



102.1

THE

EDGE

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102.1 The Edge is one of the most listened to Alternative music stations in North America. The station's powerful signal blankets the entire golden horseshoe region, from the downtown core and across the GTA, right on through to the Niagara peninsula.

The station is renowned for its innovative spirit and bold personalities. Its playlist features the biggest songs by alternative artists like Nirvana, Red Hot Chili Peppers, Foo Fighters, Pearl Jam, Green Day, Weezer, Blink-182 and many more. The Edge bridges the wide flavours of current music from rock to pop with the likes of Arkells, Twenty One Pilots, Metric, Florence + the Machine, The Black Keys, The Beaches and many other modern rock hit makers the station helped break to the mainstream.



THE **EDGE LISTENER**

The typical Edge listener is a young adult between the ages of 18 and 49 years old. The station's strength is with men in particular, however, an outstanding number of dedicated female listeners within the same age range keep their radios locked on to the station each and every day. They all share a passion for real Alternative music.

The Edge has a dedicated and extremely loyal fan base with 1,097,000 listeners across Canada tuning in each and every week*, a data base of over 80,000 Inside Edge members, a robust network of social media followers and receives over 175,000 page views each month at Edge.ca, the station's innovative and always entertaining website





Tucker and Maura

Weekdays 5:30am-10:00am

One of the most well-known morning shows in Toronto, Tucker & Maura bring an unfiltered, fearless, and bold show, that isn't afraid to talk about real issues. They give listeners a chance to have their say and be a part of the show, while bringing fun and relatability each weekday morning on 102.1 The Edge.

MK

Weekdays 10:00am-1:00pm

MK is a small, red-headed radio announcer who loves her 2 cats as if they were her own human children. Although born in Florida (Don't laugh), she was raised in the same Toronto Suburb as Ryan Gosling – she prank called his mom once. (Sorry Ms. Gosling)

Kolter & Meredith Weekdays

3:00pm-7:00pm

He is Kolter Bouchard, a gangly, kinda whiney guy who's still clinging to the glory days of his third-grade T-ball championship. She is Meredith Geddes a single 30 something that owns a cat and is fueled by boxed wine and the disappointment of her family. Together, they laugh at the pain and misfortune of others and invite you along for the ride.



Tyler & Lynch
Mondays 7pm-9pm

Tyler & Lynch have been playing radio together for the better part of a decade and now kick-start their show on The Edge.



Alan Cross
Weeknights 7:00pm-8:00pm

The legendary Alan Cross. Alan hosts an hour of music news of the day and the best Alternative music.

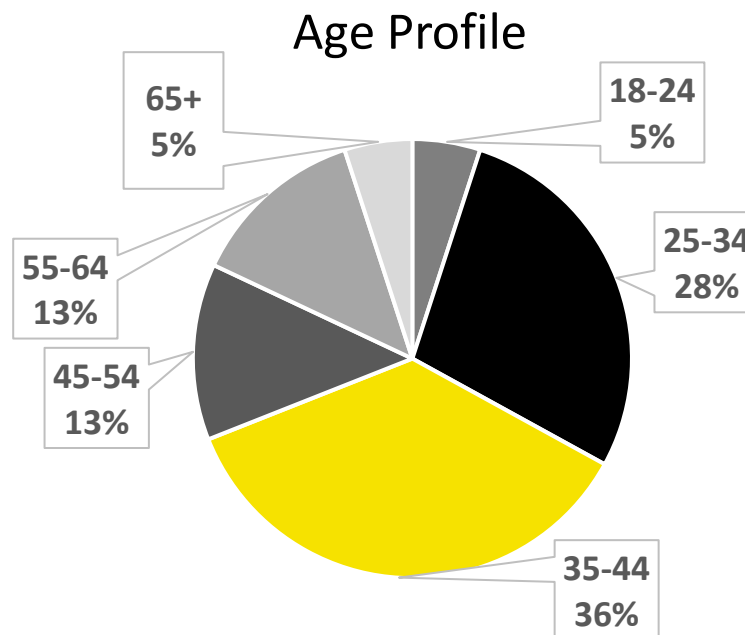
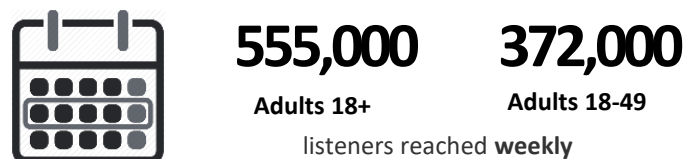
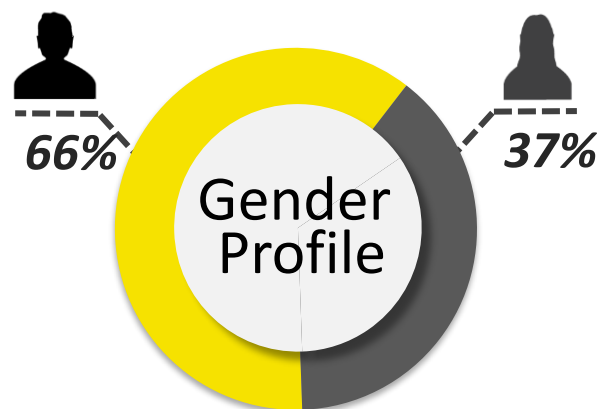


