



102.1

THE

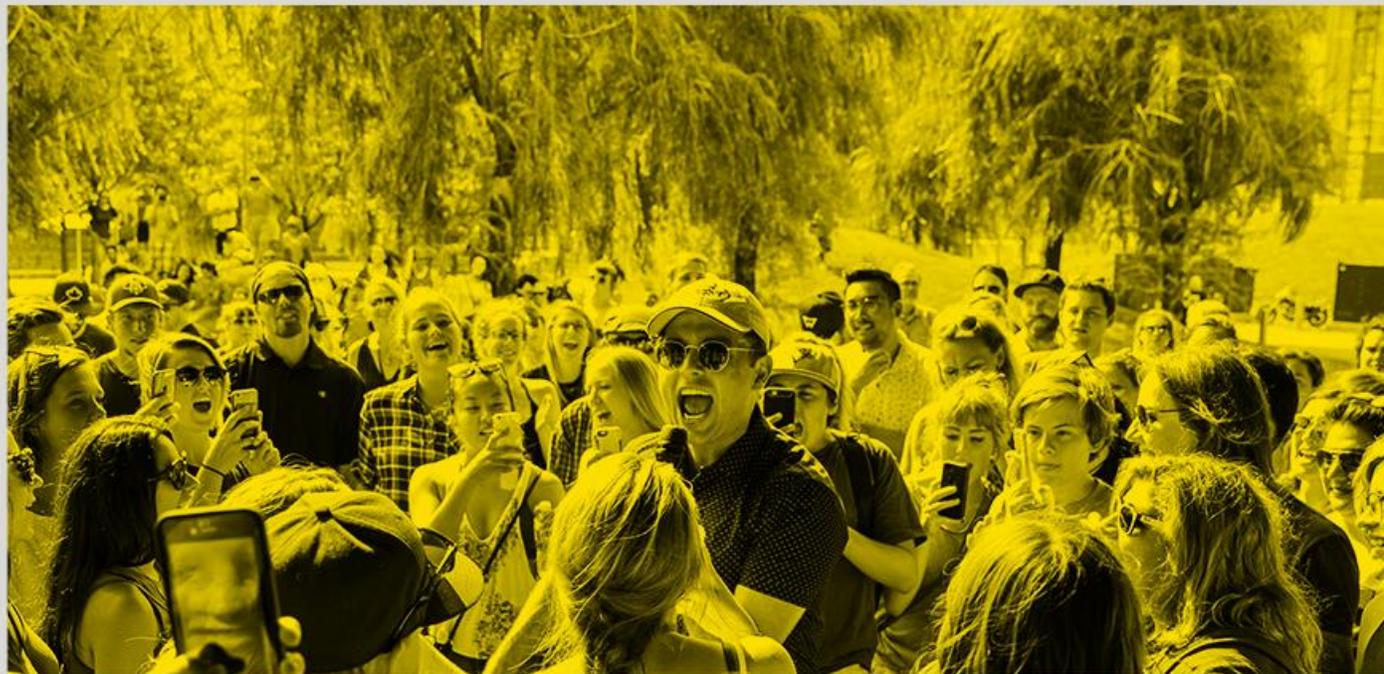
EDGE

102.1

THE EDGE

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, The Black Keys, Weezer, Foo Fighters, Green Day, Pearl Jam, Coldplay, Muse** and many more. It also includes the modern pop superstars of today like **Mumford & Sons, Florence and The Machine, X Ambassadors, Billie Eilish, Awolnation** and many other modern hit makers the station helped break to the mainstream.



O CANADA

The Edge is proud to support local and Canadian artists through iconic events such as Secret Show as well as partnering with concert promoters to support live music and event organizers to drive initiatives in the community. 102.1 the Edge serves up its programming to the world through its live stream at Edge.ca, and through all major social platforms.



