

96.9 Radio Humber

MEDIA KIT

96⁹_{FM} | radio humber

WE ARE

HUMBER

About Us

96.9 Radio Humber is the home for All-Canadian NEW and EMERGING music. WE are the home of Band of the Month, Unsigned, SportsDrive, Bump In the Hump with Oggie James, Humber Hawks' Play By Play, plus the award-winning news magazine, @Humber. Our audience footprint potential is more than a million people daily. Our campus community radio station is based out of Humber College's North Campus.



Demographic/Psychographic

18-34 year old female (43%) and male (53%) from diverse backgrounds and interests. Represented through:

- Greater Toronto Area Community
- Commuters on Hwys 401, 407, 410 & 427
- Humber College's 50,000 student body from the three campuses; North, Lakeshore and Orangeville

Online

Twitter

- 18-34
- 47% female
- 53% male
- 2,793 followers
- 27.3k impressions monthly

Instagram

- ✚ 18-34
- ✚ 49% female
- ✚ 51% male
- ✚ 2,039 followers
- ✚ 4,212 impressions monthly





- 18-34
- 45% female
- 53% male
- 1,028 likes
- 2,808 impressions monthly

radio.humber.ca

- 18-34
- 45% female
- 54% male
- 11,996 page views

Rate Card

60 Second Rate per Occasion	Frequency Discounts
\$27.00	1-200
\$23.00	201-500
\$19.00	501-750
30 Second Rate per Occasion	Frequency Discounts
\$17.00	1-200
\$13.00	201-500
\$11.00	501-750
*Writing and production included	

Contact

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