 report showed a 15-20% drop in the advertising reach of Instagram. Audience segmentation is not as reliable as merchants think. Harvard Business Review tested the accuracy of the digital profiles data brokers sell, and the results were dismal. The age tier was only correct 23% of the time, and gender was properly identified in well below half of cases.

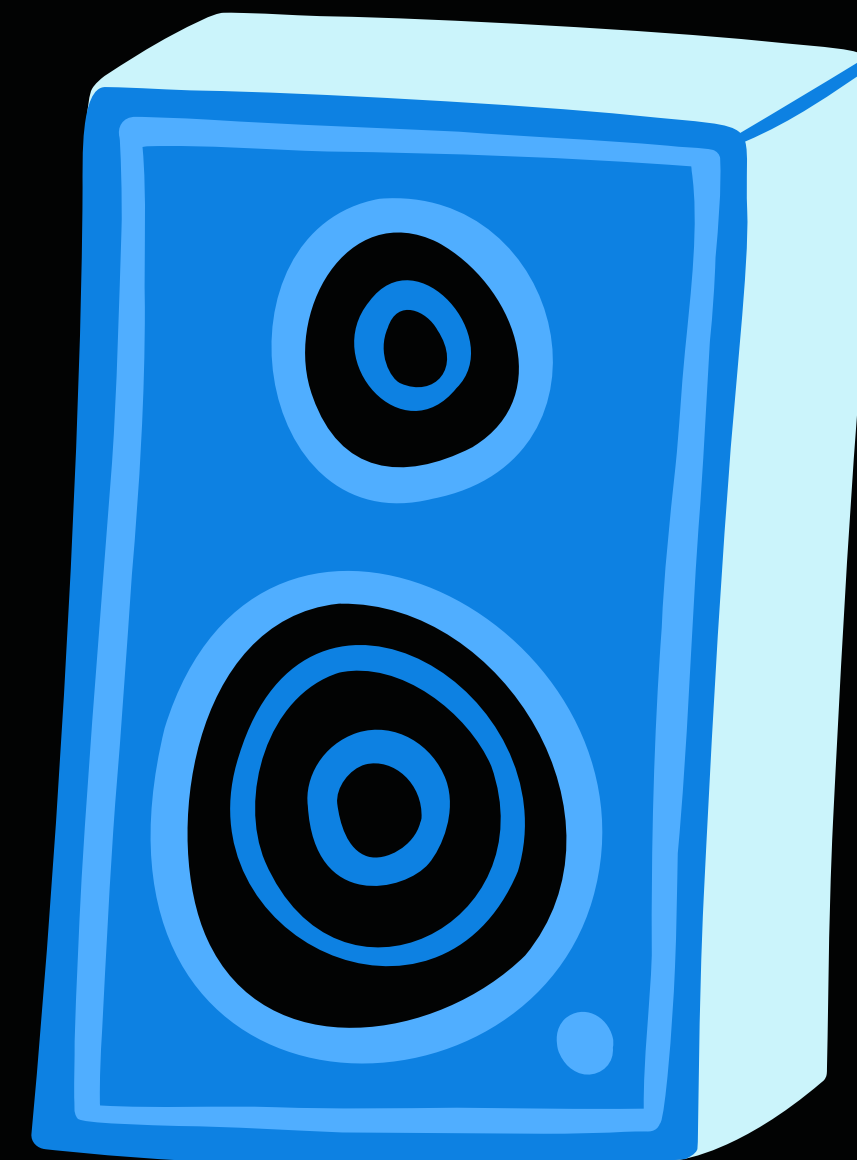
## *Is 10 seconds enough time for an ad?*

Almost 75% of radio traffic listeners pay MORE attention to commercials read live by the announcer or a traffic or news report than they do pre-recorded commercials.