LISTENER PROFILE

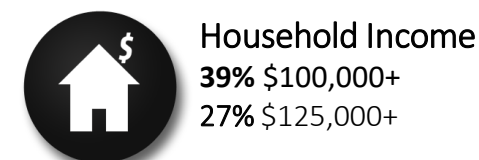
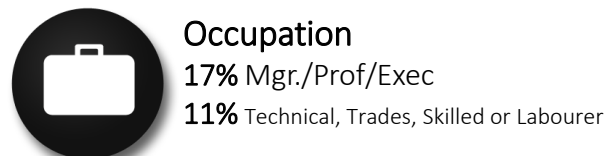
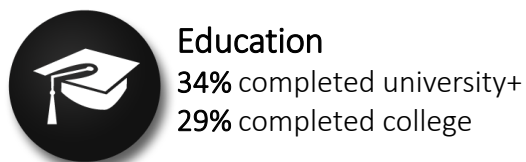
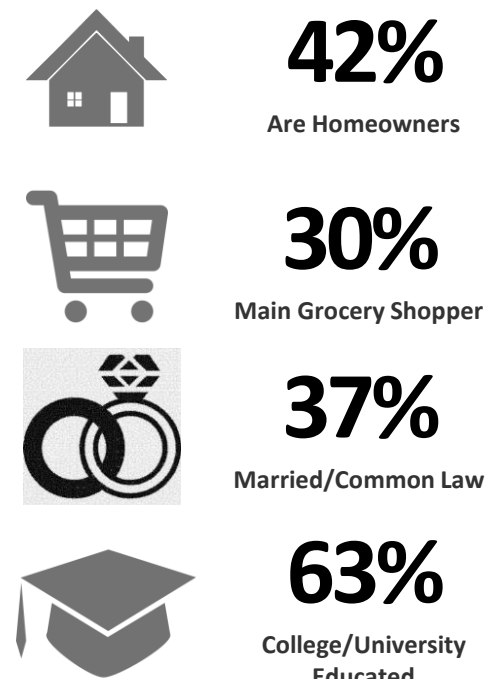
The Edge reaches over
1 Million Listeners
Across Canada Every
Week!



Edge Audience Profile – A18+ Composition



77% of Edge's audience is in the 25-54 key buying demo



EDGE **.CA**



The Inside Edge e-newsletter has over 80,000 subscribers and Edge.ca receives over 175,000 page views per month.

