



Fairchild Radio
加拿大中文電台

vancouver . calgary . toronto

Fairchild Radio, No. 1 Chinese media in Canada

Founded in 1993, Fairchild Radio Group is Canada's only national multicultural radio network, operating 5 stations in Vancouver, Calgary, and Toronto. We reach a highly engaged and loyal Chinese Canadian audience. Advertising with Fairchild Radio allows you to tap into this valuable market, expand your business reach, boost lead generation, and build brand awareness among a key demographic with significant purchasing power.



FAIRCHILD RADIO AM1470 & FM96.1 Weekly Reach

- Close to **9-in-10** of those listening to Chinese radio in Vancouver listen to Fairchild.
- Fairchild Radio is a prominent leader of Chinese audio channels in Vancouver and reaches **88%** of those listening to Chinese radio.
- **Fairchild Radio App:**
 - Listen Live (Real-Time Streaming): ~30K
 - Listen Program Archive: ~22K
 - Total App Launch: ~67K
- **Fairchild Radio Website:**
 - Listen Live (Real-Time Streaming): ~10K
 - Total Website Launch: ~12.9K



Marketing to the Growing Chinese Market in Vancouver

- **417,290** people in the Vancouver CMA reported "**Chinese**" as their mother tongue.
- **39.3%** of the visible minorities living in the Vancouver CMA are **Chinese**.

Our Listeners

- **78%** of people from the 35 – 54 age group, **60%** from the 18 – 34 age group and **60%** of the 55+ age group are more likely to listen to audio programming,
- Our listeners are loyal with high disposable income,
 - **77%** of AM1470 listeners have household annual income over \$100K.
 - **62%** of FM961 listeners have household annual income between \$75K and \$100K.





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Popular Audio Programming

- **71%** of those listening to audio programming in Chinese listen to **News/Current Affairs/Financial**, followed by **Music** (50%), **Weather/Traffic** (47%) and **Entertainment** (41%)

Other Interesting Study

- Traditional radio is still the preferred audio media than other platforms. Over half (**54%**) of those listening to audio programming in Chinese listen on traditional radio only, 10% of them listen through audio streaming only, and the rest listen to a mix of traditional radio and new media.
- 87% of Chinese Canadians use social media. Among those who use social media, WeChat is the most popular (62%), followed by Facebook (56%) and WhatsApp (38%)



Diverse and High-Quality Programming Attracting Listeners with Different Interests

- **News/Information:** daily live news talk shows and round the clock news, weather and traffic updates
- **Music:** we play the latest hit songs from Asia as well as the greatest classics from the 70s through the millennium.
- **Talk shows:** covering topics Vancouverites care about such as the updated trends, travel, food, celebrity gossips and Vancouver's hottest local events.



加拿大中文電台 DJ 員工
組隊參加 Vancouver Sun Run

We are Canada's only National Multicultural Radio Network

- **5 stations** in Vancouver, Calgary and Toronto.
- AM1470 & FM96.1 offer over **150 hours** of programming in Cantonese and Mandarin and in 30 other languages.



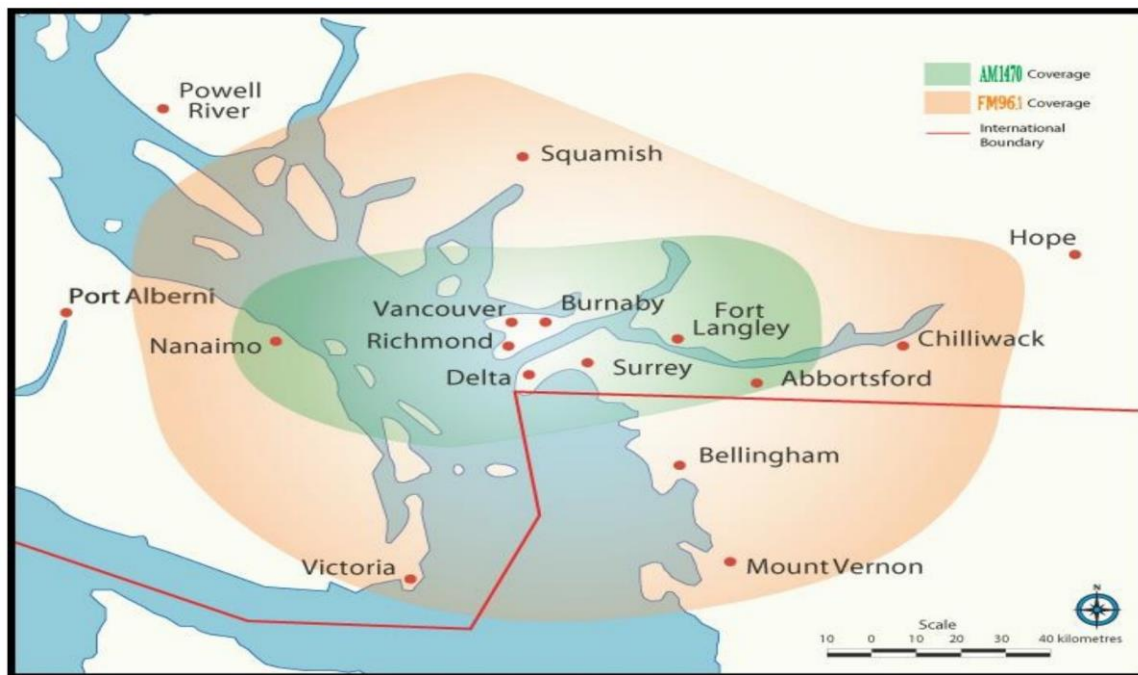
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Engage Listeners Off-Air with Community Minded Events

- Fairchild Radio organizes and participates in many top-notch performances and special events in Vancouver, reaching out to the community and promoting local talents while increasing exposure for our sponsors. Signature events organized in the past include Canadian Chinese Song-Writers Quest (SQ), Sunshine Nation, Little Sunshine, Elections Forum, Radio Idol and Chinese New Year Gala, just to name a few.

Fairchild Radio Coverage in Lower Mainland, BC



Source:

Fairchild Media Group Chinese Canadian Media Consumption Research 2018 GVA Report

Statistics Canada, 2021 Census of Population

PROUD TO WORK WITH...



EMPOWERING THROUGH DIVERSE MULTIMEDIA CHANNELS...



For any inquiries, please contact your sales representative or call the sales department at 604-295-1217.