MEDIA PACK 2024

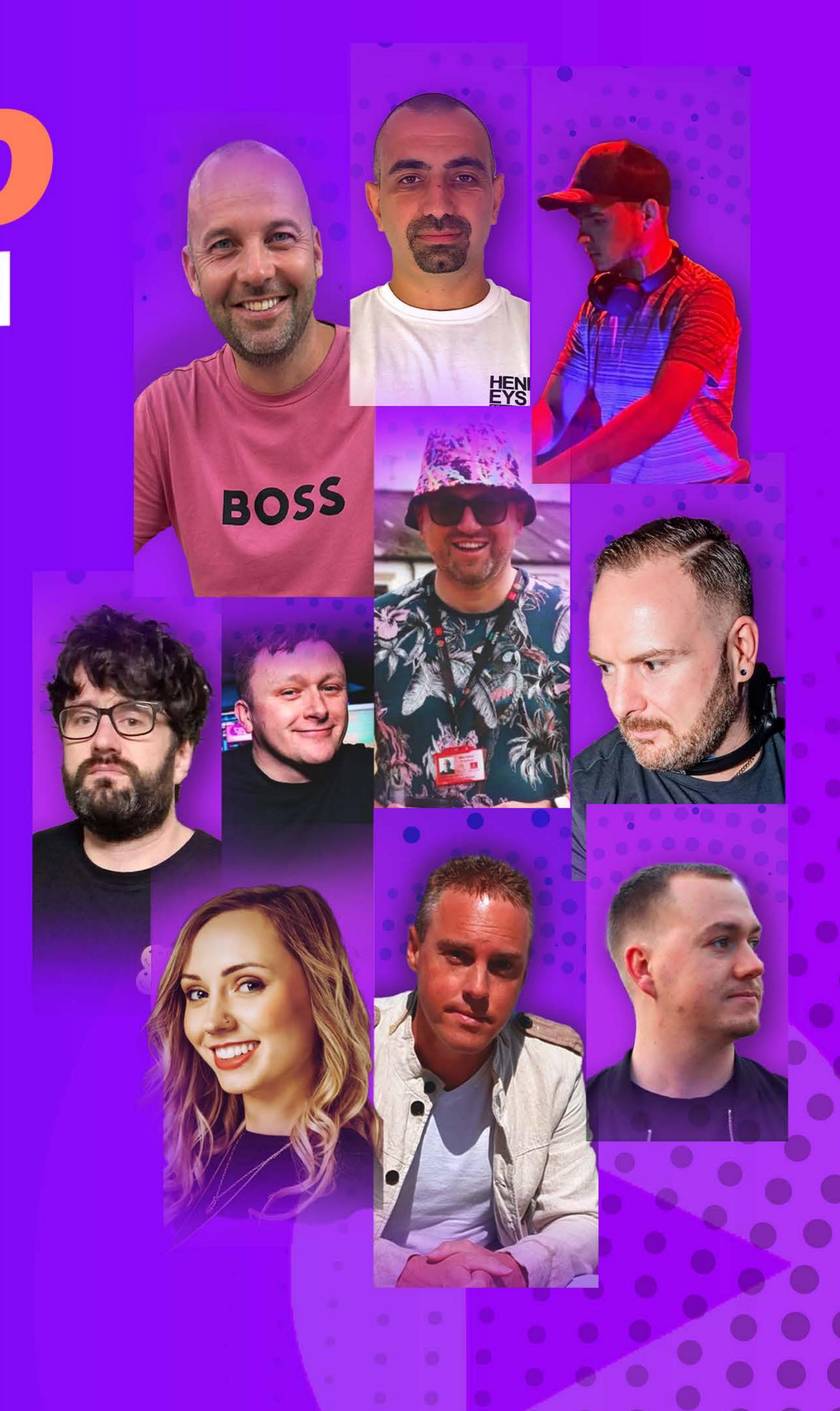
LIVERPOOL'S MORE MUSIC STATION

Broadcasting online and on DAB radio across the best city in the world, Sound Radio is Liverpool's more music station. Playing more of the music loved by early adopters at the edge of the mainstream, who want a fast-paced and uncomplicated alternative to the traditional radio format.

Sound Radio Liverpool has a vibrant, fresh approach to commercial radio, attracting a youthful audience who work hard, play harder and have more money to spend on the brands they love.









