

640|TORONTO

Toronto's News. Today's Talk.

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Toronto's News. Today's Talk.

is one of the most listened to Talk Radio stations in Canada, with a full coverage weekly reach of over 313,000.

640 Toronto has developed a loyal and passionate audience who prefer its brand of current affairs talk and on-air personalities to that of its heritage competitors. The 640 Toronto audience is among the most loyal. The average A18+ listener in Toronto tunes in for 45 minutes daily!

Source: *Numeris PPM Data, Fall 2022(8/29/2022 to 11/2/2022), Full coverage cume: AvgWklyCume A2+ Total Canada / Daily Time Lis (Min), Toronto CTRL, A18+



AUDIENCE

Almost 70% of **640 Toronto's** audience is over 55. It is also one of the highest in-car tuning stations in Toronto - meaning that the station reaches listeners close to point of purchase. **640 Toronto's** powerful signal covers most of the Golden Horseshoe in Southern Ontario, stretching east as far as Peterborough, north beyond Barrie into cottage country, west of Hamilton and all across the GTA.

The station appeals to a very dedicated Toronto audience, who want to be 'in the know' by delving deeper into the top news and sports stories of the day. **640 Toronto's** informed and opinionated program hosts deliver this content with humour and irreverence in their own unique style.

Source: *Numeris PPM Data, Fall 2022(8/29/2022 to 11/2/2022), Toronto CTRL, % of Base AMA A2+



PERSONALITIES

640 Toronto is home to some of the country's brightest minds and most engaging personalities – along with regular contributions from Global News. Led by Greg Brady in the morning, the station's stable of talk show hosts include Alex Pierson, Kelly Cutrara, John Oakley and Maggie John.

The station is committed to providing our audience with smart conversation, balanced debate and perspective on the stories people are talking about. **640 Toronto** is a truly modern, multi-platform media destination.





Toronto Today with Greg Brady
Weekdays 5:30am-9am

Toronto Today with Greg Brady is a new – smart, informative, and entertaining morning show for busy people in the GTA and beyond. Whether you're listening from the car, at work or from home, there's something for everyone. Greg and key contributor, Sheba Siddiqui, discuss the latest in trends and current affairs topics that are relatable to residents of the GTA.



Alex Pierson
Weekdays 9:00am-12pm

Alex is known and respected for her hard work, determination and accountability. She will provide an in-depth, no-nonsense look at the big news stories making headlines. She is determined to find the truth and will deliver it in a compelling fashion.



Kelly Cutrara
Weekdays 12:00pm-3:00pm

Kelly can discuss any topic from local politics, healthcare, education and business to the latest movie release. She's an information junkie with a huge frame-of-reference and experience to draw from.



The John Oakley Show
Weekdays 3pm – 6pm

He's intelligent, opinionated, and not afraid to tackle issues that some might deem politically incorrect. One of Toronto's most respected and experienced broadcasters, John Oakley's articulate and thought-provoking discussion will ensure listeners are never at a loss for information or dinnertime conversation.



A Little More Conversation with Ben O'Hara Byrne
Weekdays 10pm – 1am

A Little More Conversation explore issues that unite and divide Canadians, fostering a better understanding of what matters and why. From politics to public health, diplomacy to affordability to artificial intelligence, Ben delivers a fresh approach to current affairs from a Canadian perspective.



The Shift with Shane Hewitt
Weekdays 1am – 5am

Canada's most listened to night show. Insightful, curious and playful... The Shift looks at the news of the day under a new light, revealing what's really happening behind the scenes and the impact on our lives.



Toronto This Weekend with Maggie John
Saturday and Sunday 7am-10am

After a busy week, *Toronto This Weekend* is here to serve up thoughtful interviews with Torontonians and highlight all the things the city has to offer. From health to business to entertainment and community events – we got you covered! Join Maggie John as she explores why Toronto is such a special city and known as the place where the world meets.



