

Global News  **RADIO**
640 Toronto

Global News RADIO 640 Toronto

is one of the most listened to Talk Radio stations in Canada, with a full coverage weekly reach of over 374,000.

GNR 640 has developed a loyal and passionate audience who prefer it's brand of current affairs talk and on-air personalities to that of its heritage competitors. The GNR 640 audience is among the most loyal. The average A18+ listener in Toronto tunes in for 48 minutes daily!

Source: *Numeris PPM Data, Average Weekly Full Coverage Cume, A2+

Source: ** Numeris PPM Data,R4/21, Toronto CTRL



AUDIENCE

Over half of **GNR 640'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. **GNR 640'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. **GNR 640's** informed and opinionated program hosts deliver this content with humour and irreverence in their own unique style.



PERSONALITIES

GNR 640 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, and John Oakley in the afternoon, the station's stable of talk show hosts include Kelly Cutrara, Alan Carter, Jeff McArthur and Alex Pierson.

The station is committed to providing our audience with smart conversation, balanced debate and perspective on the stories people are talking about. **GNR 640** 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.



Kelly Cutrara
Weekdays 9:00am-12:00pm

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.



Alan Carter
Weekdays 12:00pm-1:00pm

Alan Carter is one of Canada's best-known broadcasters. He brings a depth of political knowledge, humor and irreverence to the airwaves every lunch hour. Alan can also be seen every night on Global Toronto anchoring the news at 5:30 & 6:00pm.



Jeff McArthur
Weekdays 1pm-3pm

Jeff is a seasoned broadcaster who has a curious mind and loves to tell stories. Jeff can tackle serious issues like politics, but, he also loves to debate sports and music. He can also be seen each weekday from 9-10a on Global Toronto.



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.



On Point with Alex Pierson
Weekdays 6:30pm-10pm

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.



Charles Adler Show
Weekdays 10:00pm -1:00am

Charles is a 40-year radio and television broadcast veteran whose career has seen him entertain audiences in all major cities in Canada. He currently hosts a nationally syndicated program that touches the hearts and minds of Canadians each night. Charles is an Emmy award winning broadcaster who was given the key to the City of Toronto in 1998.



The Roy Green Show
Weekends 2:00pm-5:00pm

Roy Green's resume is outstanding. He is a three time consecutive winner of the Canadian Association of Broadcasters national Gold Ribbon award, Canada's most prestigious broadcast award. Listeners need not read his resume to know that Roy is a passionate advocate for the average Canadian, with an unshakable desire for justice and a deep and abiding love for his country.

Global News  RADIO

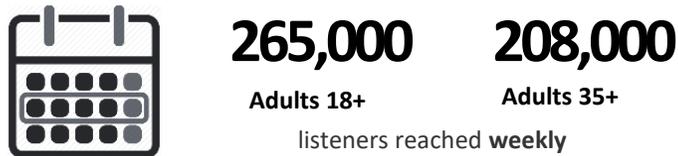
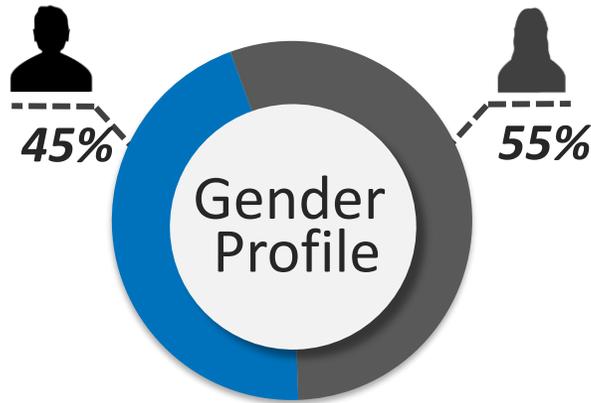
640 Toronto

AUDIENCE PROFILE

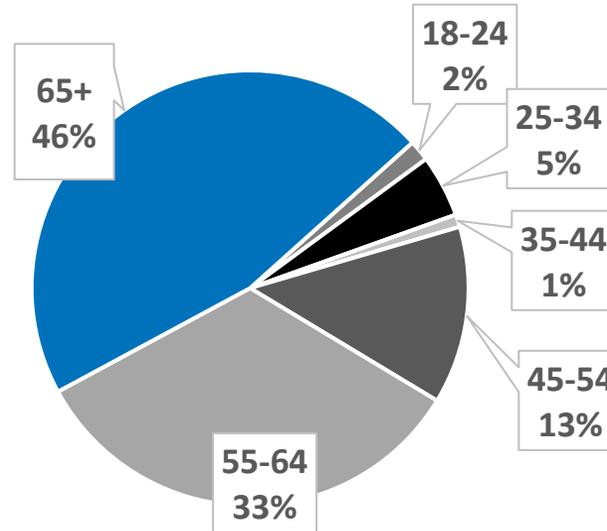
Talk Radio Global News Radio 640 Toronto is one of the most listened to Talk Radio stations in Canada and Reaches Over 374,000 Listeners Every Week!



