



BLACK  
COUNTRY RADIO

# Media Pack

MUSIC | NEWS | LOCAL | PODCAST



SMART SPEAKER

MOBILE APP

ONLINE

DAB

92.2FM

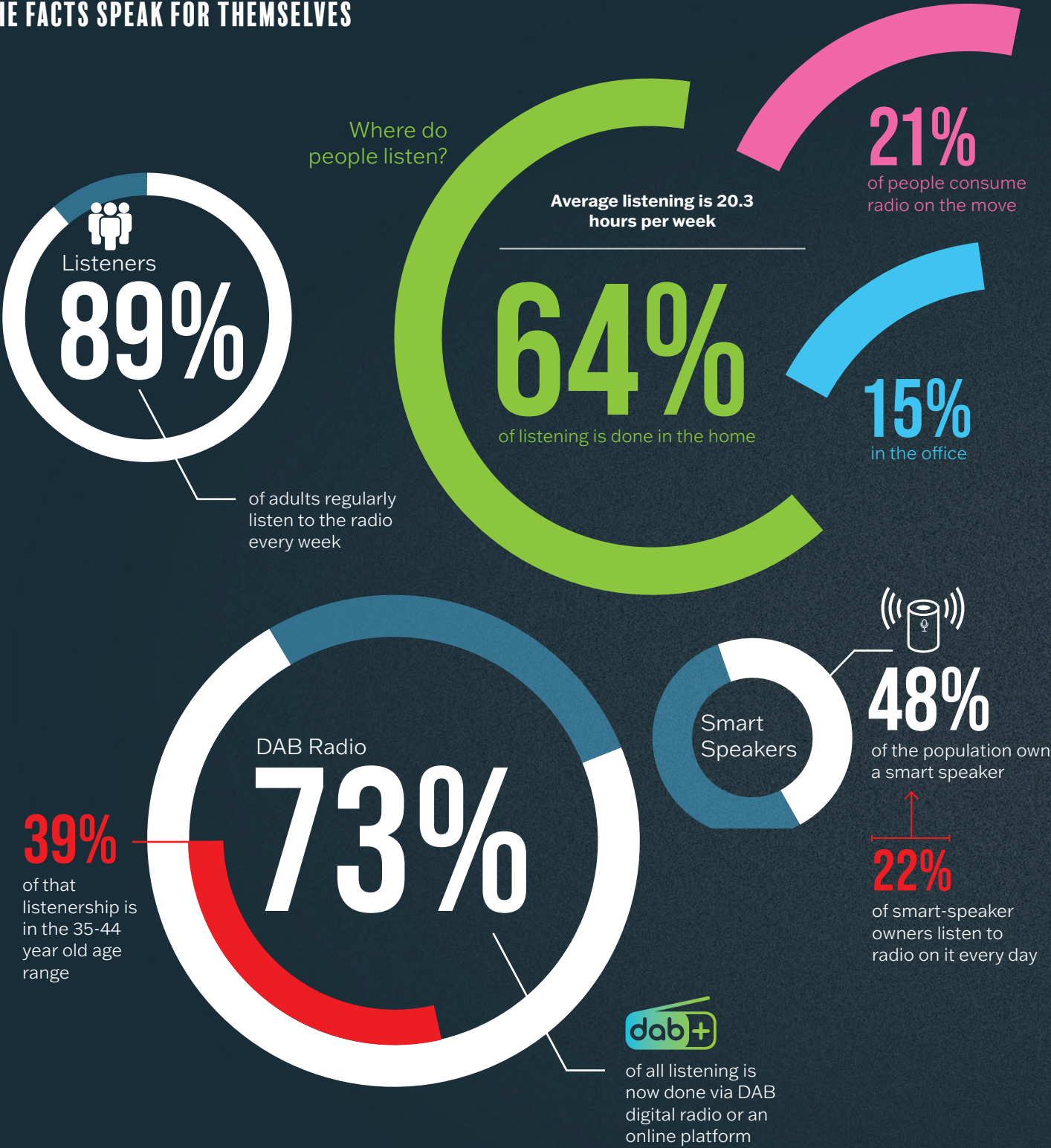
102.5FM



# Radio Advertising - **the Facts!**

Despite the increasing amount of competition for our time and attention from television, online streaming, social media and apps, radio is still the most trusted form of advertising.

## THE FACTS SPEAK FOR THEMSELVES



# Our Audience

These consumers traditionally have a high disposable income, a discerning attitude and we make it our business to impress them on a day to day basis. Our listeners are the decision makers in life, but still fun loving and risk taking.