-Edison Research

**Ask your sales rep to write you a sample script!**

**More can be said in 10 seconds than people often think...**



# Pick your STATIONS



## TORONTO

- CKFG:** FLOW 98.7 - Urban AC / 18-49 - TORONTO
- CFZM:** AM 740 Zoomer Radio - Classic Hits / 35-64 - TORONTO
- CFZM:** 96.7 Zoomer Radio - Classic Hits / 35-64 - TORONTO
- CFMZ:** Classical 96.3 - Classical / 35-64 - TORONTO
- CFPT:** Elmnt 106.5 - Adult Contemporary / 25-54 - TORONTO
- CHRY:** Vibe 105 - Urban Contemporary / 25-54 - TORONTO
- CJYE:** JOY Radio 1250 - Family Values - TORONTO
- CJMR:** AM 1320 - Multicultural - TORONTO
- CJSA:** CMR Diversity FM 101.3 - Multicultural - TORONTO

## SOUTHERN ONTARIO

- CIUX:** 105.5 Hits FM - Hot AC / 25-54 - UXBRIDGE / DURHAM REGION
- CKOU:** 93.7 K Country - Hot Country / 25-54 - KESWICK / YORK REGION
- CIWS:** 102.9 Whistle FM - 70s, 80s & 90s / 25-54 - STOUFFVILLE
