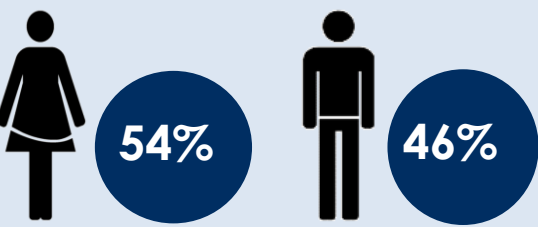


Parksville, British Columbia

Market Demographics

Gender



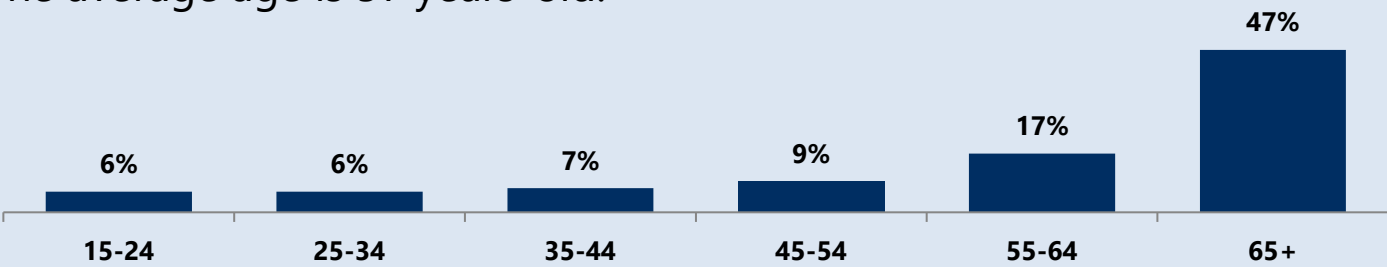
Population

31,054

- In the heart of Oceanside, on the sheltered east coast of Vancouver Island, we are an active community of urban professionals, families with young children and retirees who have chosen to live in our community for a quality of life and the region's natural environment.

Age

- 73% of **Parksville's** total population are in the 45+ age group.
- The average age is 57 years-old.



Marital Status

- 66% are married or living in a common law relationship.
- 15% are single or have never married.
- 20% are widowed, separated or divorced.



Household Financials

- **Parksville** residents have an average household income of \$89,700.
- 82% are homeowners.
- The average value of their primary real estate is \$711,000.



88.5 The Beach
www.885thebeach.com



Station: CIBH-FM
Frequency: 88.5 FM
Format: Adult Contemporary
Target Audience: Adults 25-54
Narrow Target: Females 45-54
Coverage: Parksville, Qualicum Beach & surrounding Oceanside communities

Find us online at 885thebeach.com, beach app, your smart speaker or on Facebook, Insta or X @885thebeach

- 88.5 The Beach is Parksville and Qualicum Beach's daily source for hourly local news, weather, sports and community information.
- The station is heavily involved in the community, covering many of the area's special events with live broadcasts.
- 88.5 The Beach is the play-by-play voice of the VIJHL's Oceanside Generals Hockey Club.
- Listen to **Beach Mornings with Meghan** weekday mornings from 6am-10am for your favourite music and interviews with the people of Oceanside.