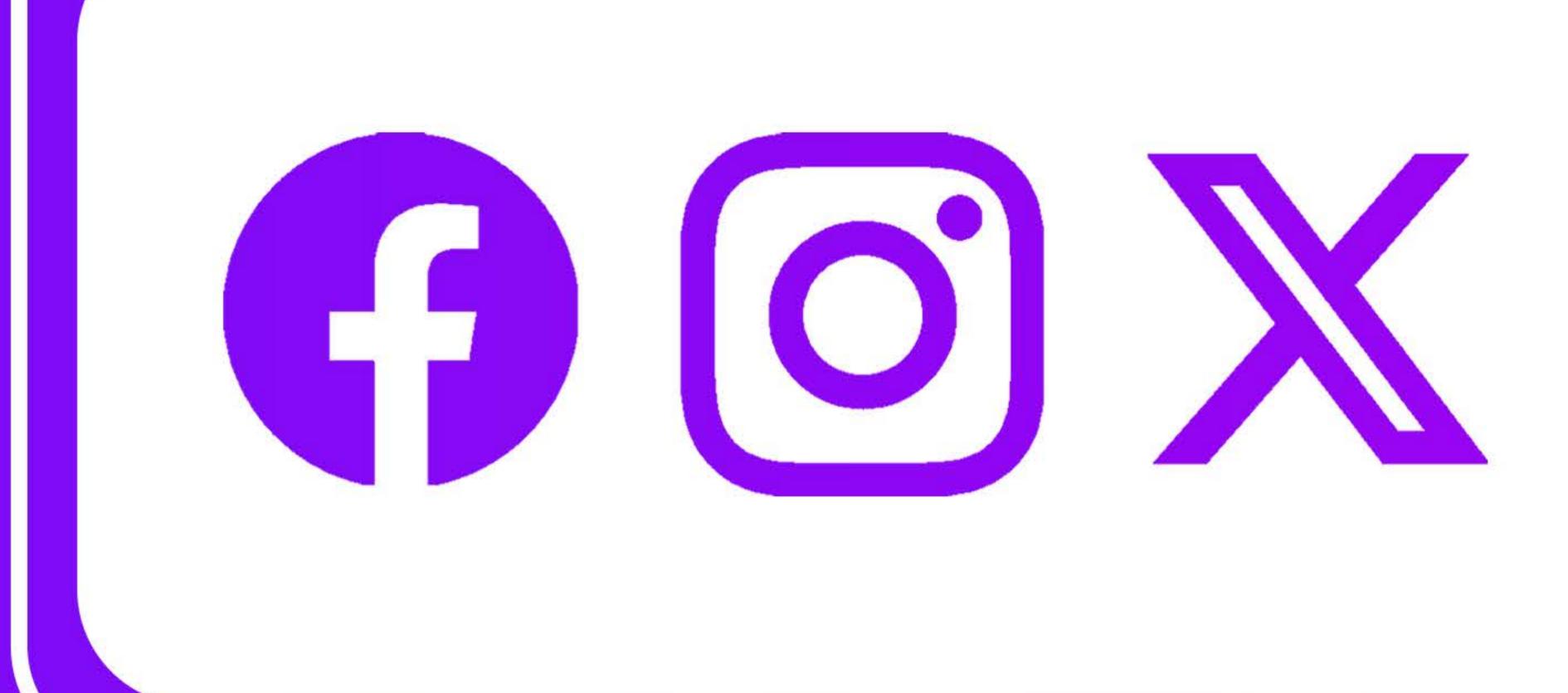
Scousers are undeniably proud and passionate about our identity and culture. We share a set of unique values, attitudes and a sense of community unlike any other place in the world. We love to celebrate our amazing city and support each other with kindness, generosity and of course, humour. (Unless you vote Tory, don't have a purple bin, or live in a postcode beginning with 'L'!)

This is your chance to be a part of something special. Partnering with Sound Radio Liverpool will help you to reach an audience of active, social and engaged listeners who love Liverpool as much as we do!



ONLINE & SOCIAL MEDIA

Through our website and social media platforms, Sound Radio Liverpool has the potential to help your business thrive. Our listeners love to listen 'on demand' to Liverpool's more music station and share the love on their socials. Our exciting new digital channels are the perfect way to connect your business with a brand new audience.



SOUND RADIO LIVERPOLIS HERE.



TRANSMISSION AREA

WE ARE LIVERPOOL!

We're proud to broadcast across Liverpool on DAB, covering an area where

981,000 PEOPLE live, work, travel, study and play.

HELPING YOUR BUSINESS
REACH THE PEOPLE THAT MATTER

Sound Radio Liverpool broadcasts online, on smart speakers and on DAB across Liverpool.







LIVERPOOL'S MORE MUSIC STATION

TOGETHER WE ARE SOUND III

LOCAL OR NATIONAL, WE CAN CREATE A CAMPAIGN THAT WORKS FOR YOU

In Liverpool, we celebrate our city. It is our heritage, our culture and most importantly our people, that make us unique.

At Sound Radio Liverpool we understand that your business is unique, that's why we have a dedicated local creative marketing team who will work with you to build your campaign.

With advertising opportunities available in sponsorship, promotion, airtime and digital, Sound Radio Liverpool can create an exciting campaign just as unique as your business.

At Sound Radio, we have opportunities to suit any budget and we know how to help you to increase your brand awareness and grow your customer base.

AIRTIME

Talk directly to your listener and raise brand awareness with an advert on the most trusted advertising medium in the UK.

SPONSORSHIP

Your chance to own the show, reach commuters on Drive, school runs with Breakfast or join the party with a weekend show – it's your choice!

PROMOTION

On air giveaways and competitions, active engagement with your audience. Your chance to show off.

DIGITAL

A great way to begin your journey with us, or to compliment your new exciting on air-content.



71% of adults are tuning into radio via DAB digital radio every week (RAJAR Q4, 2022).

LIVERPOOL'S MORE MUSIC STATION

LIVERPOOL ARE YOU READY?

email sales@soundradioliv.co.uk socials @soundradioliv