- CIQB:** BIG 101.1 - Classic Rock / 35-64 - BARRIE
- CHAY:** Fresh Radio 93.1 - Adult Contemporary / 25-64 - BARRIE
- CICX:** KICX 106 - Country / 25-54 - ORILLIA / PENETANGUISHENE
- CICZ:** Bounce 104.1 - Rock & Hits / 25-54 - MIDLAND
- CKCB:** The Peak 95.1 - Adult Contemporary / 25-64 - COLLINGWOOD
- CICW:** The Grand 101.1 - Adult Contemporary / 25-64 - GUELPH / FERGUS
- CKWR:** FM 98.5 - Community Radio / 25-54 - WATERLOO
- CJED:** 105.1 The River - Adult Contemporary / 25-64 - NIAGARA REGION
- CFLZ:** 101.1 More FM - 70s, 80s & 90s / 25-54 - NIAGARA REGION

## THE MARITIMES

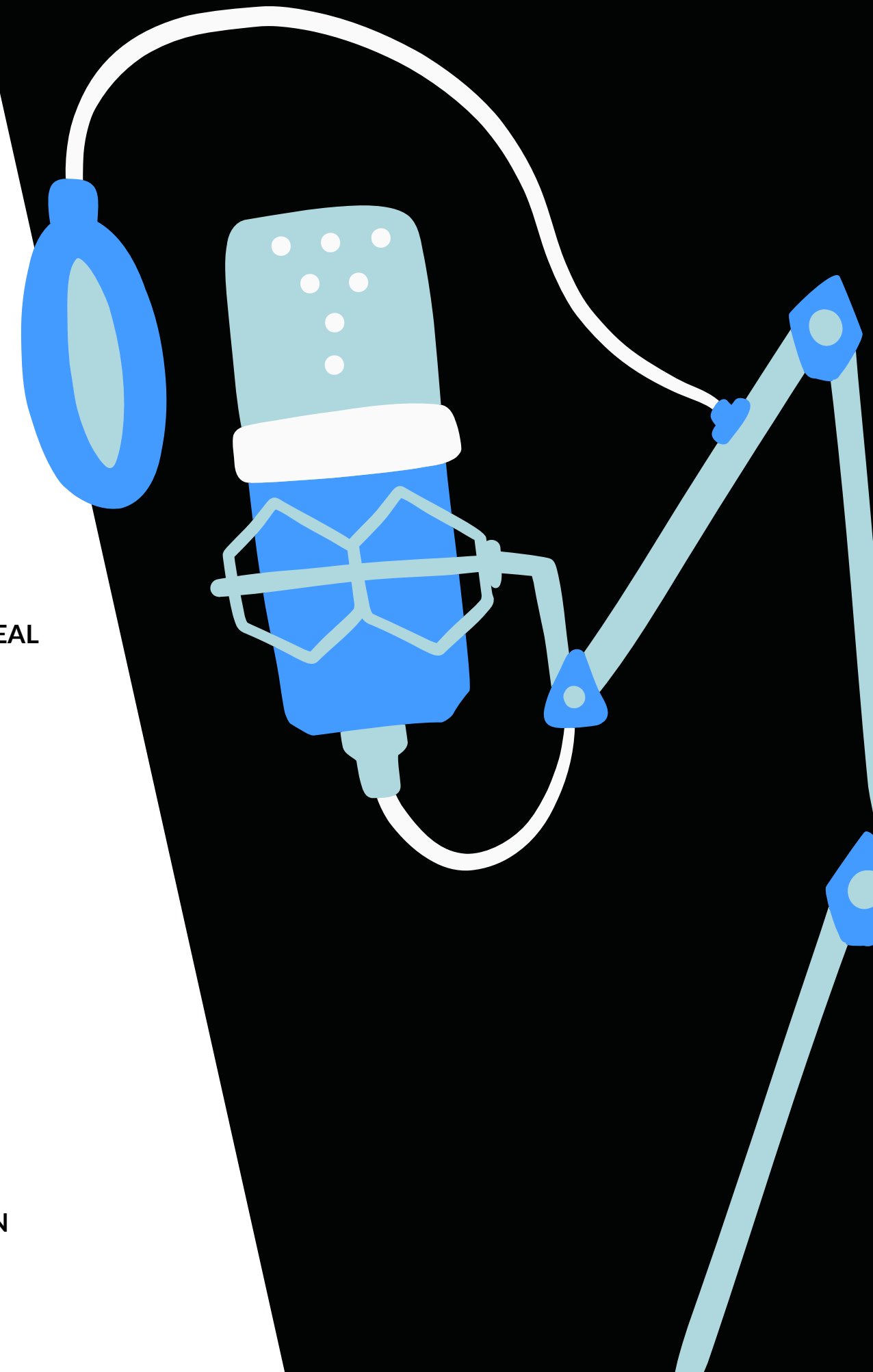
- CJLU** - Metro Halifax 93.9 FM - Family Values - HALIFAX
- CITA** - 105.9 FM - Family Values - MONCTON, NB
- CKOE** - Safe & Fun 107.3 - Family Values - MONCTON, NB
- CJRP** - Legends 103 - Family Values - SAINT JOHN, NB
- CITA** - 107.3 FM - Family Values - SUSSEX, NB
- CITA** - 99.1 FM - Family Values - AMHERST, NS

