

Country: www.cfcw.com

CFCW - Alberta's Country Legend!

Targeting adults 35+ in Edmonton & throughout North-Central Alberta, CFCW is a country lifestyle station that plays country favorites from yesterday and today. Feature artists range from George Jones to Miranda Lambert and everything in between!

There is nobody more loyal than a CFCW listener.

What that means for your business...

- The message on the radio will be heard loud and clear by the CFCW audience. The listeners will support those who advertise, because of the credibility of the station. You'll experience higher returns on your advertising dollar and require less repetition as CFCW is the market leader for hours tuned in.
- Our signal is famous for booming across Alberta and beyond. We reach MORE potential customers MORE often than any other radio station.

CFCW is Canada's First Country radio station, established in 1954

CFCW's "The Alberta Ag Show" hosted by Agriculture Director Dean Thorpe is Alberta's most listened to agricultural industry radio program. Heard exclusively on CFCW Monday to Friday between Noon and 1:00pm, a feature sponsorship means reaching upwards of 180,000 listeners (18 years and older) in north central Alberta daily. There are a variety of sponsorship opportunities to choose from, including the news and weather casts.



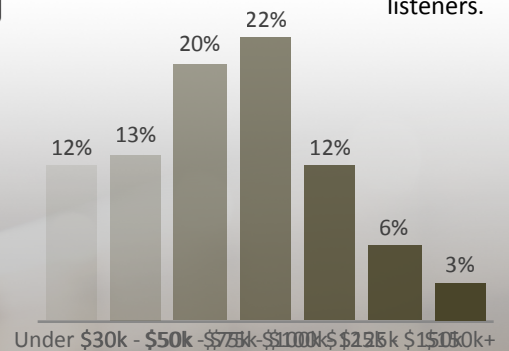
840 CFCW listeners are 19% more likely to own their home; 90% of listeners.



840 CFCW listeners are 7% more likely to be married; 58% of listeners.

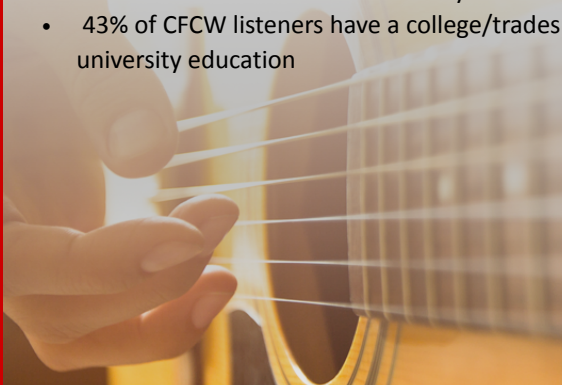
Occupation / Education

- CFCW listeners are 3 times more likely than the general population to be employed in the Ag Industry
- CFCW Listeners are 64% more likely to be self employed
- 43% of CFCW listeners have a college/trades or university education



Radio Listening

- Over a third (36%) of CFCW listeners fall into the heavy listening radio quintile
- CFCW listeners are fiercely loyal with an average of 50 hours a week spent listening and the lowest audience turnover in the market!



840/CFCW



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