

WAVE

94.7

*Southern Ontario's Smoothest Groove*





## *Southern Ontario's Smoothest Groove*

The Wave plays an energetic blend of contemporary pop instrumental music blended with popular vocal songs from current vocal hits to "old school" R&B and Motown. The result is a unique blend of upbeat and positive feel good music targeted at 35 to 65 year olds.

Boomer-age Canadians are Canada's wealthiest demographic and they are spending money on vacations, home electronics, furniture, appliances, computers, cars and investments. An Ipsos Reid survey recently released shows that **"this is a group that needs to be reached out to, as it represents tremendous potential for growth."**





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The survey of 1,980 Canadian adults found that while eight in 10 boomers self-identify as having **"big buying power,"** four in 10 feel ignored by advertisers. For decades, advertisers have chased younger audiences to gain loyalty and market share. In today's economic conditions they might be better off to refocus on a group that **"combines maturity with money and a desire to spend it."**





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### **Wave listeners are these upscale baby boomers!**

Nearly 75% have some post-secondary education, over half have household incomes above \$75,000 and **40%** have household incomes over **\$100,000!**

**Over 40%** of the audience works as an executive, manager or professional. About 17% work in education and training.

Two-thirds of listeners have an RRSP compared to the Ontario average of 54%.

And Wave listeners *love to travel by plane!* Last year, 20% flew for personal use compared to the Ontario average of 9%. And 12% boarded a plane for business vs. 4% of Ontario residents.





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### *A Sample of Some of Our Smoothest Groove Musical Artists!*

- |                     |                      |
|---------------------|----------------------|
| ♪ Marc Jordan       | ♪ George Benson      |
| ♪ Warren Hill       | ♪ Seal               |
| ♪ Phil Collins      | ♪ Natalie Cole       |
| ♪ Sting             | ♪ Norah Jones        |
| ♪ Richard Elliot    | ♪ Tower of Power     |
| ♪ Al Green          | ♪ Hall & Oates       |
| ♪ Dave Koz          | ♪ Marvin Gaye        |
| ♪ Rik Emmett        | ♪ Alfie Zappacosta   |
| ♪ Steely Dan        | ♪ Kenny G            |
| ♪ Luther Vandross   | ♪ Earth, Wind & Fire |
| ♪ Al Jarreau        | ♪ Michael McDonald   |
| ♪ Sade              | ♪ Smokey Robinson    |
| ♪ Kool and the Gang | ♪ Simply Red         |





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### **Radio works well for the retail community! Here's what some of our advertisers are saying**

"For 3 years, we have been advertising with the Wave and our customers hear it all the time. The demographic is perfect, the creative is super. The Wave has become a foundation of our advertising."

***Hanley's Shoe Shoppe***

"We have enjoyed a long-standing relationship with Wave 94.7... in that time we have used the station not only to promote our various productions each season, but also as a key means of advertising special events."

***Stephanie Davidson, Theatre Aquarius***

"Our event was very well publicized and the response was amazing. Due to the regular advertisements we collected an unbelievable 1,270 ballots from our 15 different locations across the Downtown area."

***Kathy Drewitt, Downtown Hamilton BIA***

"The response was immediate at my little boutique with sales becoming triple... we noticed the clientele we reached were sophisticated women who listen to 94.7 at their office or were travellers... together this radio advertising plan has helped me beyond any expectations I had."

***Donna Milligan, Jus B' Gauze***





# Coverage Map

CIWV-FM

Dial Position: 94.7 FM

100,000 WATTS (MAX.)

