

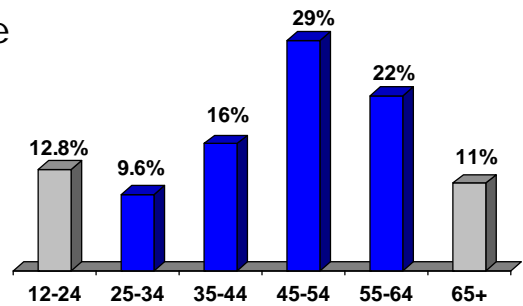
98.5 Ocean

today's lite rock



In the next 7 days over **57,000*** local listeners will listen to Ocean 98.5

- **68%** of Ocean 98.5 listeners are female
- **32%** are male
- Over half (62%) are between 25 and 64 years



BBM Fall '11 A12+ Central Cume, Mon-Sun 5a-1a



Did you know our listeners ...

- Skew higher in income and education !
- Work at white collar and professional occupations.
- Are active. They enjoy gardening, fitness, walking, swimming and home workout/exercise.
- Enjoy dining out.
- Go to movies, bars and national/provincial parks.
- Consider family life and having children to be a very important part of their life.
- Are likely to be part of the “Baby Boom” generation.

On www.ocean985.com:

- 15,675 Loyalty Members**
- 568,931 page views*
- 26,411 Unique Visits*
- 22,131 Online Streams*

Source: * Omniture Analytics September 2011
** M2o Media October 2011



*

Source: BBM Fall '11 Central Cume A12+, Mon-Sun 5a-1a



STATION HIGHLIGHTS...



Ocean 98.5 is "Today's Lite Rock", and Victoria's "At Work Radio Station" as well as the #1 choice for soft rock favorites and the most music.

Ocean 98.5 features Forbes and Marshall, Canada's only "Married" morning team, from 5:30 a.m. to 10:00 a.m. for over 15 years.

Ocean 98.5 is also the proud home of the "Ocean Jet" and our famous "Trip A Day".

■ **Traffic and Weather** with live rush hour traffic reports morning and afternoon Monday – Friday 5:30 a.m. – 8:00 p.m., and Saturday – Sunday 10:00 a.m. – 6:00 p.m.

■ **Dr. Oz** – Get your daily dose of all things healthy from Dr. Oz. Heard every day at 8:40 a.m. and 3:50 p.m.



■ **ocean985.com** has links to info about the music we play, community events, and Bios of our on-air personalities. Consider yourself up-to-date with all the days activities !!



■ **Ocean 98.5 vip platinum club** has contests, prizes and more. We now have over 15,000+ active Loyalty members and growing.

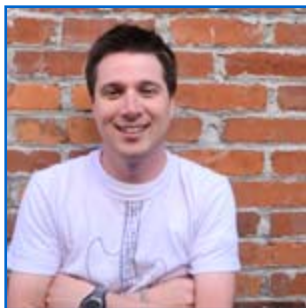
Meet the rest of our Ocean 98.5 announcers...



Heather Palak

Weekday Afternoons 10am-2pm

Heather Palak keeps you going throughout the workday from 10:00 a.m. - 2:00 p.m.



Rob Michaels

Weekday Afternoons 2pm - 7pm

Rob Michaels keeps you company on the drive home weekdays from 2:00 p.m. – 7:00 p.m.



"Alex"

Weekends 10am – 6pm

Catch Alex dancing along to Today's Lite Rock on Ocean 98.5 every weekend from 10am-6pm!

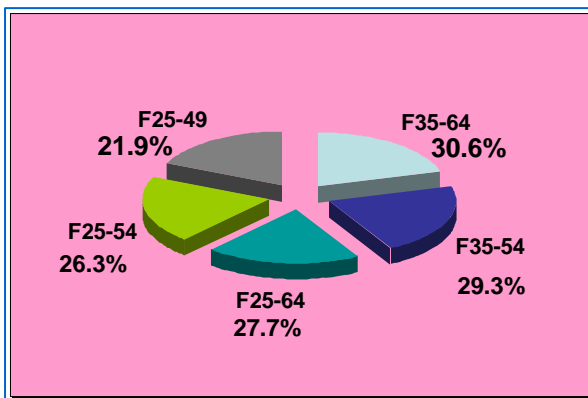


WOMEN... ARE YOU REACHING THEM?

Effectively marketing to Women is the most significant and profitable opportunity in marketing today !!

68% of Ocean 98.5 listeners are female !