175,000 Thousand
Avg Page Views Monthly

50 Thousand
Avg Unique Visitors Monthly

4 Avg Mins
Per Visit



165 Thousand+
facebook likes



40 Thousand+
instagram followers



55 Thousand+
twitter followers

Source: Adobe Analytics, 6-month average ending June 2022, 2+ digital audience

Facebook source: June 2022 <https://www.facebook.com/102edge>, Instagram source: June 2022, <https://www.instagram.com/1021theedge>, Twitter source: June 2022 https://twitter.com/the_edge

COVERAGE AREA

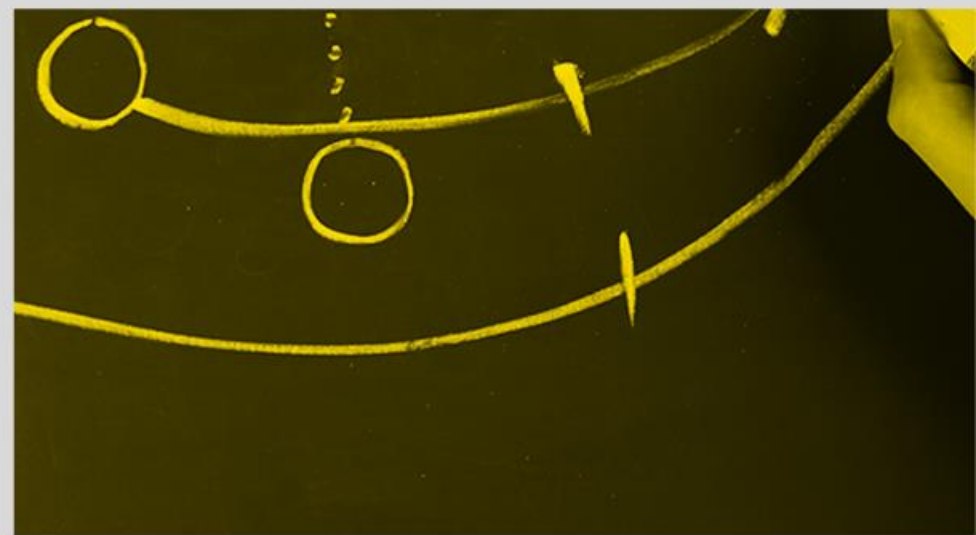
102.1 The Edge reaches far beyond the Greater Toronto Area and covers virtually all of Southern Ontario.

With over 1 million weekly listeners in its full coverage area, **102.1 The Edge** is one of the most listened to alternative radio stations in North America and one of Toronto's most respected and renowned brands



Source Numeris PPM Data, Fall 2022 (8/29/2022 to 11/27/2022) , Total Canada, Ind.2+

NEXT STEPS





**UNDERSTAND
INTEREST**



**FURTHER DEVELOP
CONCEPTS AND
INCORPORATE
ACTION ITEMS**



**INCORPORATE
FEEDBACK**



**CREATE MEDIA
SCHEDULE, ETC.**

OPTIMIZING OUR POWERFUL PORTFOLIO

34

specialty television

HGTV

food network

SLICE

DTOUR

NATIONAL GEOGRAPHIC

NAT GEO WILD

SHOW CASE

W

CMT

spark

MovieTime

diy network

COOKING* CHANNEL

OWN

HISTORY

HISTORIA

H2 HISTORY

DejaView

CRIME+ INVESTIGATION

[adult swim]

LIFETIME

BBC CANADA

SÉRIES+

Disney CHANNEL

Disney LA CANADA

Disney Junior

XD

Y5

Treehouse

nickelodeon.

CN CARTOON NETWORK.

TELETOON

TELETOON

39

radio stations

am730

Global News RADIO 980 CKNW

ROCK101

CFMX

Global News RADIO 770 CHQR

Q107

COUNTRY 105

630CHED

Global News RADIO 880 Edmonton

CLSN 103.9

92.5 CHUCK

Global News RADIO 680 CJOB

Peggy @ 99.1

Fresh RADIO 93.1

107.5

The Peak 95.1 FM

107.5 DAVE ROCKS

91.5 beat

Fresh RADIO 104.5

boom 101.9

1460 joy

MAGIC106.1

Fresh RADIO 104.3

96.5

Global News RADIO 900 CHML

energy 95.3

108

Global News RADIO 980 CFPL

Fresh RADIO 103.1

POWER 97.1

FM96

COUNTRY 104

jump! 106.9

boom 99.7

Fresh RADIO 100.5

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

nelvana

corus STUDIOS

Kids Can Press

Toon Boom

multi-platform

Global

nick+

premium VOD

STACKTV

CURIOUS CAST

radio player

so.da

KIN

COMPLEX