

# GREATEST HITS OF ALL TIME



*"Connecting your business to your neighbours with  
affordable and profitable advertising solutions!"*

# The Jewel

Advertising research shows over 75% of traditional retail business Comes from within a 50-kilometre radius of your location. **THE JEWEL 88.5** listeners really are your neighbours. They're close enough to be only a short drive from your business. When you advertise on the Jewel, your valuable ad dollars are directly aimed at your primary market customers and prospects... you maximize your investment by not chasing prospects who are unlikely to travel to your place of business.



## Who We Are

**THE JEWEL 88.5 FM** caters to the music tastes of the rapidly growing 40+ age demographic. Listeners hear a fresh mix of widely-appealing familiar music from yesterday and today. They might hear a current artist like Norah Jones followed by a contemporary artist, such as Bryan Adams and then a legend like Tony Bennett. The Jewel 88.5 plays easy listening music featuring the greatest hits of all time.

# The Jewel

## Here's what The Jewel 88.5 offers your business:

- A wide range of promotional options
- Balanced audience (55% female/45% male)
- A 40+ audience with exceptional buying-power
- All-inclusive copy and production
- Proven advertising results.

## Listener Profile

Demo	Adults 40+
Education	Post Secondary Education/University/Post-Grad: 64%
Occupation	Managers, Professionals and Executives: Jewel listeners are 39% more likely than the average person in Ontario to be an OMP
Income	Jewel listeners are <i>61% more likely</i> than the average person in Ontario to be in the \$75,000-\$100,000 household income bracket
Activities	<ul style="list-style-type: none"> <li>- Gardening: 80% of audience. Index: 62% more likely than average!</li> <li>- Power Walking/Aerobics: 65% of audience. Index: 10% more likely!</li> <li>- Yoga/Pilates: 30% of audience. Index: 27% more likely!</li> <li>- Cycle: 52% of audience. Index: 6% more likely!</li> <li>- Play Golf: 42% of audience. Index: 18% more likely!</li> <li>- Ballet/Opera/Symphony: 54% of audience attended/past yr. Index: 61% above average.</li> <li>- Movies: 70% of audience attended/past year. Index: 3% above avg.</li> <li>- Art Galleries/Museums: 48% of audience attended past/yr. Index: 26% above average.</li> <li>- Concerts: 58% of audience attended/past yr. Index: 32% above avg.</li> <li>- Casino: 50% of audience attended/past yr. Index: 49% above average.</li> </ul>
Restaurants	<ul style="list-style-type: none"> <li>- Family Style at least 2x/month: 20% above average</li> <li>- Eat at Fine Dining at least 2x/month: 49% above average</li> </ul>
Home	<ul style="list-style-type: none"> <li>- Home Owners: 80% of audience. Index: 30% above average.</li> <li>- Mortgage-Free: 77% of audience is mortgage free!</li> <li>- Home Improvements: Jewel listeners are <b>14% more likely</b> to have spent at least \$20,000 on home improvements in past 2 years!</li> </ul>
Automotive	<ul style="list-style-type: none"> <li>- Own Luxury Vehicles: 52%</li> <li>- Likely to buy new vehicle in the next 12 months: 22%</li> </ul>
Leisure	<ul style="list-style-type: none"> <li>- Own Cottage: 23%</li> <li>- Vacationed Past Year: 70%</li> <li>- Flights: Jewel listeners are <b>19% more likely</b> to have taken at least 3 personal flights in past year</li> <li>- Destinations: Jewel listeners are <b>23% more likely</b> to have vacationed in the US in the past year, <b>52% more likely</b> to have vacationed in another Canadian province/territory in past year, <b>27% more likely</b> to have traveled to Mexico/Caribbean in past year and <b>32% more likely</b> to have ventured to Europe in past year!</li> </ul>
Investments	<ul style="list-style-type: none"> <li>- RRSP: 69%</li> <li>- Mutual Funds: 42%</li> <li>- Total value of savings and Investment \$100,000+: 47%</li> </ul>

Source: BBM RTS & S108



# The Jewel

***“The Jewel 88.5 is the only FM station of it’s kind in South Central Ontario. Playing easy-listening unforgettable hits from a selection library of over 6,000 enduring hit recordings.*”**

## **Financial Opportunity**

	Population 2008 est. Census	Total Income Ave. HH 2007 est. \$	Total Retail Sales per HH 2007 est.	Total Retail Sales \$ approx.	Disposable Income per HH \$
<i>The Jewel 88.5</i>	<b>9,077,954</b>	<b>\$82,161</b>	<b>\$52,936</b>	<b>\$138 billion</b>	<b>\$65,668</b>

### **South Central Ontario:**

*York Region, Durham County, Simcoe County, Region of Peel, Dufferin County, Newmarket, Vaughan, Toronto, Barrie, Gravenhurst, Bracebridge, Midland, City of Kawartha Lakes.*

***“The Jewel 88.5 speaks to a 40+ consumer possessing considerable assets and offers affordable and profitable advertising solutions!”***

**[www.885thejewel.com](http://www.885thejewel.com)**



## CLIENT TESTIMONIALS

### HERE'S WHAT SOME OF OUR LOYAL AND SUCCESSFUL CLIENTS SAY ABOUT WORKING WITH US!

**Vince Midolo, General Manager – Howard Johnson Hotel – Aurora**

*"For those of you who are searching for the perfect advertising medium, I would not hesitate to recommend. I can say from experience that radio ads really work for us. We were faced with a dinner/dance with lagging sales after newspaper ads were run and wondering whether we would have to cancel when the decision to take out radio ads was made. After running the ads we were sold out and had to add another date to accommodate the overflow of customers.*

*So, clearly the radio ads worked amazingly. Thank-you Jewel 88.5 FM."*

**Marcel Stripe, President and General Manager – Toronto Chrysler – Toronto**

*"I personally like to take this opportunity to convey my appreciation over the last 12 years for your dedication, persistence and hard work for both previously QEW/427 Dodge Chrysler and presently Toronto Dodge Chrysler Jeep Ltd.*

*You somehow always come up with the right promotion that best suits our needs in this ever competitive market.*

*Your station's Listeners are just the right demographics for the product that we sell."*

**Paul Knappett, Knappett Jewellers – Newmarket**

*"It is important for us to know that our message is reaching our target demographic, and with 88.5 I can rest assured that our campaigns are going to deliver results. Over the years I have enjoyed working with 88.5, the quality of the programming, the announcers, the various campaigns, everything reflects a high degree of professionalism. 88.5 seem genuinely concerned for how my business succeeds and there is a desire there to work with us to ensure we continue to grow. With 88.5 I know Knappett Jewellers will have continued success in the future. Thank you for your support."*

**Sue Buckle, Family Transition Place --Marketing, Communications & Resource Development Manager – Orangeville**

*"Thanks to The Jewel 88.5 FM for building the buzz for our fundraising events – the Family Transition Place Golf Classic and Reel Cinema for a Real Cause Film Festival. Working with Jewel is a pleasure – from the sales rep who built our promotion program, to staff in production who helped create the radio spots, to morning show host Gary Gamble whose enthusiasm for our work and our need came through during his interviews and as emcee of our Golf Classic. Thanks Jewel!"*