Ocean 98.5 Market Share of Females



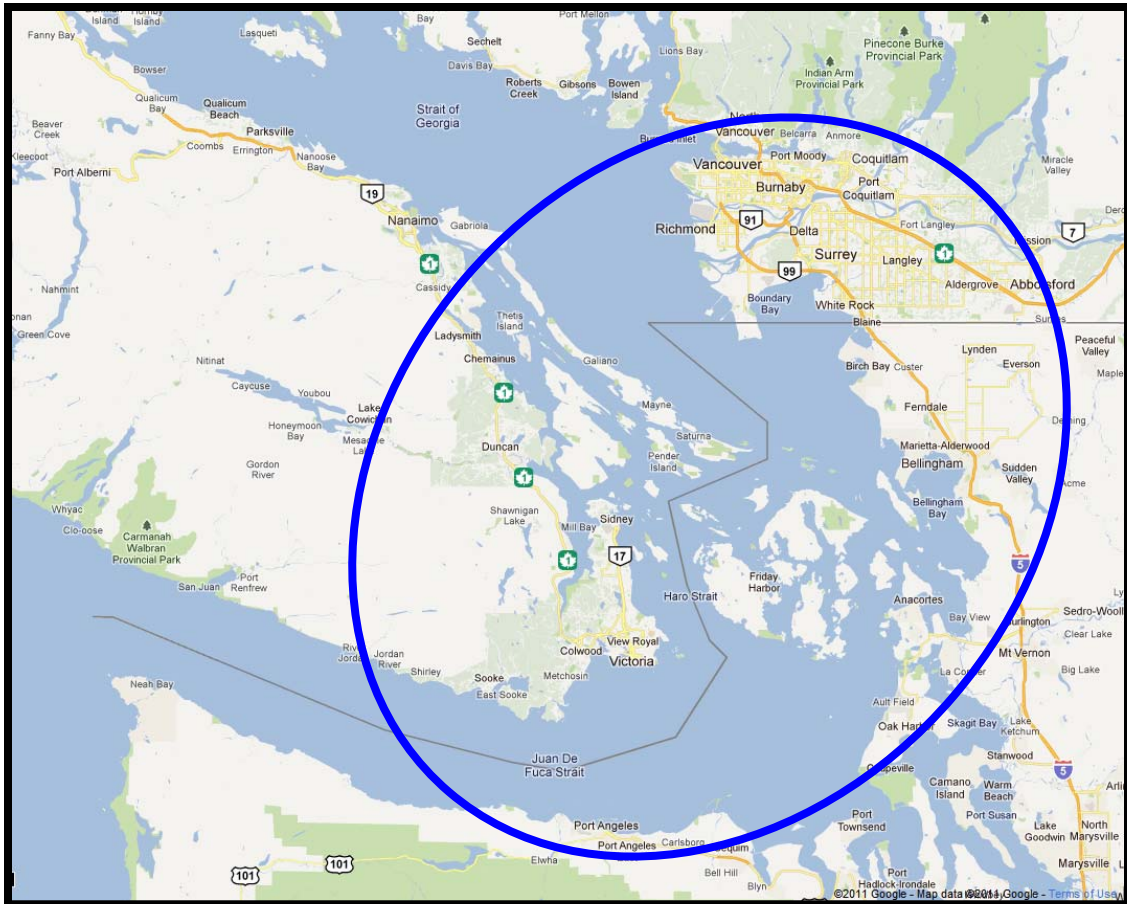
Put the power of the purse to work for your business

- 90% of **Women** say they are the primary shoppers in the household.
- 46% of the Canadian workforce are **Women**.
- 53% of all professionals in Canada are **Women**.
- 80% of all health care decisions are made by **Women**.
- 52% of all new vehicle purchases, including trucks are influenced by **Women**.
- 65% of all apparel purchases are influenced by **Women**.
- 70% of all travel purchases are influenced by **Women**.
- 90% of **Women** participate in decisions that effect their household's retirement and investment accounts
- 20% of all home purchases are made by single **Women** with 90% of all home purchasing decisions are influenced by **Women!**

Source: Survey Fall 2011 BBM, Mon-Sun 5am-1am, Victoria Ctrl, Composition Market Share



COVERAGE MAP...



Rogers Victoria Radio Group
817 Fort Street
Victoria, B.C. V8W 1H6
PH: (250) 382-0900
FAX: (250) 382-4358
www: ocean985.com

