



CKBD-FM Station Profile

Format: Modern AC


981theBridge.ca

Music Format

Modern AC features the biggest hit songs and artists from the CHR/Top 40, Hot AC/Pop and Modern Rock charts.

Core Artists include Imagine Dragons, Alessia Cara, Arkells, One Republic, Maroon 5, Mumford & Sons, Adele, Coldplay, Bruno Mars, Black Keys, Ed Sheeran, The Weeknd, Sam Roberts & more.

Target Audience

 **Broad Target:** Adults 18-49. **Narrow Target:** Adults 25-39.

 **City of Lethbridge 2016 Population¹:** 96,828

 **Coverage/Trading Area Population²:** 341,180

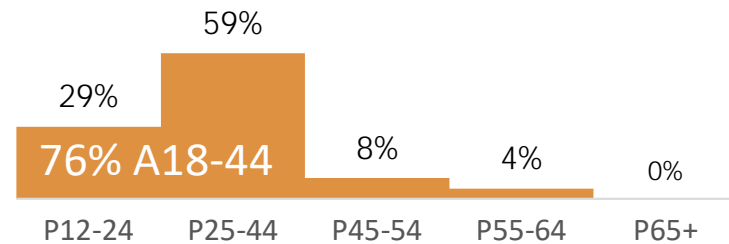
Local Programming

98.1 The Bridge is connected to the community broadcasting live from our Lethbridge studios. Featuring "**The 2 Minute Promise**", the Bridge never plays more than 2-minutes of commercials in a row ensuring your marketing message is heard and stands out.

The Bridge is custom designed for Millennials featuring a mix of hit music complemented by live announcers, lifestyle information and local news, weather and community events coverage.



Listener Profile³



The Bridge reaches **18,388*** listeners weekly who tune **76,200 hours***.



62% of Bridge listeners are female. **38%** are male.



23% are managers, professionals, executives or are self-employed. **22%** work in technical or skilled occupations.



Bridge listeners have high household incomes. **62%** earn \$75K+ annually and **55%** earn \$100K+ annually.



67% have completed post-secondary education.



42% are married/common law. **57%** are single/never married.



29% have children under 12 in the household.

Sources: (1) City of Lethbridge 2016 Municipal Census; (2) Lethbridge Trade Area & Commercial Catchment Basin Study Report, Environics Sep 2016 chooselethbridge.ca; (3) micro+ Numeris Fall 2016 P12+ who tune in to CKBD-FM. Reach Plan Mo-Su 5a-1a. *Full Coverage. Icons: Freepik/Flaticon.