



Media Kit

Durham Radio Inc.



CKXP-FM

Who We Are

KX105 was launched on May 5, 2025, following the changeover from Bell Media to Durham Radio Inc., owner of nine local radio stations in Ontario.

Our programming strategy is to super serve the local community with local news, weather, information and entertainment, and a wide New Country playlist. It's the same formula that sister stations KX96 Oshawa and KX94.7 Hamilton have been using successfully for many years.

KX105 has maintained the long running morning show with **Jeff & Miles**, 5:30am to 10am as well as afternoons, 2pm to 6pm with **Coleton MacDonald**. Added to the line-up is **Bryan Floyd** in the daytime slot from 10am to 2pm and **Matty Buller** filling evenings 6pm to 11pm.

On Sundays we've added the **Crook & Chase Countdown** from 7am to 11am and the **Ellis & Archer Hot 30 Countdown** at 5pm each week.

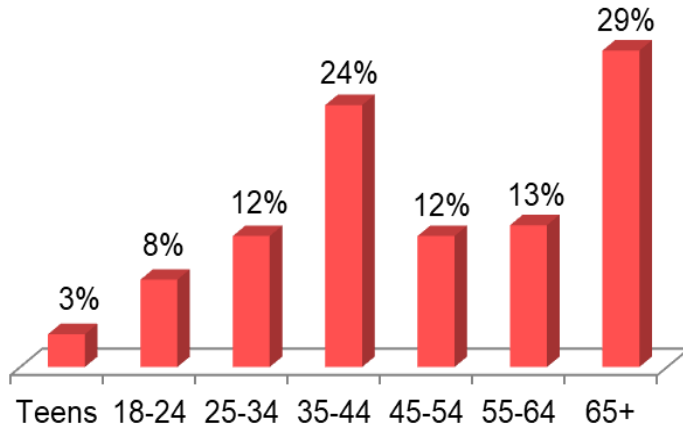
The station has a variety of sponsorship opportunities that include news, weather and live on location remote broadcasts. Digital campaigns are also available.



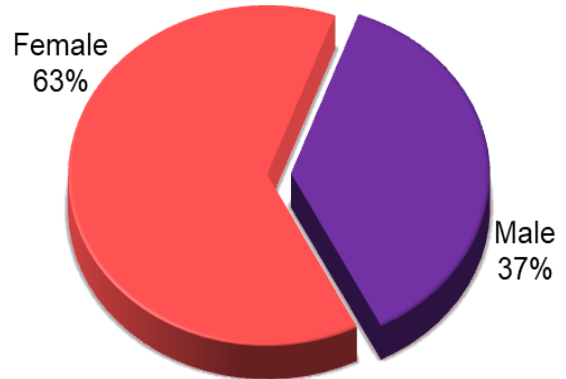
CKXP-FM – Peterborough, Ontario
KX 105

Format: Country
Originating Stations: FM: 6 AM: 0
Population: 120,053

Age



Gender



Education

No reply	High school	Some college/university	College/university graduate or higher
9%	23%	12%	57%

Household Income

No reply	<\$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000+
18%	11%	21%	18%	32%

According to the radioCount Apr/Spring 2025 results, CKXP-FM has a weekly reach of 15,176 listeners. These consumers spent 239,000 hours weekly tuning in to CKXP-FM.

Note: Station refreshed brand, programming, and on-air line up as of May 5, data does not reflect these changes.

Weekday News Sponsorship

People rely on radio all day long for their news.

The Durham Radio News team delivers more current, up-to-date local news than any other local news source.

Sponsorship of the KX105 News, Monday to Friday, offers a credible, prestigious environment to enhance your business image.

Your message is presented as the exclusive sponsor.

Sponsorship includes:

1 opening name credit daily

1 x 30 second commercial daily following the newscast

Total of 5 name credits and 5 x 30 second commercials weekly

Commercials rotate throughout 10 newscasts daily:

6:00 a.m. – 8:30 a.m. (on the half hour)

12:00 noon

4:00 p.m. – 6:00 p.m. (top of the hour)

Contact us for pricing

Weekend News Sponsorship

People rely on radio all day long for their news.

The Durham Radio News team delivers more current, up-to-date local news than any other local news source.

Sponsorship of the KX105 News, Saturday to Sunday, offers a credible, prestigious environment to enhance your business image.

Your message is presented as the exclusive sponsor.

Sponsorship includes:

5 opening name credits each weekend

5 x 30 second commercials following 5 newscasts

Total of 5 name credits and 5 x 30 second commercials weekly

Commercials rotate throughout 10 newscasts weekly:

Saturdays 7:00 a.m. – noon (on the hour)

Sundays 9:00 a.m. – noon (on the hour)

Contact us for pricing

Available to 2 sponsors only

Weekday Weather Sponsorship

Everyone loves to talk about the weather! KX105 covers the weather in Peterborough and the surrounding areas where the weather can vary from that of the neighbouring GTA.

Local residents want local weather and KX105 delivers!

Sponsored weekday weather reports air Monday to Friday from 9:00am. to 7:00pm. Your message is presented as the exclusive sponsor.