## MONTREAL, QC

- CKDO** - MAX FM 103.1 - Hot AC / 25-54 - VALLEYFIELD / MONTREAL

## EASTERN ONTARIO

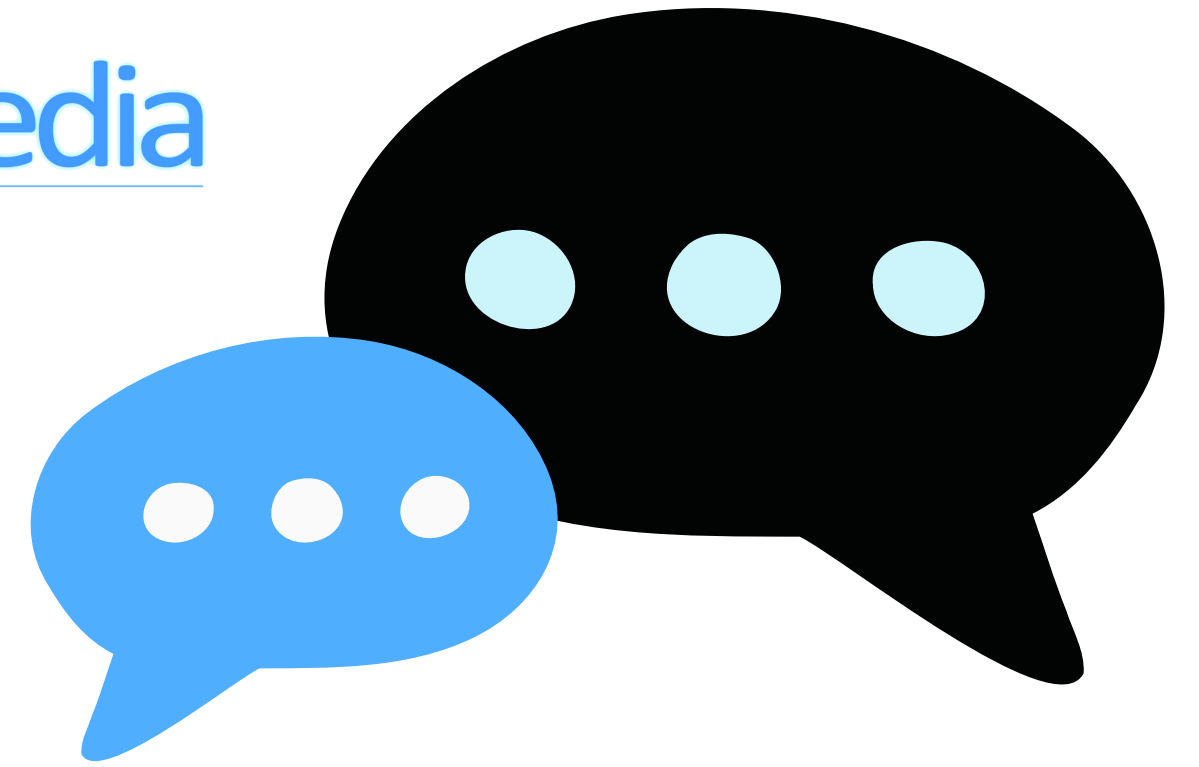
- CIDG:** Rebel 101.7 - Rock / 25-54 - OTTAWA
- CFPO:** Elmnt 95.7 - Adult Contemporary / 25-54 - OTTAWA
- CHRI:** 99.1 Family Radio - Family Values - OTTAWA
- CJLL:** CHIN 97.9 FM - Multicultural - OTTAWA
- CIGL:** Mix 97.1 - Hot AC / 25-49 - BELLEVILLE
- CJOJ:** Hits 95.5 - Contemp Hits / 25-54 - BELLEVILLE / KINGSTON
- CHCQ:** Cool 100.1 - Country / 25-54 - BELLEVILLE / KINGSTON
- CJTN:** Rock 107 - Classic Rock / 25-54 - BELLEVILLE
- CJBQ:** 800 AM - Country / 25-54 - BELLEVILLE
- WLYK:** 102.7 WOW FM - Adult Contemporary / 25-54 - KINGSTON



# Testimonials

## FROM OUR CLIENTS

[SkyWordsMedia](#)



### Lisa @ OFSC

“On behalf of the Ontario Federation of Snowmobile Clubs (OFSC), I want to thank SkyWords Media and affiliated stations who are participating in our radio campaign this fall and winter.

We are pleased to report that response to the October part of this year’s radio campaign was very robust, confirming the good news that tens of thousands of OSFC snowmobilers are ready and eager to hit the trails and visit lodgings, restaurants, gas stations, stores and other services this winter.

This augurs well for Ontario’s winter tourism recovery and for small-town Ontario, so we would appreciate your passing along our appreciation to participating stations for contributing the power of radio to help us kick off the season so positively.”

### Alan @ Jiffy Self Storage

“You can clearly see (web) visitors that heard Jiffy Storage traffic tags actually increased year over year by a whopping 257% . And the bounce rate, which is an indication of how engaged people were with the website, resulted in a reduced bounce rate from 54.5% to 37.5%. This is significant because this shows that persons who were referred to the Jiffy Self Storage website where of high caliber and even visited 38% more pages than direct traffic visitors from the previous year.”

