

What Makes CKUA Different?

- Listener supported radio
- Eclectic programming including indie, classical, jazz, folk, blues and world beat, allows you to target your message
- Established in 1927, 16 transmitters across the province
- Cumulative monthly reach: 380,000, about 10% of the province listens

CKUA is a unique message medium with a high tune in factor that generates listener response.



"CKUA is the Julliard of radio stations."

Marty Taylor
Leadership Donor- Edmonton

CKUA & Community

- We're a leader in Alberta's arts and cultural scene
- Sales, listeners, donor and volunteer support enable us to help enrich communities around the province, allowing for a natural, continuous circle of community support
- Live broadcasts around the province enable us to bring the festivals and events wherever you are



"The TransCanada Music West series is a great example of how collaboration between the arts and industry can build something great."

Cyril Elbers, Manager Community Investment and Socio-economic Programs – TransCanada

Advertising on CKUA provides you with many opportunities to grow your brand and develop premier positioning for your community outreach.



Who's Listening?

- Age Range: 35 to 65
- Male 52% - Female 48%
- **83%** with post-secondary education 
- **54%** more likely to be a Professional / Executive / Management 
- Average Listener is married with an income of **\$100k +**
- Listeners enjoy going out to live shows. They are out attending concerts, plays, films, or visiting a gallery 



"CKUA is THE voice of Culture in the Province."

Michael Schurek
Edmonton Symphony Orchestra and Winspear Center ESO



CKUA captures listeners with high disposable incomes who are loyal, educated, and highly active. They are the influencers of the province



"We are proud to be associated with the unique cultural gem that is CKUA, and ... have found success by advertising with CKUA."

John Holzapfel, President
PF Custom Countertops- Edmonton

What CKUA will do for you!

- We deliver an audience that responds
- Listeners support businesses who support CKUA
- Write and produce all ads at no cost
- Save the 5% GST

CKUA has built advertiser success stories across all industries and professions.

Call us today at 1-877-817-2582

Key demographics



850+
listening on-line
at any time



15K+
Facebook followers
(13K+ Twitter)



11.4K+
listeners who
donated last year



250,000
of households
listening per week



7K+
views to CKUA Events
Calendar / month



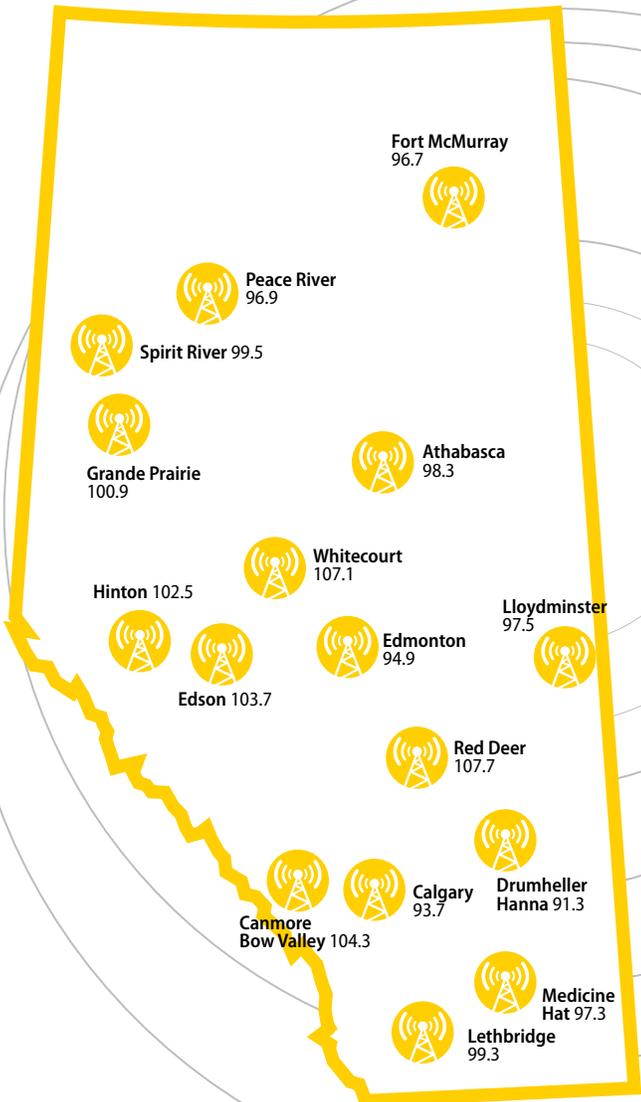
427
donor communities

Psychographics

(Propensity over commercial radio)

Our listeners are active and more likely to

- Visit the Jubilee Auditorium **57%**
- Visit the Art Gallery **124%**
- Cross-country ski **115%**
- Attend the Symphony **172%**
- Attend the Opera **256%**



Throughout Alberta and around the world at ckua.com

MUSIC STORY CONNECTION