Sponsorship includes:

- 1 opening name credit
- 1 x 15 second commercial

Contact us for pricing



Weekend Weather Sponsorship

Everyone loves to talk about the weather! KX105 covers the weather in Peterborough and the surrounding areas where the weather can vary from that of the neighbouring GTA.

Local residents want local weather and KX105 delivers!

Weekend sponsored weather reports air Saturdays from 7:00am to 1:00pm. Sundays they air from 9:40am to 3:00pm. Your message is presented as the exclusive sponsor. Sponsorships rotate through all weekend time periods. (Available in units of 4.)

Sponsorship includes:
1 opening name credit
1 x 15 second commercial

Contact us for pricing

Community Updates

Three times daily, Monday through Friday, KX105 airs the Community Update, a quick summary of what is happening throughout the various communities in and around the Peterborough area.

The program airs at 8:40 am, 12:50 pm and 6:50 pm.
Each program consists of the following:

- an opening name credit
- community information (approx. 60 sec.)
- 15 second commercial

The Community Updates include information that is of interest to the community. Events listed generally include those of a non-profit or charitable nature happening in the listening area.

Sponsorship investment is \$25.00 per program based on running one of three daily for a minimum 13-week period.

Contact us for pricing

3 HOUR REMOTE PACKAGE

**Have your local station on location to help
promote your business event!**

Here's what you'll receive:

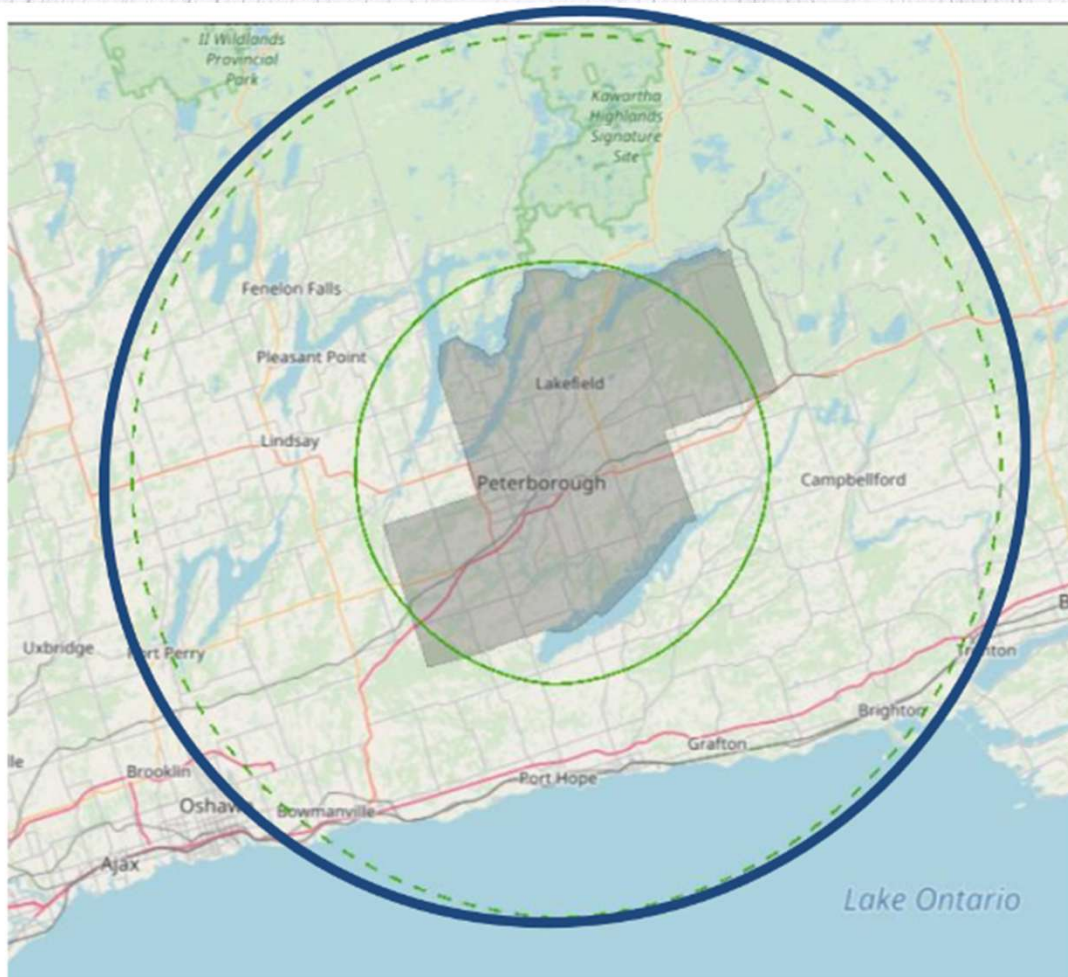
- 3 x 60 second live "cut-ins" per hour for 3 hours for a total of 9
- 30 x 30 second commercials during the week of your event
- 5 x 15 second promotional announcements per day for 3 days prior to your event for a total of 15
- On air talent on location for 3 hours
- Exposure on the KX105 website
- Plus lots of prizes and giveaways!

Contact us for pricing

KX105
New Country **FM** 

CKXP-FM

Coverage Area



Broadcasting at 50,000 watts