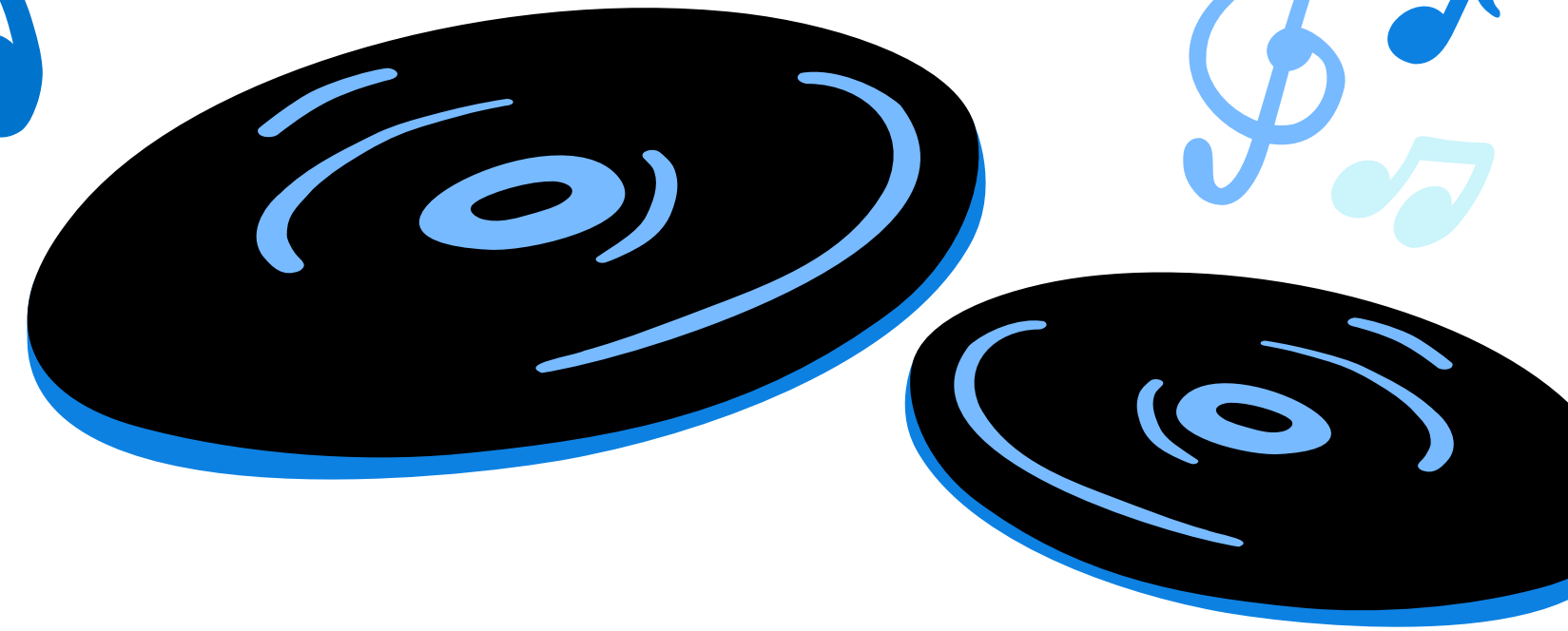
### Chris @ BoatDealers.ca

We've been using SkyWords for many years now and they have always exceeded our expectations in reach and use of budget. The frequency of ads and bonusing has allowed us to get great branding for BoatDealers.ca

### Brandon @ Thunder Graphics

“I just wanted to thank you, we have already received multiple calls from current customers saying they have heard our ad and new customers from the ad!”

# Our STATIONS



Torres Media owned stations - we can do :15s, :30s, remote broadcasts, custom features and more!



## 105.5 HITS QUICK SUMMARY:

CALL LETTERS: CIUX-FM

FREQUENCY: 105.5 FM

Hot AC

AUDIENCE: Adults 25-54



## 103.1 MAX QUICK SUMMARY:

CALL LETTERS: CKOD-FM

FREQUENCY: 103.1 FM

Hot AC - French

AUDIENCE: Adults 25-54

## REBEL 101.7 QUICK SUMMARY:

CALL LETTERS: CIDG-FM

FREQUENCY: 101.7 FM

Mainstream Rock & Alternative

AUDIENCE: Adults 25-54



## 93.7 K COUNTRY SUMMARY:

CALL LETTERS: CKOU-FM

FREQUENCY: 93.7 FM

Hot New Country

AUDIENCE: Adults 25-54



# Some of our CLIENTS

SkyWordsMedia



**GOLDFINGER**  
INJURY LAWYERS

 **Boatdealers.ca**



**HAKIM**  
OPTICAL



**Healthy Planet.**

**BW**  
Best Western.



**TORONTO**





*Let's Talk...*  
**GIVE US A SHOUT**

SkyWordsMedia

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