







## Advertising Fast Facts

***2023 will mark our 22nd year of full-time operation  
reaching thousands of listeners across Halifax Metro and beyond!***

- Music format features traditional and today's easy listening, soft rock, adult standards, middle of the road favourites, instrumentals, big band, jazz, East Coast and Canadian content. We play artists such as Elvis, Frank Sinatra, Nora Jones, James Taylor, Anne Murray, Michael Buble, Gordon Lightfoot, Elton John, The Eagles, John Denver and other great music from 50s, 60s, 70s, 80s and more.
- Broadcast to many thousands of mature listeners from across Halifax Metro and beyond on our FM frequency. On the internet we reach about 18,000 unique listeners per month and is increasing.
- Over 10,000 listeners enjoy Seaside FM on TuneIn Radio as of November 2022. 
- A recent survey found that about 70% of people listen to community radio stations like Seaside FM. This survey also found that in times of crisis people turn to their community radio stations for current information.
- Average audience breakdown for Seaside FM's format:
  - Adults 45+ (71.3% of listening audience)
  - Adults 35-44 (18.5% of listening audience)Source: Mediamark Research & Intelligence LLC
- Almost 21,000 Followers on our Facebook fan page as of November 2022!  
**(60% of people who Like us are between 35 and 65 plus years of age)** 
- Over 20,000 people have played our very popular online 50/50! 
- Over 2,700 followers on Twitter as of November 2022. 
- Listen on 105.9 FM Radio frequency, online at [seasidefm.com](http://seasidefm.com), online at TuneIn Radio, On Aliant Digital TV - Channel 779 (Atlantic Canada), Eastlink Digital TV - Channel 952 (Within Metro Halifax)
- Typical Characteristics for Canadians Over the Age of 55:
  - Active with considerable spending power yet ignored by advertisers with spending clout waiting to be unleashed. Represent a new market for those who have done traditional advertising
  - Responsible for 55% of discretionary spending and 80% of the country's personal wealth
  - Account for more than 80% of leisure travel spending, 25 percent of toy sales, 60% of home remodelling and 50% of luxury car purchases
- Seaside FM Awareness and Call to Action Advertising Options Include:
  - Volume Discount Pricing for 30, 15 and 60 second commercials
  - Sponsorships such News, Weather, Traffic Report, Community Notes, etc.
  - Thirty-minute on-air commercial interviews and On-Site Live Remotes

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**For more information on 105.9 Seaside FM Radio Advertising call 902-469-9231**