



# WAVE 98.3

VANCOUVER'S COOLEST VIBE

Media Kit 2022/23

**WAVE 98.3 FM was acquired in July 2021 by Durham Radio Inc., an independent Canadian owned and operated broadcaster with more than 25 years of radio ownership.**

**A station offering a cool new adult contemporary format unique to the market, one that attracts an extremely loyal, discerning, affluent and active audience.**

**A station serving Vancouver, uniquely combining a rhythmic smooth groove with a mix of contemporary and classic hits, presented by the best on-air line-up in the city.**

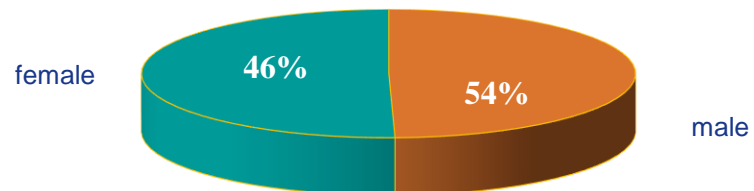
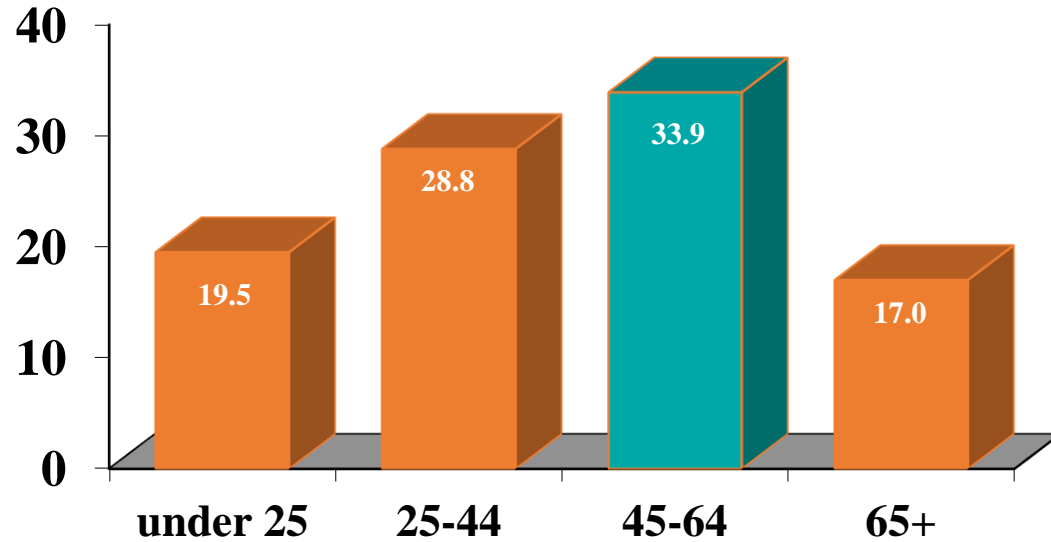


**WAVE 98.3**  
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The logo features the word 'WAVE' in a dark blue, bold, sans-serif font, followed by '98.3' in a teal, bold, sans-serif font. Below this, the tagline 'VANCOUVER'S COOLEST VIBE' is written in a smaller, dark blue, bold, sans-serif font. The entire logo is set against a background of three concentric, overlapping circular bands in shades of light blue and green.

# What Makes WAVE 98.3 Different?

Unique format is designed to target affluent women and men aged 45+



Source: CIWV Hamilton - Numeris PPM  
Survey Mar-May 2011 (13 wk. survey)  
Toronto extended market, percent of  
total audience

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# What Makes WAVE 98.3 Different?

Our listeners are more likely to be:

Between the ages of 45 and 60

University or College educated

Affluent

Empty nesters

Those with high disposable income

Frequent travellers

People who enjoy dining out

Purchasers of luxury items

[All About Jazz demographics](#)

[National Endowment of the Arts - Who's Listening](#)

[NPR JAZZ research 2011](#)

[London Blues Jazz 2015](#)

[Jazz scores - 2016](#)



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# What Makes WAVE 98.3 Different?

## Our Music!



Anita Baker



George Benson



Smokey Robinson



Chris Botti



Dave Koz



Alfie Zappacosta



Sade



Boz Scaggs



Michael Buble

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# Over-the-Air-Coverage

WAVE 98.3 reaches over 1 million people



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## Extensive Digital Reach



amazon alexa



android



WAVE 98.3 is also available on all major streaming platforms and can be accessed on all enabled smart speakers

A large, stylized graphic on the right side of the slide, consisting of several concentric, overlapping curved bands in shades of light blue and light green, forming a partial circle.

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# The Best On-air Talent in the City!



## **Tara Jean in the Morning**

For more than two decades, Tara Jean Stevens has been a part of Vancouver's radio, television and theatre scene. Known for her number one show on JACK FM, she's also been a past host of Breakfast Television. Engaging at every level TJ is Vancouver's preeminent radio host



## **Vickie van Dyke – Middays**

Vickie's "Cool Vibe" radio career spans more than two decades. She has recently published a memoir, writes a blog and engages in spirited podcast dialogue on "Talking Relationships!t. She began her career as an actor and singer songwriter; she's released two full albums!



## **Kelly Latremouille – Afternoon Drive**

A radio career that spans more than 40 years which included morning shows on Vancouver's 104.3 Breeze FM and 104.9 FUN FM and afternoons on JACK FM, Kelly is an iconic Vancouver broadcaster.

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## The Best On-air Talent in the City!



### **Gary James – Evenings/Weekends - 6pm-mid**

Gary James has been on the radio for more than 30 years. To say he has a love of all things music would be an understatement. Out of the studio, Gary likes to cycle, read biographies and enjoy daily walks with his wife and rescue dogs.



### **Rob 'Dyno' Daniels – Weekends - 10am-4pm**

Dyno's 30-year radio career began in high school in Victoria. Rob moved to Vancouver in 1990 and has been on the air with CFOX, ROCK 101 and 97 KISS FM. He has a passion for the outdoors and when he's not on the air he loves to explore local festivals, outdoor markets and other nooks and crannies in the lower mainland.

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