

Answering Ireland's Call Abroad

2020 MEDIA KIT

For more information call +1 416-993-2291



WHO WE ARE

Ceol Agus Craic is a Toronto-based online radio show aimed at Canada's ever-growing Irish community. The show ties together **music, culture, entertainment, and sport**, with a focus on creating a voice for Irish people and those interested in Irish culture.

There are 4.6 million people of Irish descent in Canada — over 15% of the nation's population! This number is growing every day, with more young people arriving on our shores. Ceol Agus Craic is a great vehicle for the Irish to have their voice heard, and to spread the word about exciting events happening in the community. Guests on the show are invited to share their experience of living in Canada, or promote themselves to our listenership. We also have the pleasure of inviting an array of celebrity guests to speak to us about their heritage, careers, and passions. Overall, we strive to create a strong sense of community and appreciation for Ireland's vibrant culture.

Each week we play a wide variety of music (**Ceol**) on the show, the majority which will have an Irish/Celtic connection. It wouldn't be an Irish radio show without plenty of laughs and banter (**Craic**) between both our hosts and our guests! There's something for everyone, as we bring a taste of home to our Irish listeners and introduce our Canadian listeners to Ireland's lively culture.

Listeners can tune in to hear the craic every Saturday morning at 10am - 12.30pm via Mixlr, or hear our shows through our website and iTunes.



THE HOSTS

Ken Tracey is originally from Sligo Town and emigrated to Canada in the summer of 1989. Mark O'Brien is originally from Abbeyleix, County Laois and emigrated to Canada in 1990. They have both been actively involved with the Irish community since arriving from Ireland. Ken is a past President of the Ireland - Canada Chamber of Commerce and has also been an active committee member of the Ireland Park Foundation. Mark is past President of The Toronto Gaelic Athletic Association and was also an active committee member of the Ireland - Canada Chamber of Commerce.

'The Lads', as they are often referred to in Irish circles locally, like their golf, rugby, soccer and of course Hurling and football. They both live in the Greater Toronto Area and are likely to be spotted on the scene at just about every Irish event in the city (when they are allowed out). They took over the Irish radio show Ceol agus Craic following the sudden passing of their good friend Eamonn O'Loghlin in January of 2013 and it is through their weekly 2 and 1/2 hour broadcast that they continue to memorialize Eamonn's amazing contribution to the Irish community.

Mark and Ken are very proud to keep the Irish flag flying, and to promote Irish culture to the Irish Diaspora.