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 over 1,100,000 listeners tuning in each and every week*, a data base of over 320,000 Inside Edge members, a robust network of social media followers and receives over 700,000 page views each month at Edge.ca, the station's innovative and always entertaining website





The B-Team
Weekdays 5:30am-10:00am

The B Team on The Edge, Toronto's Real Alternative, is what happens when three best friends open their mics and their lives to the people of the GTA. Bold, vulnerable and fearless, no topic is off limits. The only thing louder than the opinions is the laughter. Mornings just got real.

Carly Meyers
Weekdays 9:00am-1:00pm

Carly was behind the mic for years in Calgary before she decided to stop showering and travel the world. With a failed didgeridoo career, a head full of unintentional dreads, and 30 countries under her belt, she's returned to radio, in Toronto! At the Edge!

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.



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.



Kevin Getz

Weeknights 8pm-12am | Weekends 12pm-6pm

Kevin Getz grew up in Pickering nowhere near the Power Plant so he ended up active in radio instead of radioactive. Some say his Blue Jay hat is glued to his head, others say it comes off just fine. His skills are a lot like little bits of string. All useless on their own but you can put them together to form one functioning string.

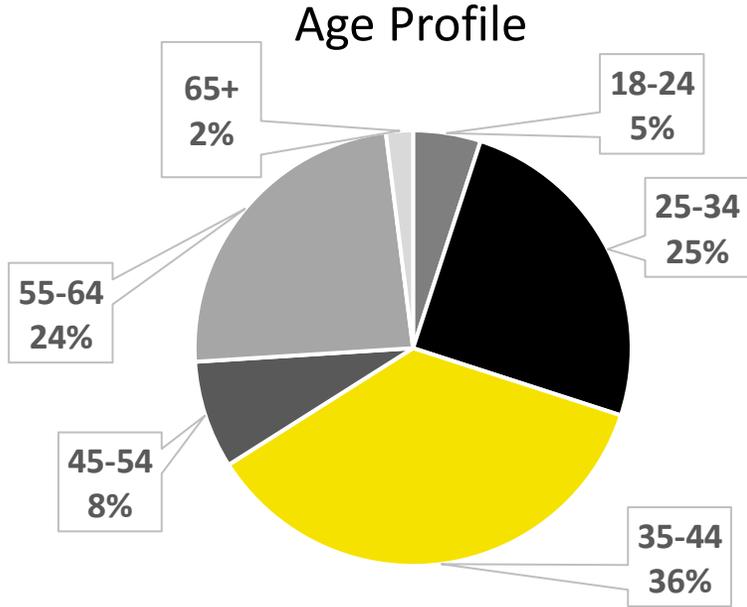
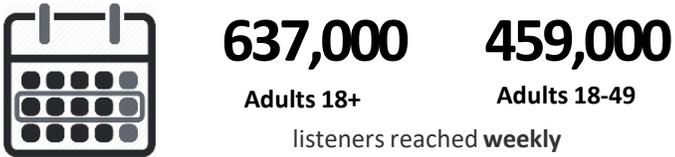
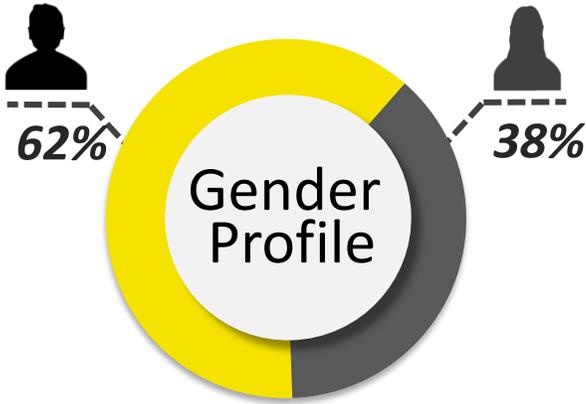
102.1 THE
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LISTENER PROFILE