Tasting Together with Andre Proulx & Miroki Tong
Saturday 5pm-6pm

Tasting Together invites you to explore Toronto's food and drink scene. Join André Proulx and Miroki Tong in meeting some of the city's best chefs, mixologists and restaurateurs. Along the way, you'll learn about pairing food and beverages, the history of some of the city's classic dishes and trends that you'll start to see on menus around the city. Plus, find out how to source Toronto's hottest new spots and hidden gems for wining and dining.

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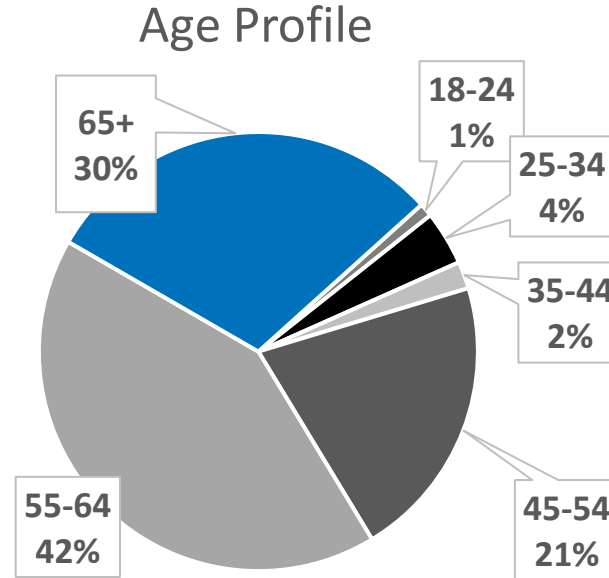
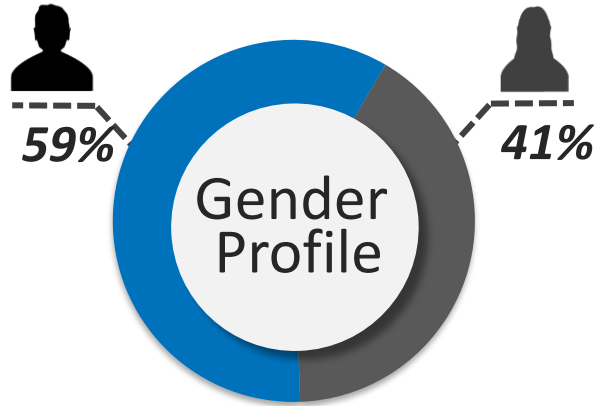
AUDIENCE PROFILE

Talk Radio 640 Toronto is one of the most listened to
Talk Radio stations in Canada and Reaches Over
313,000 Listeners Every Week!

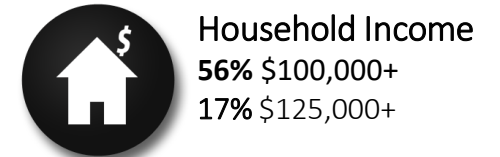
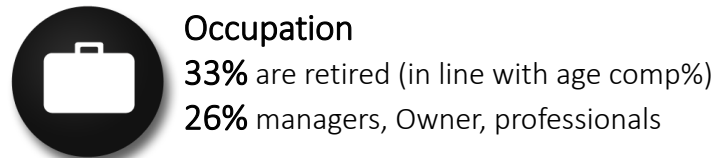
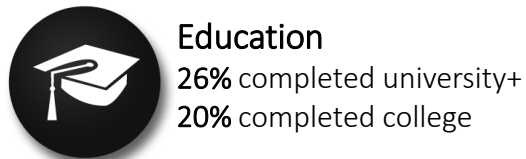
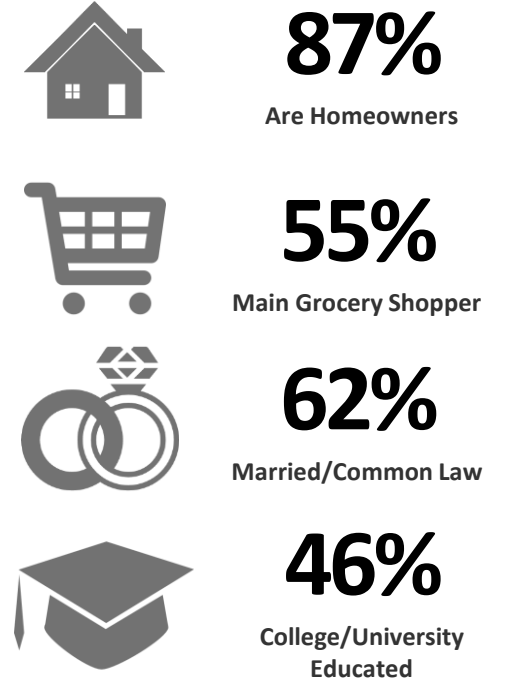
*Numeris PPM Data, Fall 2022(8/29/2022 to 11/2/2022), Full coverage cume: AvgWklyCume A2+ Total Canada



