

103.1

**JACK** fm

We Play **EVERYTHING**

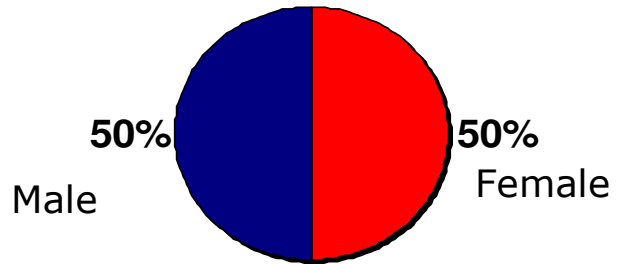
**LISTENER PROFILE**



 **ROGERS™**



**JACK fm** listeners are evenly split between males and females.



**Did you know ...**

- 75% of JACK fm listeners are adults 25 to 54 years old.
- 64% of JACK fm listeners are married or in a common law relationship.
- Almost 70% of JACK fm listeners own their own home.
- JACK fm listeners are 17% more likely than the average person in Victoria to earn over \$75,000 per year indexing at 117 !
- JACK fm listeners are more likely to be medium to heavy Radio users, indexing at 118 !
- JACK fm listeners frequent bars/restaurants, music/rock concerts/movies and love to travel !

**On [www.1031jackfm.ca](http://www.1031jackfm.ca):**

- 12,170 Loyalty Members\*\*
- 262,754 page views\*
- 13,817 Unique Visits\*
- 8,585 Online Streams\*

Source: \* Omniture February 2012  
\*\* M2o Media April 2012



\*Source: BBM-RTS Victoria Fall '11 Base: P12+ who listen to CHTT FM



■ **103.1 JACK fm, "We Play EVERYTHING"**, is a Classic Hits radio station, featuring the best and widest variety of rock – with hits from the 70's, 80's, 90's and today.

■ **103.1 JACK fm** plays the most music in Victoria !

■ **103.1 JACK fm** is an adult radio station with an attitude, but not a rude, crude or mean attitude !!

It's cynical, but in a family friendly...but not family friendly in a wimpy sort of way !!

■ **Traffic and Weather** with live rush hour traffic reports morning and afternoon Monday – Friday 5:30 a.m. – 7:00 p.m., and Saturday – Sunday 10:00 a.m. – 6:00 p.m.



■ **1031jackfm.ca** has links to info about the music we play, community events, and Bios of our on-air personalities. Consider yourself up-to-date with all the days activities !!



■ **THE JACKAHOLICS CLUB** has contests, prizes and more. We now have nearly 12,000 active Loyalty members and growing.



## Meet the rest of our JACK fm announcers ...



### **Mel Z**

#### **Weekday Afternoons 10am-2pm**

Mel Z keeps you company throughout your workday while you listen to your favorite tunes from 10:00 a.m. - 2:00 p.m.



### **Crash Davis**

#### **Weekday Afternoons 2pm - 7pm**

Crash Davis keeps you informed on your drive home weekdays from 2:00 p.m. - 7:00 p.m.



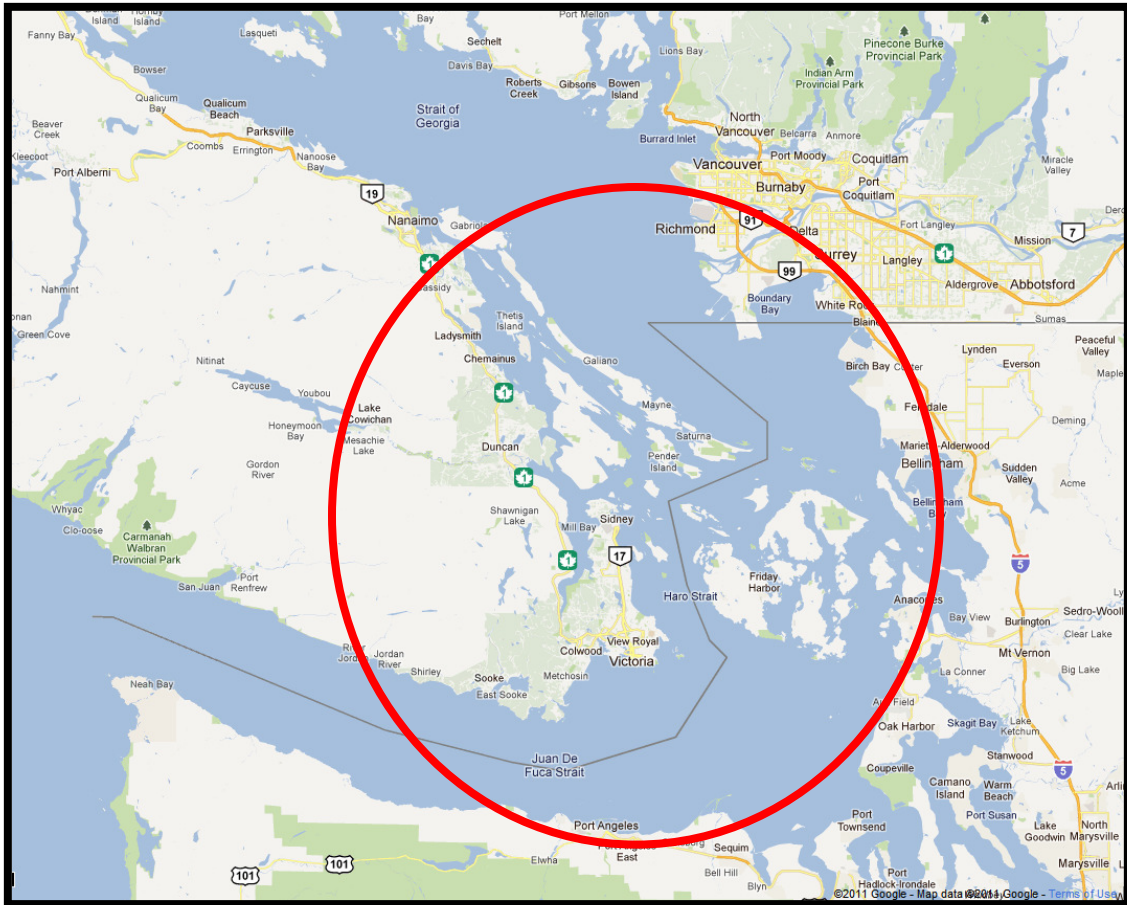
### **Brittany Millman**

#### **Weekends 10am-4pm**

Take Brittany along on all your weekend fun from 10:00 a.m. - 4:00 p.m.



# Coverage Map...



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