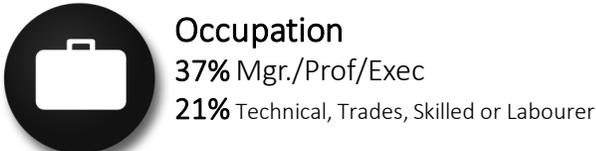
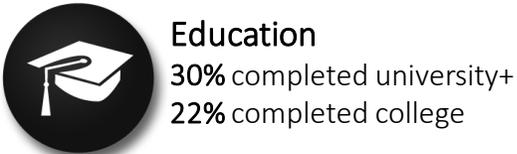
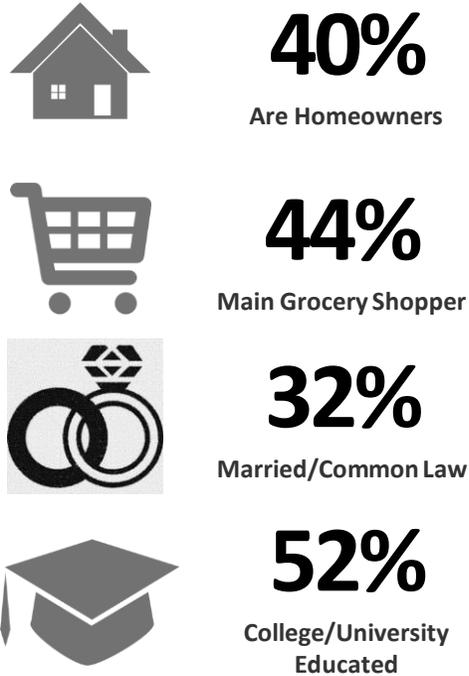
The Edge reaches
1,100,000+ Listeners
Every Week!



