

KX 94.7

New Country **FM** HD 1

2025 MEDIA KIT

FOR MORE INFORMATION CALL 905.388.8911

Who We Are

KX94.7 is Canada's #1 Country radio station! Launched in August of 2011 with a 100,000 watt signal, the station serves the communities of Hamilton, Burlington, Oakville and the rest of the Golden Horseshoe, from Niagara to the western boundaries of Toronto.

Country music has never been so popular, especially within the younger generation. **KX94.7's** audience is upscale – 47% live in households of \$100,000 plus incomes, over 27% are executives, professionals, or managers and 70% have post-secondary education.*

Canadian Country Music Association's 2014 "**Personalities of the Year**" Toff and Melissa kick off the Morning Show from 5:30 to 9. Then it's Linda Martelli till 2pm, followed by Derm on the drive home to 7pm. Mike Fuller hosts evenings and weekends.

KX94.7 offers many feature sponsorships like news, weather, traffic reports and live-on-location remotes. As well, there's a list of on-line opportunities – email blasts, streaming pre-rolls and banner ads along with other great promotional programs!

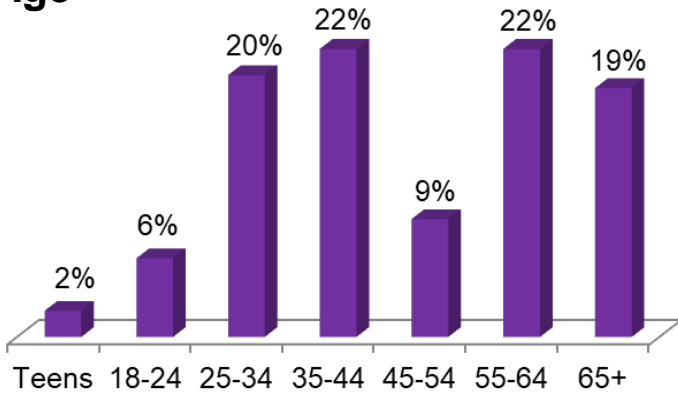
Visit us on line at www.kx947.fm. Talk to your marketing representative for more details.



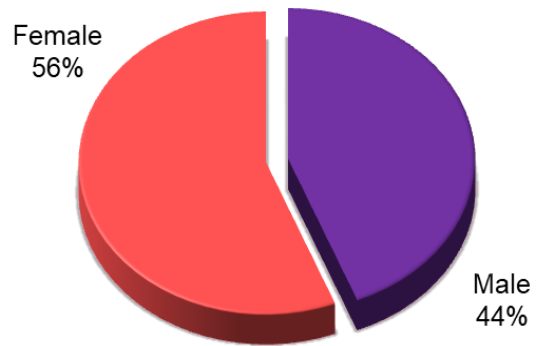
CHKX-FM – Hamilton, Ontario
KX-947

Format: New Country
 Numeris Originating Stations: FM: 5 AM: 2
 Population: 763,554

Age



Gender



Education

No Reply	<High School	High School	College/Trade	University	Post Grad
5%	4%	24%	38%	21%	8%

Household Income

No Reply	<\$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
14%	5%	13%	18%	16%	20%	5%	10%

Occupation



According to the Numeris Spring 2025 results, CHKX-FM has a weekly reach of 61,308 listeners. These consumers spent 468,000 hours weekly tuning in to CHKX-FM.



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CHKX-FM

Some of our Proud Sponsors

City of Hamilton

Ford Dealers of Ontario

McDonald's

Right Time Heating & Air

OLG

Energy Powersports

St. Jean Realty

Conestoga College

Shipton's Heating & Cooling

Dennis Searles Chevrolet

Ontario Honda Dealers Assoc.

Grimsby Kia

Sobeys

Sewer Squad

Pizza Nova

Herbert Elsner Shoes

Bryan's Auction Services

H Williams Jewellery

Nissan

ILA Sports

MNP

Rob Golfi Team

Brantford Toyota

Sleep Country Canada

Toyota Dealers Association

Swiss Chalet

Walmart

Reliance Home Comfort

Subway

Ren's Pets Depot

Healthy Planet

X-Copper

Desjardins

Home Hardware

Strodes BBQ & Deli

Shaw Festival

Alexanian's

Tim Horton's

Jiffy Lube

Winegard Motors

Fallsview Casino & Resort

Wendy's



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CHKX-FM

Traffic Report Sponsorship

KX94.7 commuters need to hear road conditions as they travel to and from work and as they head out to spend money on various products and services.

Here's a great way to deliver your message, while they are in their vehicles where commercial recall is 50% greater!

Traffic Reports rotate evenly, Monday to Friday,
5:45am to 9:00am and 3:00pm to 7:00pm.

Each report includes a name credit and
10-second **LIVE** selling message!

**Pricing available from your
marketing consultant or the station**



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CHKX-FM

Morning Newscasts Sponsorship

People rely on radio all day long for their news, especially local news. Sponsorship of KX94.7 morning news offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

Morning News Sponsorship includes:

Monday to Friday

- 1 opening name credit at the beginning of the newscast
- 1 x 30 second commercial daily following newscast

Breakfast Newscast Rotation:

6:00am, 6:30am, 7:00am, 7:30am, 8:00am, 8:30am

Minimum 13 weeks

**Pricing available from your
marketing consultant or the station**

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CHKX-FM

Afternoon Newscasts Sponsorship

People rely on radio all day long for their news, especially local news. Sponsorship of KX94.7 afternoon news offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

Afternoon News Sponsorship includes:

Monday to Friday

- 1 opening name credit at the beginning of the newscast
- 1 x 30 second commercial daily following newscast

Afternoon Newscast Rotation:

4:00pm, 5:00pm, 6:00pm

Minimum 13 weeks

**Pricing available from your
marketing consultant or the station**

Live-on-Location 3 hour Remote Package

Have **KX94.7** on location for a three hour period at your next big event!
Bring attention to your business and help increase traffic to your door!

Here's what you get:

- 15 X 15 second promotional announcements
- 3 x 60 second live "cut-ins" per hour for a total of 9
- 30 x 30 second commercials during the week of your event
- on-air talent on location for 3 hours
- exposure on the KX94.7 website
- promotional giveaways at your event

Remote may run 9am-noon or 1pm-4pm

**Contact the station or your
Marketing Consultant for pricing**

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Coverage Map

CHKX-FM

Dial Position: 94.7 FM

