

88.5 FM THE LAKE
Greatest Hits of All Time

2024 Media Kit

FOR MORE INFORMATION CALL 905.388.8911

88.5 FM THE LAKE

Greatest Hits of All Time

September 2023 Launch!

Finally, a new local radio station is on the air to serve the Grimsby/Beamsville area, extending from St. Catharines to Hamilton!

Playing the greatest popular hits of the late 60s, 70s and early 80s, you'll hear artists like Elton John, The Beatles, The Doors, Supertramp, The Eagles, Neil Diamond, Marvin Gaye, Donna Summer, The Rolling Stones, The Hollies, Fleetwood Mac and The Beach Boys.

The Lake is programmed to appeal to a **local audience**, complete with local news, weather and community information. In sync with sister station The Grand, the station is expected to attract the Baby Boomer generation.

Local, well known on-air personalities complement this new alternative to promote your business! Mornings start with **Matt Walker**. **Ted Yates** is in the midday chair on both The Lake and The Grand. Then long-time local radio star, **Rock 'n' Ray Michaels** hosts the afternoon drive show for both stations. **Gary Chittim** is heard in the evening. Weekends see **Paul Morris** at the helm.

88.5 The Lake, is owned and operated by Durham Radio Inc., who also own and operate stations in Hamilton, Oshawa and Vancouver. The radio teams work and live in the communities the stations serve and are committed to delivering great value for both listeners and advertisers.

88.5 FM LAKE

THE

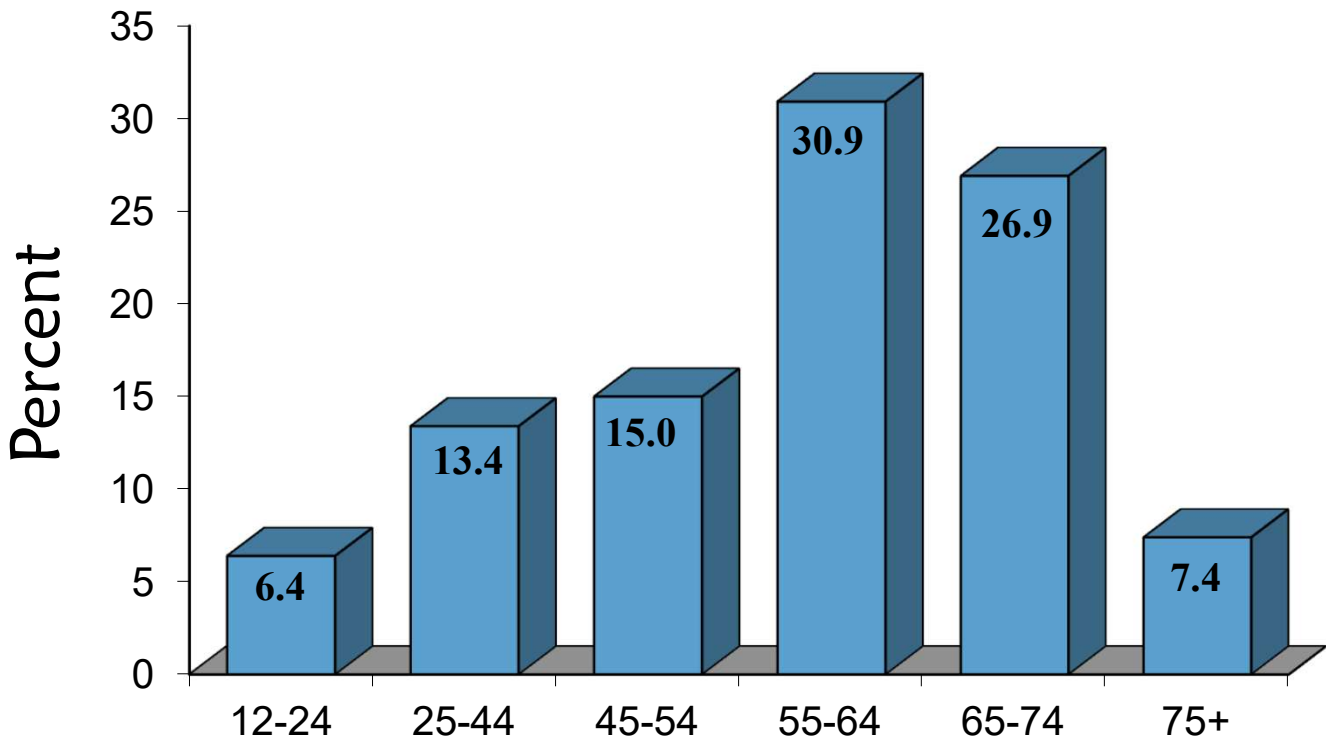
LAKE

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Audience Profile

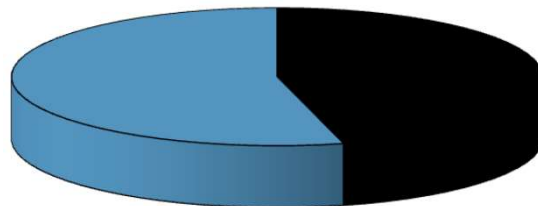
(projected)

Age



Gender

Female 50.1%



Male 49.9%

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Coverage Map

CKLK-FM

Dial Position: 88.5 FM

