

SPARK FM ONLINE

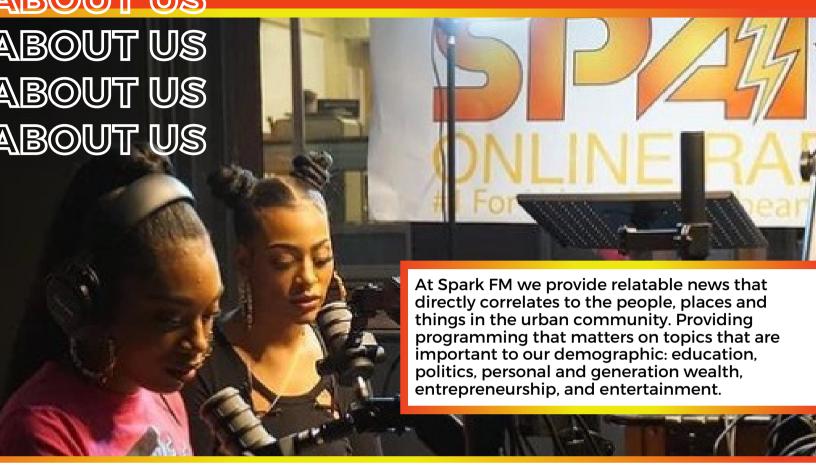
THE PEOPLE'S STATION

#1 FOR URBAN & CARIBBEAN MUSIC





@SPARKFMONLINE



Who We Are

Spark FM Online is a digital radio platform that was created to empower and amplify the underserved voices of the community. Based in Boston, MA our station provides a local and professional platform where DJ's, personalities, and artists have the unique opportunity to create their own messaging, mixes, and music, while engaging listeners on both the neighborhood and national levels.

What We Do

Spark FM allows local business owners, and corporate entities located within our targeted communities to advertise and promote their businesses in an affordable and accessible way. This station is "logistically local" but has a global impact as a legal, professional, local market alternative to mainstream media. We invest in the community by way of community events, live remote broadcasts, and community sponsorships.













Committed to the Community

Voice of the Underserved Community (Urban and Caribbean)

Community Give-backs

Focus on Teen Employment and Mentor Relationship



Contributing to Black Economics

Created for Black Folks by Black Folks

A Way to Circulate the Black Dollar Back into the Community from Business to Business



Spark Digital Footprint



35K LISTENERS

Our listenership (35K/M) primarily consists of 18-45 Year olds, from areas mostly comprised of urban and Caribbean community members. (Boston*, New York, Atlanta, and Philadelphia)



3K SUBSCRIBERS

Email list has grown to over 3K subscribers and roughly 20% of those are sales/promotion opt ins

PERFECT TIMING

Peak listenership occurs between 9AM-11PM on the weekdays and Sundays between 10AM-9PM



ACTIVE AUDIENCE

Listeners are 58% woman and 42% men. Educated, average household income, Renters/homeowners







Spark in the Press













































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