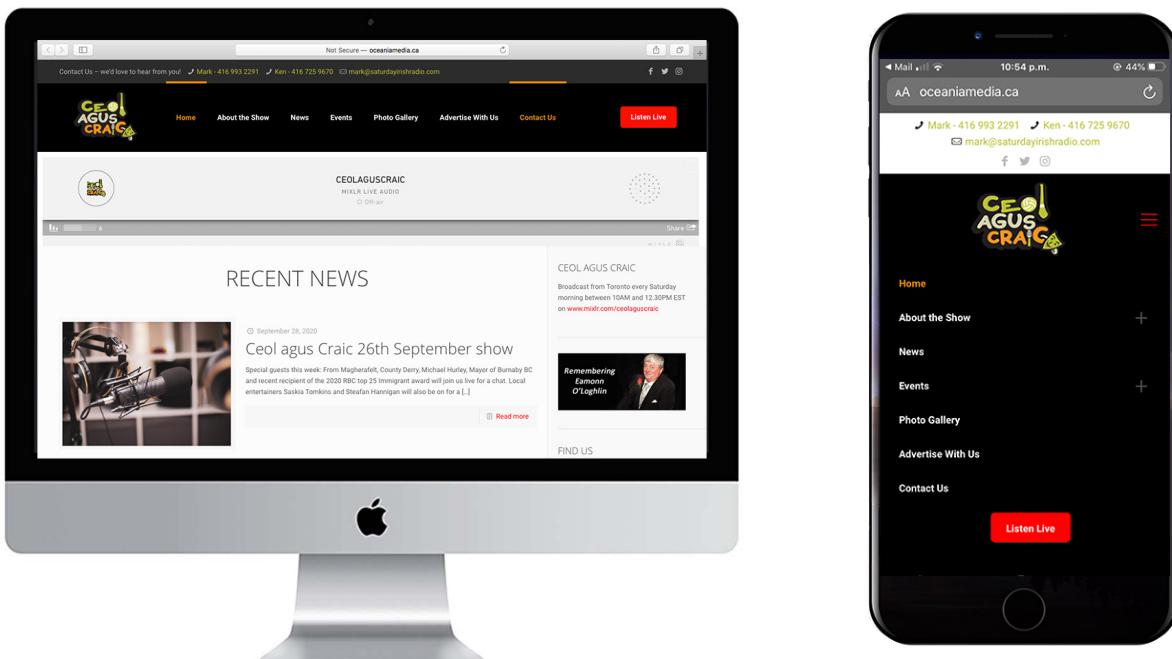


OUR BROADCASTS

We broadcast every week on Mixlr, an online broadcasting platform available on mobile and desktop. The show airs every Saturday from 10am to 12:30pm, and can be easily accessed through our [website](#), social media, and the Mixlr app.

Mixlr provides us with a live chat function, so we can interact with our listeners throughout the programme. This allows us to create an ongoing conversation and maintain the sense of community that our show strives for.

The show is also available on iTunes.



