



MORE ENTERTAINMENT
IS ON MORE 94

MORE 94

MEDIA FACT SHEET • 2026

The Bahamas' Super Station

30+ Years of Audience Loyalty • #1 Market Reach
Multi-Platform Broadcast • Broadcasting on **94.9 FM**

Nassau, The Bahamas



ESTABLISHED

1995

Dec. 20 7:30 AM

FREQUENCY

94.9 FM

Nassau, The Bahamas

MARKET SHARE

#1

Most listened-to station

OUR STORY

More 94 hit the airwaves on **December 20, 1995 at 7:30 AM** established on Carmichael Road, Nassau. From day one, More 94 proclaimed this would become the center of the fastest-growing community in the country: **City 2000**. That vision has proven correct.

For over 30 years More 94 has served the growing Bahamian business community, delivering **mainstream hit radio island style** including Bahamian, Rake-N-Scrape, Reggae, Soca, Hip Hop, R&B, Alt Rock and AC rhythmic. More 94 is the only **fully automated FM broadcast facility** in The Bahamas, with **live remote broadcast capability from anywhere in the world**. We are City 2000 Strong.



"Helping you reach the right customers is what we have been doing since 1995."



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More FM Company Ltd.
www.more94fm.com • sales@more94fm.com

MARKET LEADERSHIP

Of the **20 radio stations** surveyed in Nassau, More 94 leads the market by nearly 2 points ahead of the nearest competitor:

More 94		25.37%
100 Jamz		23.47%
All 18 Others		51.16%

★ **More 94 is the most listened-to radio station in The Bahamas.**

MEDIA USAGE POWER

When audiences were asked which media they use most daily:

Radio		36.23%
Social Media		35.78%
Foreign TV		23.69%
Local TV		2.82%
Print / Newspaper		1.48%

★ **Radio is the #1 platform. Print media registers at just 1.48%.**



RADIO vs. SOCIAL MEDIA vs. PRINT

Radio operates *earlier* in the consumer decision process, building familiarity and credibility through repetition and trusted delivery. Print media registers at just **1.48%** making radio the dominant choice for effective reach. Social media captures action *after* awareness is established.

RADIO	RADIO	SOCIAL
Builds Awareness	Strengthens Trust	Captures Action

ADVERTISING AND SERVICES

• Traditional Radio Ads	30 and 60 second commercials
• Live Remote Broadcasts	On-location promotions and events
• Sponsorships and Live Reads	Integrated on-air brand messaging
• Specialty Programs	Custom or independent programming
• Event Marketing	Concerts, promotions and activations
• Digital Marketing Solutions	Online campaigns and digital strategy
• Promotions and Activations	Brand activations and audience events
• Social Media Support	Content amplification across platforms
• Business Growth Strategies	Tailored growth planning for clients
• Audience Engagement	Community driven listener campaigns

TARGET AUDIENCE



PRIMARY

Women 25 to 45

Economically influential
Key household decision makers

Who she is: Independent, single or married mother with 1 to 2 children. She has her own vehicle, dominates the workplace, controls family income and spending decisions, pays most household bills, and travels to Miami or Fort Lauderdale once or twice a year. She is the **most economically influential demographic in the country.**

SECONDARY

Men 25 to 35

High disposable income
Active consumers

EXTENDED

Adults 18 to 24

Digital natives
Trend forward audience

MUSIC FORMAT

Reggae	Soca	Hip Hop	R&B;	Alt Rock	AC Rhythmic
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"The best music on the planet" Island style, mainstream, and beyond.

MULTI-PLATFORM REACH



94.9 FM	Broadcast Radio
Global Stream	24 Hour Live
more94fm.com	Online Streaming
Cable Ch. 950	Cable Television
BTC FLOW 602	Flow TV Channel

★ **Special package deals and volume discount pricing available upon request ★**

CONTACT US

Phone: (242) 361-2447 | WhatsApp: 242-810-1471
Email: sales@more94fm.com
Web: www.more94fm.com

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