

# life 100.3

ontario's christian superstation

# STATION

# PROFILE



**YOUR  
MESSAGE  
ALL OVER  
CENTRAL  
ONTARIO!**

## FORMAT

LIFE 100.3 is the only station in Central Ontario that plays contemporary Christian music.

The daytime hours feature adult contemporary music and talk shows from 9-10am, Noon-1pm and 4-4:30pm. After 7pm we play a mix of alternative rock and hiphop music that targets young adults and teens.

News is broadcast every half hour from 5:30-8:30am & noon. Traffic reports air four times every hour 5:30-9am and 4:30-7pm.

## TARGET AUDIENCE

Daytime - Adults 25-54

Evening - Teens and Young Adults

## SIGNAL COVERAGE

LIFE 100.3 broadcast across Central Ontario. We broadcast 40,000 watts from Barrie, with repeater stations in Owen Sound, Huntsville and Peterborough. Our signal reaches west to Sauble Beach, north to Burk's Falls, south to the 407 and east to Marmora.

## RATINGS

In our most recent Numeris Ratings survey released December 2014, we are pleased to report that 62,000 listeners across Central Ontario tune to LIFE 100.3 every week. Throughout the week, in any hour, there is an average of 4,200 people listening. In Barrie, 3.3% of the 18-34 audience is tuned and 4.5% are women 18-34.

**100.3 BARRIE 90.1 OWEN SOUND 89.3 PETERBOROUGH 98.9 HUNTSVILLE**

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