



# WAVE 98.3

VANCOUVER'S COOLEST VIBE

Media Kit 2026

**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.**

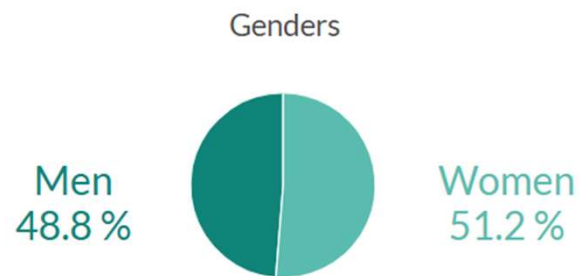
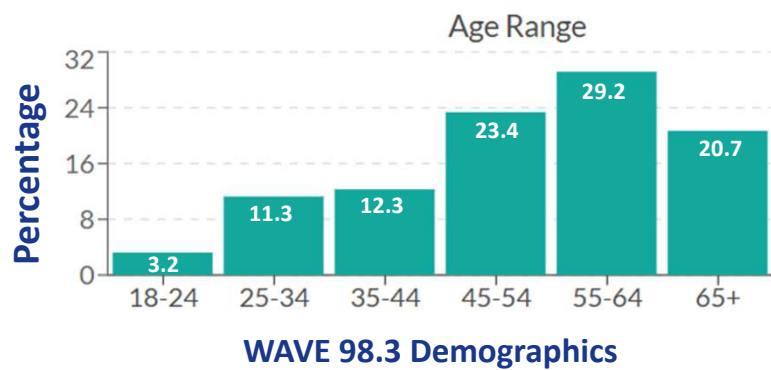


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The logo for WAVE 98.3 is positioned on the right side of the slide. It features the station's name in a bold, sans-serif font. 'WAVE' is in dark blue, '98.3' is in a teal color, and the tagline 'VANCOUVER'S COOLEST VIBE' is in a smaller, dark blue font below it. The logo is set against a background of overlapping, semi-transparent 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



Source: StatsRadio CIWV-FM – January 2026

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## What Makes WAVE 98.3 Different?

**Our listeners are more likely to be:**

**Between the ages of 45 and 64**

**University or College educated**

**Affluent**

**Empty nesters**

**Those with high disposable income**

**Frequent travelers**

**People who enjoy dining out**

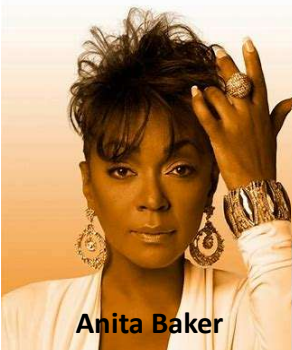
**Purchasers of luxury items**

[StatsRadio CIWV-FM demographics Jan 2026](#)  
[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



Boz Scaggs



Sade



Michael Buble

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## Over-the-Air-Coverage

WAVE 98.3 reaches over 1 million people



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## WAVE 98.3 is Everywhere



amazon alexa



Google



android



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

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



### **Tara Jean in the Morning – 5:30-10am**

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 – 10am-2pm**

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 Relationsh!t" She began her career as an actor and singer songwriter; she's released two full albums!



### **Stirling Faux – Afternoons – 2pm-6pm**

A 5-decade career on stations like CFOX, CFMI, CKNW, CKLG and CISL has made Stirling Faux a Vancouver radio legend. Couple that with his experience in television and podcasting and you have one of Canada's most experienced broadcasters.

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**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 thing's 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. When he's not on the air Rob loves to explore local festivals, outdoor markets and other nooks and crannies in the lower mainland.

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## WAVE 98.3 Works for these Clients

**LIVE NATION**

**VSO** VANCOUVER SYMPHONY ORCHESTRA

**ARTSCLUB**  
ALIVE ON THREE STAGES

**KWANTLEN POLYTECHNIC UNIVERSITY**

**evo**  
CAR SHARE

**Big White**  
SKI RESORT  
IT'S THE SNOW

VANCOUVER'S  
**NORTH SHORE**  
TOURISM ASSOCIATION

**THE SALVATION ARMY**

**Wild Birds Unlimited**  
Nature Shop

**Helijet**

**BROADWAY**  **ACROSS CANADA**

**angusOne**  
staffing

**BCAA** 

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