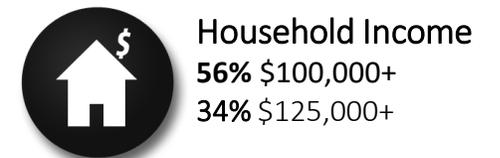
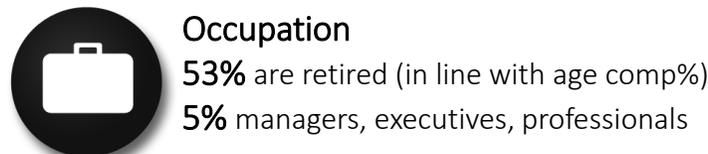
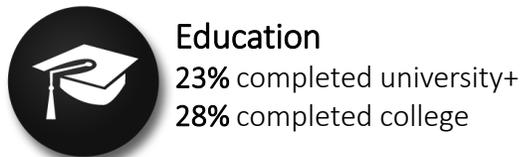
Audience Profile – A18+ Composition



Age Profile



19% of GNR 640's audience is in the 25-54 key buying demo



640 TORONTO.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.

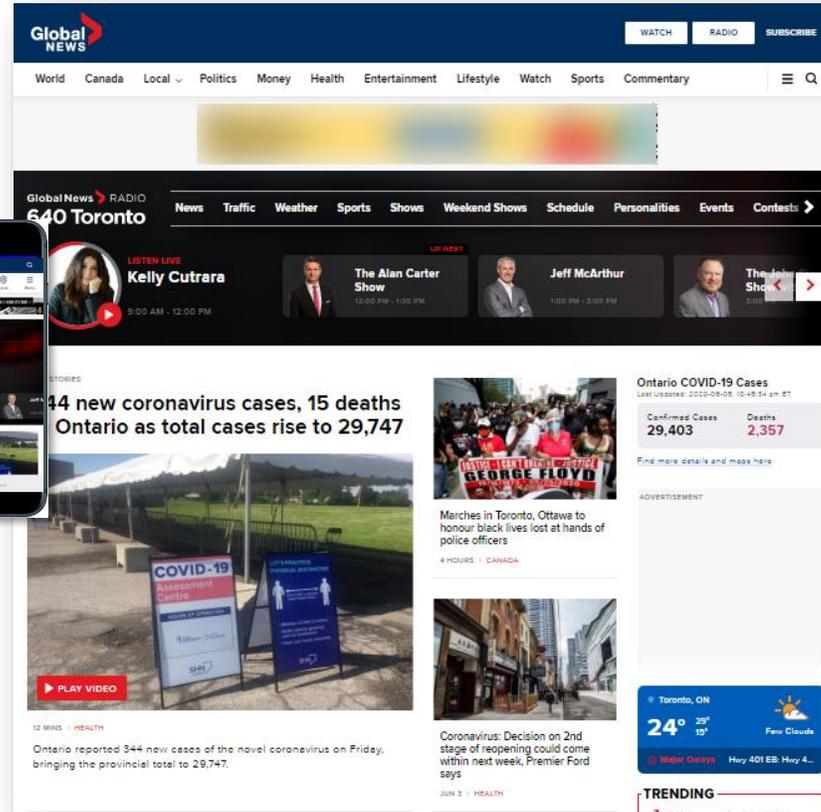


12.3 Million
Page Views Monthly

767 Thousand
Video Views Monthly

2.1 Million
Unique Visitor Monthly

7 Avg Mins
Per Visitor Monthly



Digital Audience Profile

57%



Index
118

43%



Index
83

Age	%	Index
18-34	26%	83
35-54	47%	122
55+	28%	90

Audience Sweetspot

M25-54	30%	162
--------	-----	-----

Source: comScore Media Metrix, Multi-platform data, 3-month avg. ending November 2018, Base: Total Canada, All Locations, 2+ digital audience



207 Thousand+
facebook likes



171 Thousand+
twitter followers

UV and Time Spent Source: comScore Media Metrix, Multi-platform data, 3-month average ending November '18, Base: Total Canada, All Locations, 2+ digital audience; Page Views and Video Views source: Adobe Analytics, 3-month avg. ending November '18

COVERAGE AREA

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

GNR 640 Toronto has a full coverage weekly reach of over 374,000.



Source: *Numeris PPM Data, Average Weekly Full Coverage Cume, A2+

NEXT STEPS



OPTIMIZING OUR POWERFUL PORTFOLIO

34

specialty television



39

radio stations



15

conventional stations



original content



multi-platform



Why us? A partnership that drives results

We work with clients to plan and execute advertising campaigns specifically tailored to their goals.

Our customizable solutions can help companies of any size, from small and mid-sized businesses up to national scope, while remaining budget-conscious.

And we support clients at every stage of the campaign process. Through the steps of audience research, creative production, results, and optimization, brands can be confident their campaigns are calibrated to achieve the greatest impact.

When brands choose Corus – the-end-result is a meaningful connection between the brand and its target audiences.

The Right place, with the Right people, at the Right time

For more information, please contact:

CORUS.

CARL ROSART | General Sales Manager - Television, Radio & Digital

T: 416-479-6785 E: carl.rosart@corusent.com