Black Country Radio is the station for the Black Country and its studios are based in the heart of the Black country at the Waterfront Merry Hill.

We broadcast on FM (102.5 and 92.2) covering Dudley, parts of Sandwell and South Staffordshire with a potential audience reach of over 400,000 adults.

We also broadcast on DAB, covering the Dudley Borough and Birmingham. Add to that the audience listening online and you will see the difference a campaign on Black Country Radio could make to your business.

*They are listening to Black Country Radio in their homes, workplaces and in their cars and whether they are on their phones, pc's or smart speakers - we can get your message out to them!*

**OUR TARGET AUDIENCE IS 30 - 60 YEAR OLDS**



## Black Country Radio crowned Station of the Year!

**“Our wonderful listeners make us who we are and we dedicate this award to them as well.”**

The judges described the station as an ‘upbeat, engaging and informative service which is to be highly commended for its work both on air and off air’.

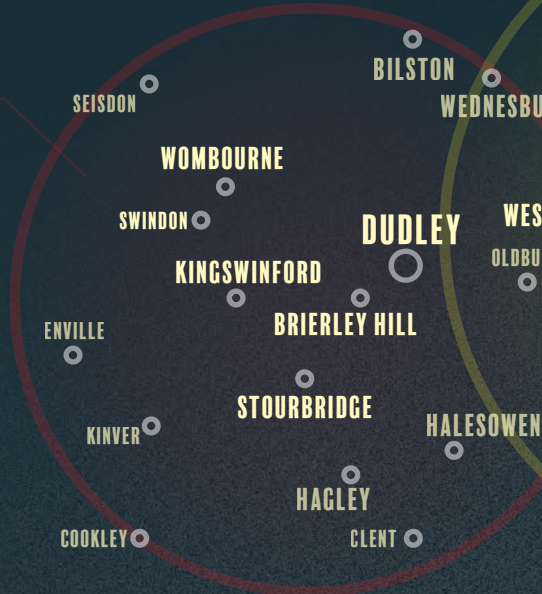




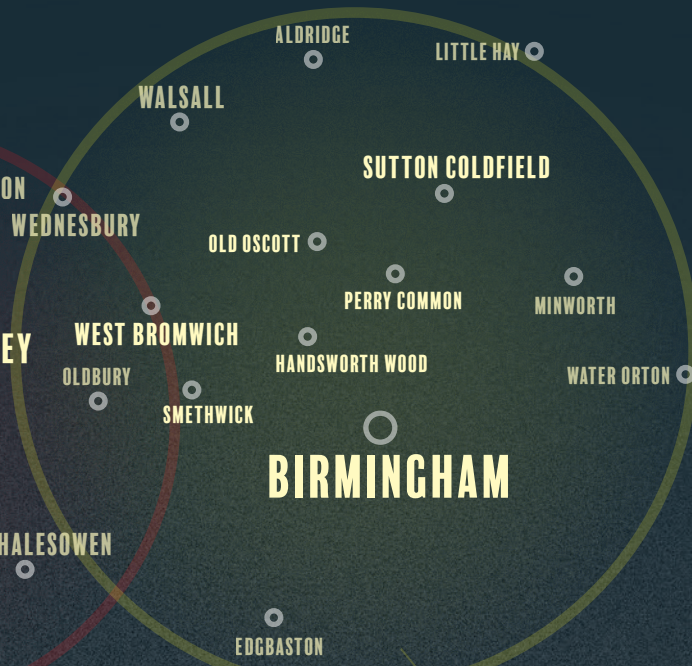
# Black Country Radio Broadcast Areas

## FM & DAB ACROSS THE BLACK COUNTRY

102.5 FM  
+ 92.2 FM



## DAB ACROSS BIRMINGHAM



DAB Radio



## Let's Chat!

We offer a range of advertising opportunities for organisations and businesses - from cost effective awareness campaigns, to show and feature sponsorship opportunities. Our advertising rates are competitively priced and we believe offer outstanding value compared to other types of media.

Creating the right ad is key to a successful campaign, so we offer full creative assistance to ensure potential clients hear the right message.

So, to find out how a campaign on Black Country Radio could work for you, call 01384 565646.



[blackcountryradio.co.uk](http://blackcountryradio.co.uk) | [mark.parker@blackcountryradio.co.uk](mailto:mark.parker@blackcountryradio.co.uk) | 01384 565646



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