



CFSM-FM

107.5 Cranbrook/Kimberley, 107.9 Fernie,
107.1 Sparwood, 107.7 Invermere

Format: Hot Adult Contemporary
summit107.com

Station Profile



Core Artists: Maroon 5, Bryan Adams, Madonna, Katy Perry, Adele, John Mayer, Matchbox 20, Bruno Mars, Christina Aguilera, Michael Jackson, Kelly Clarkson, P!nk, Taylor Swift, Train & more.



Target Listener: 25-40 year old woman, married with a family. Likely in a dual-income household.



Coverage/Trading Area Population¹: 65,000.

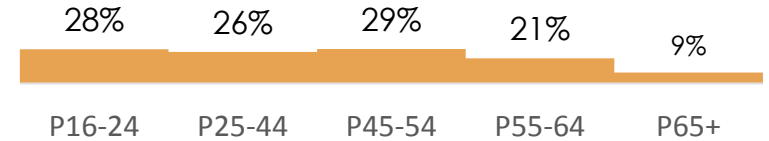
Local Programming

Summit 107 is **connected to the community** with Live Morning, Midday, Afternoon and Weekend shows originating from our Cranbrook Studios. Local News, Weather & Sports airs throughout the day anchored by our Cranbrook news team.



Listener Profile

Top 40-Current Hits-Pop Music Format³



40% of Pop Music listeners are male.
60% are female.



57% have completed post-secondary education.



65% are married or living in a civil or domestic partnership. **27%** are single/never married.



28% have children under 12 in the household, and **32%** have teens in the household.



45% are employed as managers, professionals, or professionals with managerial responsibilities.



Pop Music listeners have high household incomes. **62%** earn \$75K+ annually, and **42%** earn \$100K+ annually.

Sources: (1) Statistics Canada 2011 Census; (2) TouchPoints Canada 2015 (CBQ). Base: P16+ Audio Genres-Top 40-Current Hits-Pop Music. Icons: Freepik/Flaticon.