Audience Profile – A18+ Composition



Over 1 of 4 listeners of 640's audience are in the 25-54 key buying demo



Source Numeris PPM Data, Fall 2022(8/29/2022 to 11/2/2022), Toronto CTRL%, of A18+ AMA

640TORONTO.COM DIGITAL PROFILE

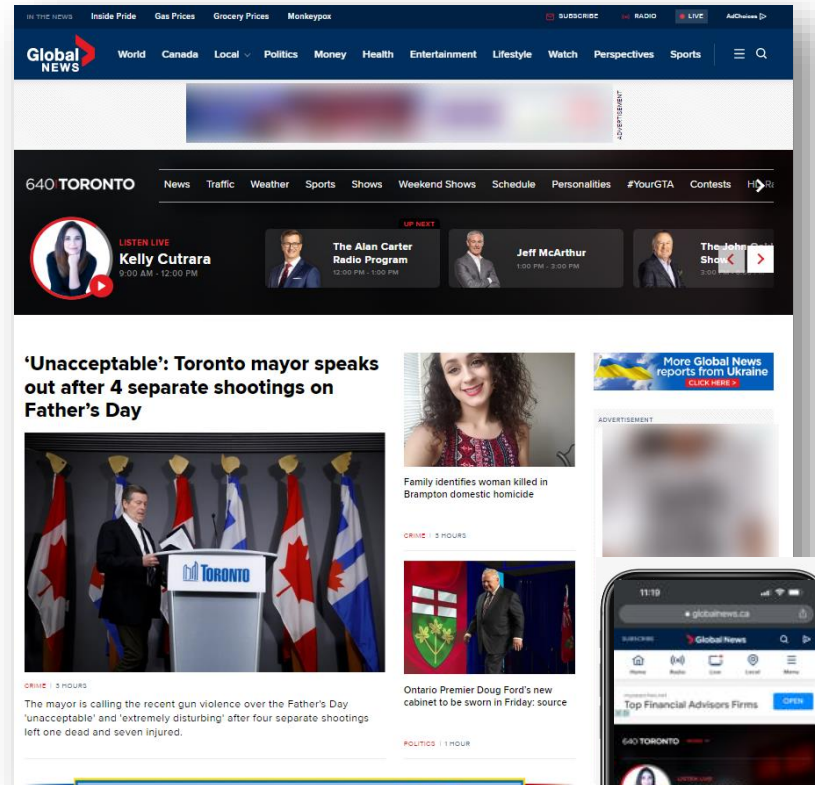
640Toronto.com offers coverage of top news stories and information – from breaking news to deep engaging content that puts complex local and global issues in perspective.