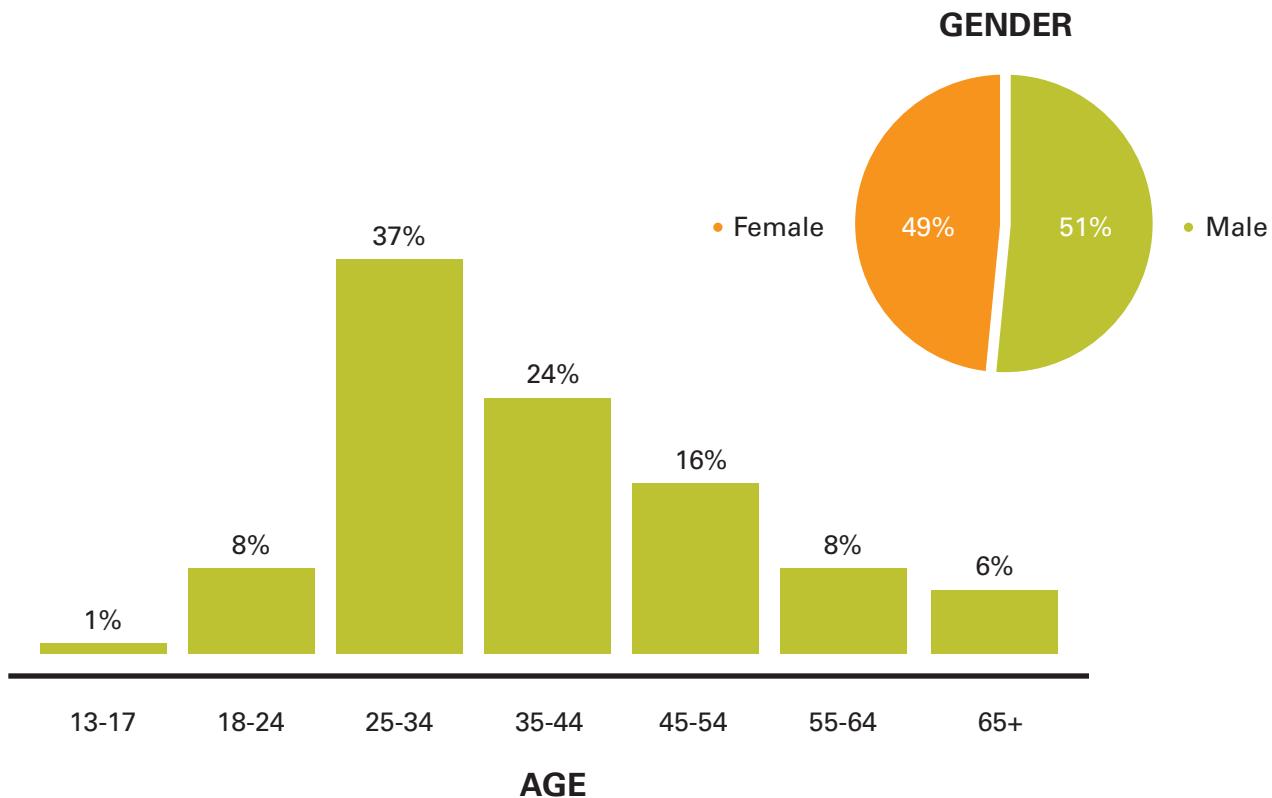
Mixlr
Broadcast live audio



AUDIENCE PROFILE

Ceol Agus Craic has a balanced male / female audience, and a particular appeal to a listenership between the ages of 25-54.

Our listenership consists primarily of Irish immigrants or Canadians with Irish descent, and our audience tunes in from both sides of the Atlantic and across Ontario.



TOP COUNTRIES

Canada
Ireland
United States
Greece
France
Algeria

TOP CITIES

Toronto
Guelph
Scarborough
Ottawa
Mississauga
London



IRISH CULTURE IN CANADA

Irish culture thrives in Canada, with organisations from Comhaltas Ceoltóirí Éireann to Canada GAA and the Ireland Canada Chamber of Commerce promoting Ireland's rich heritage. Irish **dance, sport, literature, and music** are widely appreciated by Canadians and Irish alike!



Ceol Agus Craic celebrates the fusion of Irish and Canadian culture, tapping into this unique and ever-growing demographic to promote exciting events, opportunities, and individuals.

THE CEOL

We play a wide variety of music on the show, from Irish Country to Irish Rock, and Irish Traditional to Showbands. Some of our ceol includes:

- The Dubliners
- Imelda May
- Mary Black
- Chrisy Moore
- Luke Kelly
- Clannad
- Dolores Keane
- Derek Ryan
- Nathan Carter
- Daniel O'Donnell
- Big Tom
- Horslips
- U2
- Thin Lizzy
- Joe Dolan
- Dickie Rock

Promoting the Irish music scene in Canada is hugely important to us, and we frequently invite musical guests to perform live for our listeners.





THE CRAIC

Ceol Agus Craic attracts many exciting and prolific guest speakers from both Canada and Ireland, including Nathan Carter, The Saw Doctors, Sean Keane, Shane Lowry, John Horan, Mary Coughlan, Kieth Wood, Charlie McGettigan and Padraig Harrington. These guests give valuable insight into Ireland's sporting and cultural heritage.

We also invite new or long-standing listeners to the show to speak about their experiences in Canada. This helps us to create a sense of community for Irish people living here, and provides a platform for our listeners to promote themselves and their endeavours. Our hosts and guests alike are blessed with the gift of the gab, so there's never a dull moment in our weekly shows!

Listeners can join in on the craic thanks to the live chat on our broadcast platform, creating an open conversation across the community.





OUR ADVERTISERS

Ceol Agus Craic is proud to work with multiple businesses from both sides of the Atlantic, some of which include:



The Galway Arms



OUR COMMUNITY

Here at Ceol Agus Craic we stay connected to the Irish community, attending events across Toronto and farther afield. Guests on the show are given a warm welcome, and we make sure to keep our listeners up to date about anything and everything happening in the Irish-Canadian scene!

Promoting these events encourages Irish living in Canada to forge strong, lasting relationships and appreciation for Irish culture, creating a home away from home.





SPONSORSHIP

Ceol Agus Craic provides an excellent platform through which businesses can promote themselves to our loyal listenership of Irish-Canadians and recent Irish immigrants.

Over 15% of Canada's population are of Irish descent, and our programme taps into this close-knit community, presenting an exciting sponsorship opportunity!

Our sponsorship includes:

One **30 second** advertisement per show

One **1 minute** advertisement per show

Exclusive, customised sponsorship during the show

Advertising space on our website

Call us today for a quote!

Contact **Ken** at ken@saturdayirishradio.com or 416 725 9670

Contact **Mark** at mark@saturdayirishradio.com or 416 993 2291