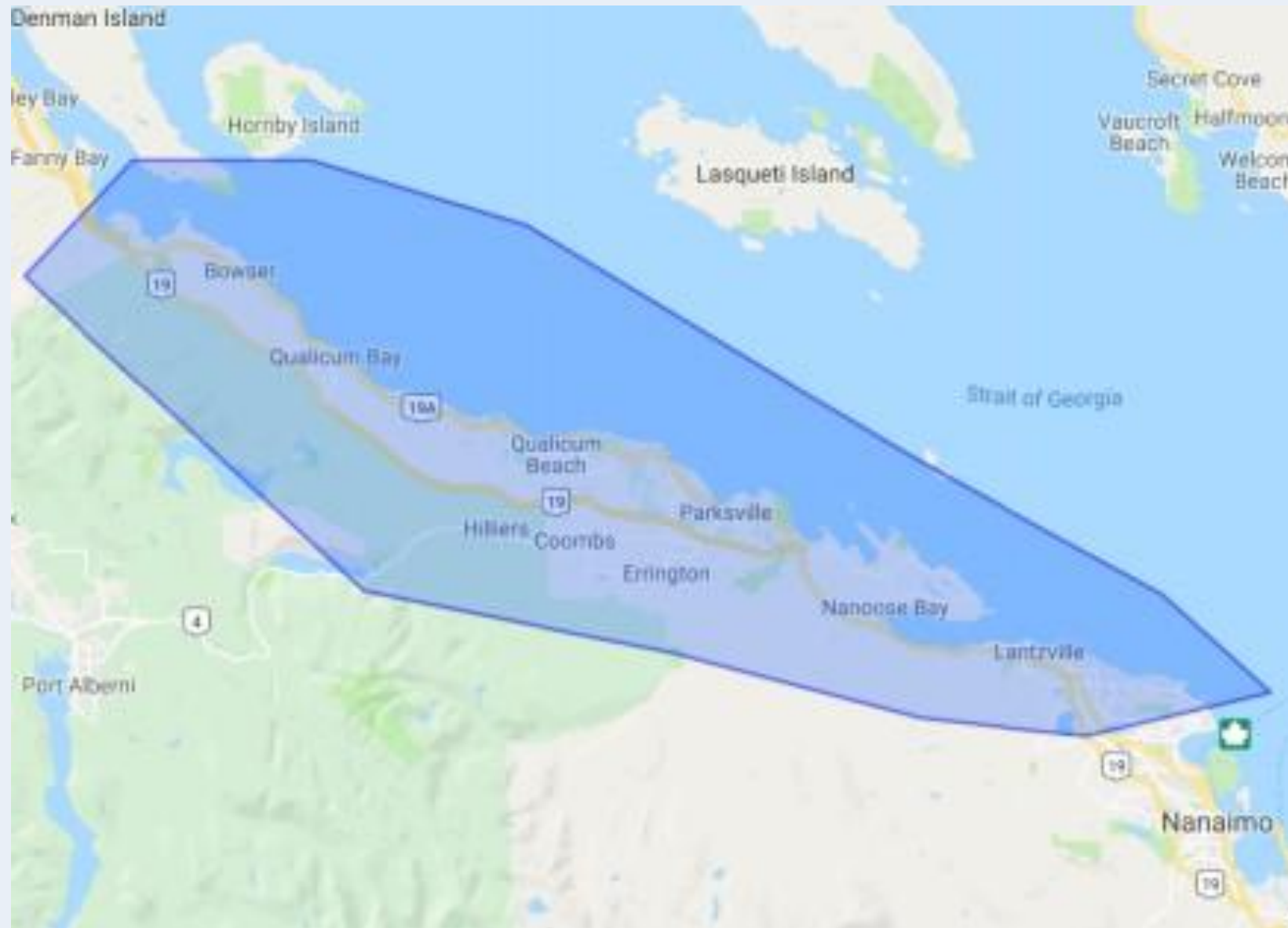
OUR HOSTS



IN THE COMMUNITY



COVERAGE



Signal Coverage Area Includes:

- Parksville
- Qualicum Beach
- North Nanaimo
- Nanoose Bay
- Lantzville
- Bowser
- French Creek
- Errington
- Coombs



Validate

The radio advertising measurement and audio attribution technology platform.

Tracking the success of your campaign

Now we can track your customer journey from listening to your commercial on our station via streaming to visiting your website.

How does it work?

1. Client adds Validate conversion tag to their website.
2. Validate tracks listener's journey from hearing client's ad to visiting client's website.
3. Client receives dashboard quarterly (or at the end of campaign) that shows total campaign impressions, conversions, and CPM.

That's a Game Changer!