170 Thousand
Avg Page Views Monthly

25 Thousand
Avg Unique Visitors Monthly

5 Avg Mins
Per Visit



21 Thousand+
facebook likes



24 Thousand+
twitter followers

Source: Adobe Analytics, 6-month average ending June 2022, 2+ digital audience
Facebook source: June 2022 <https://www.facebook.com/640toronto>, Twitter
source: June 2022 <https://twitter.com/am640>

Digital Audience Profile

Male
56%



Female
44%



Age

%

18-34

22%

35-54

34%

55+

44%

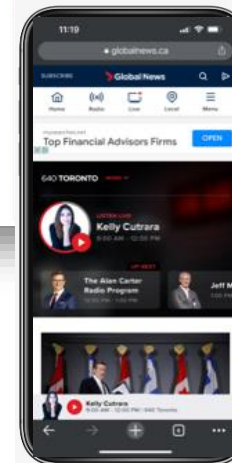
Audience Sweetspot

M45-54

10%

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Source: comScore Media Metrix, Multi-platform data,
Sept '21, Globalnews.ca/toronto Base: Total Canada, All
Locations, A18+ digital audience



COVERAGE AREA

640 Toronto reaches far beyond the Greater Toronto Area and covers virtually all of Southern Ontario.

640 Toronto has a full coverage weekly reach of over 313,000.



Fall 2022(8/29/2022 to 11/2/2022), Full coverage cume: AvgWklyCume A2+ Total Canada

NEXT STEPS





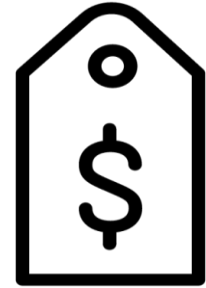
UNDERSTAND
INTEREST



FURTHER DEVELOP
CONCEPTS AND
INCORPORATE ACTION
ITEMS



INCORPORATE
FEEDBACK /



CREATE MEDIA
SCHEDULES, ETC.

OPTIMIZING OUR POWERFUL PORTFOLIO

34

specialty television

HGTV

food network

SLICE

DTOUR

NATIONAL GEOGRAPHIC

NAT GEO WILD

SHOW CASE

W

CMT

abc spark

MovieTime

diy network

COOKING+ CHANNEL

OWN

HISTORY

HISTORIA

H2 HISTORY

DejaView

CRIME+ INVESTIGATION

[adult swim]

LIFETIME

BBC CANADA

SÉRIES+

Disney CHANNEL

Disney CHANNEL

Disney Junior

XD

Y5

Teehouse

nickelodeon

CN CARTOON NETWORK

TELETOON

TELETOON

39

radio stations

AM 730

Global News RADIO 980 CKNW

ROCK 101

CFMX

Global News RADIO 770 CHQR

Q107

COUNTRY 105

630 CHED

Global News RADIO 880 Edmonton

CISN 103.9

92.5 CHUCK

Global News RADIO 680 CJOB

Peggy @ 99.1

Fresh RADIO 93.1

102.9

The Peak 95.1 FM

107.5 DAVE ROCKS

91.5 beat

Fresh RADIO 104.5

boom 101.9

1460 cjoy

MAGIC 106.1

Fresh RADIO 104.3

96.9

Global News RADIO 900 CHML

energy 95.3

108

Global News RADIO 980 CFPL

Fresh RADIO 103.1

POWER 97.1

FM 96

COUNTRY 104

Jump! 106.9

boom 99.7

Fresh RADIO 100.5

Global News RADIO 640 Toronto

102.1 THE EDGE

Q107

15

conventional stations

Global

B.C. Okanagan Lethbridge

Calgary Edmonton Saskatoon

Regina Winnipeg Toronto

Durham Peterborough Kingston

Montreal New Brunswick Halifax

original content

anelvana

Kids Can Press

CORUS STUDIOS

Toon Boom

multi-platform

Global

nick+

premium VOD

STACKTV

CURIOUS CAST

radio player

so.da

KIN

COMPLEX