Edge Audience Profile – A18+ Composition



69% of Edge’s audience is in the 25-54 key buying demo



EDGE.CA

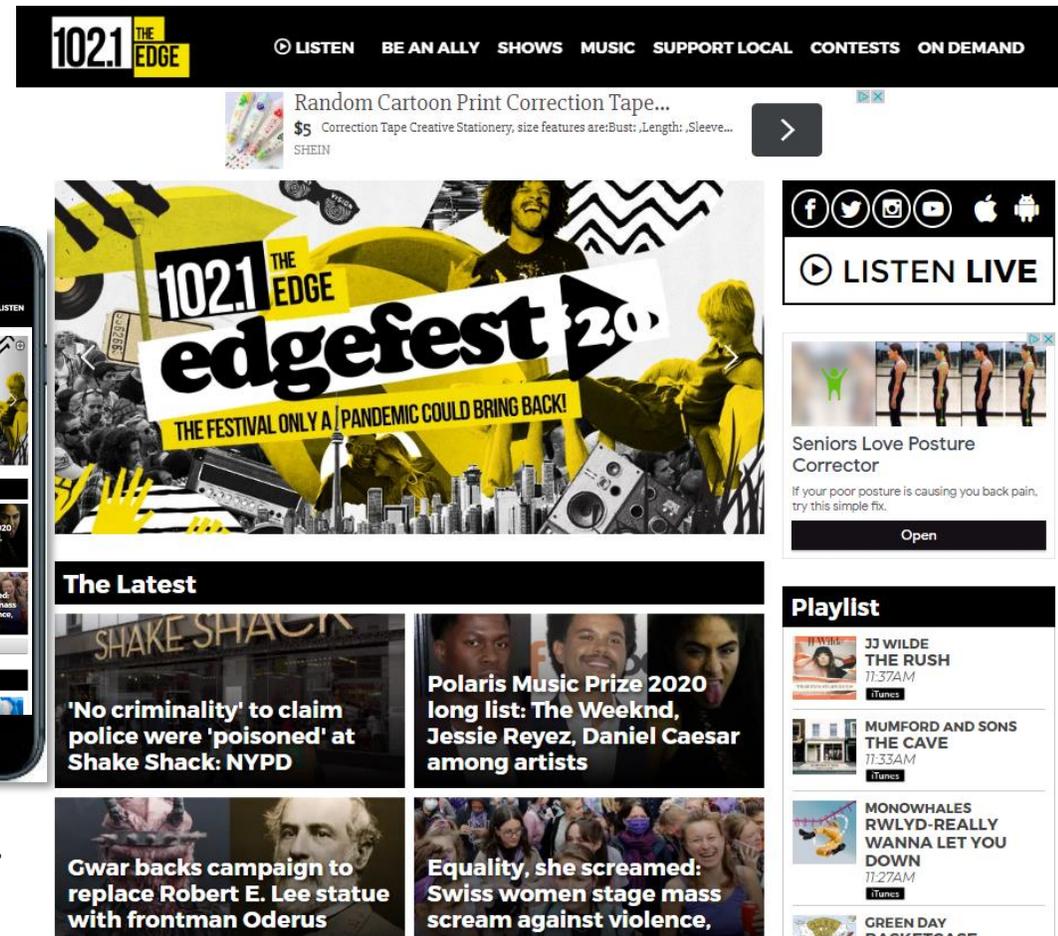


The Inside Edge e-newsletter has over 90,000 subscribers and Edge.ca receives over 300,000 page views per month.

302 Thousand
Avg Page Views Monthly

90 Thousand
Avg Unique Visitors Monthly

5 Avg Mins
Per Visitor Monthly



167 Thousand+
facebook likes

32 Thousand+
instagram followers

59 Thousand+
twitter followers

Source: Adobe Analytics, 6-month average ending June 2019, 2+ digital audience
 Facebook source: June 2019 <https://www.facebook.com/102edge>, Instagram source: June 2019, <https://www.instagram.com/1021theedge>, Twitter source: June 2019 https://twitter.com/the_edge



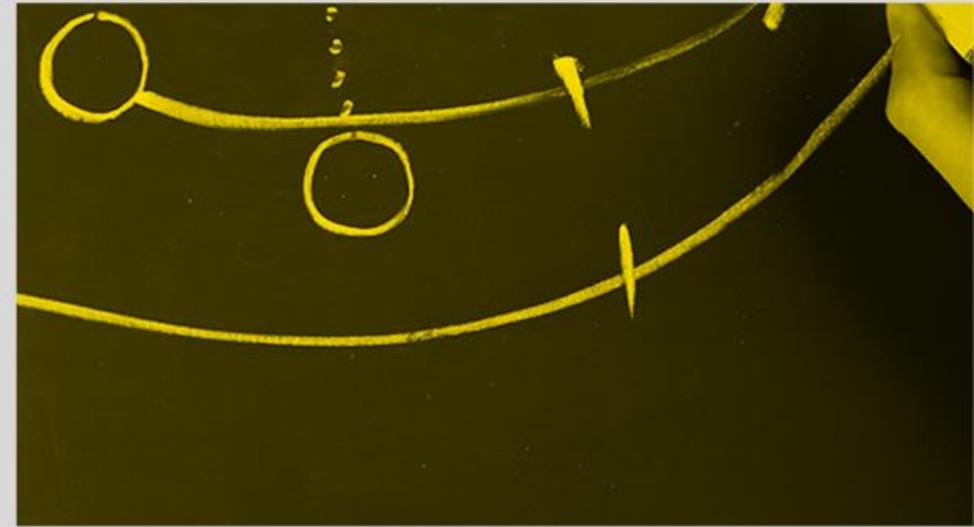
COVERAGE AREA

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

With two 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



NEXT STEPS

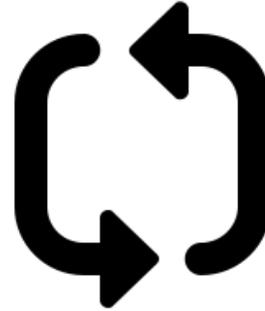




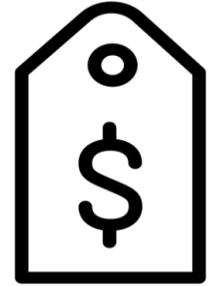
**UNDERSTAND
INTEREST**



**FURTHER DEVELOP
CONCEPTS AND
INCORPORATE
ACTION ITEMS**



**INCORPORATE
FEEDBACK**



**CREATE MEDIA
SCHEDULE, ETC.**

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:



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