



**DAB**  
**101.2 FM**  
**ONLINE**

**MEDIA PACK**  
**2025**



# PEOPLE TRUST RADIO

## WHY RADIO?

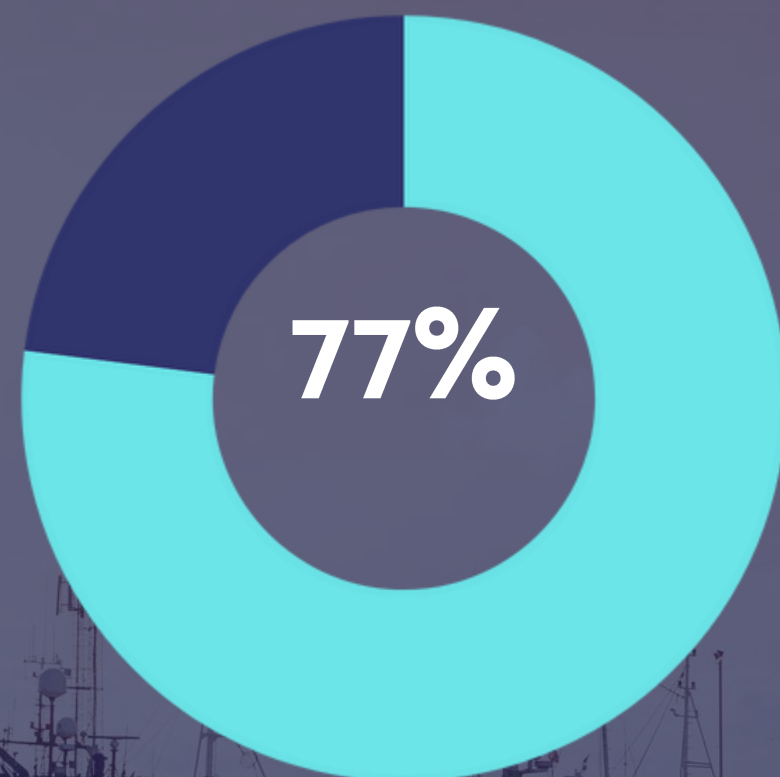
Radio is viewed as the most reliable medium of modern times, with 77% \* of the public stating they trust radio more than alternative channels and that commercial radio in particular helps them stay informed.

Commercial radio is a valuable channel for advertisers. With 90%\* of the UK listening to their favourite radio station every single day, adverts can reach any demographic and are proven to influence consumers' awareness, attitudes, and actions toward brands. Even TV driven campaigns achieve up to 20%\* greater cost effectiveness when complemented by radio advertising.

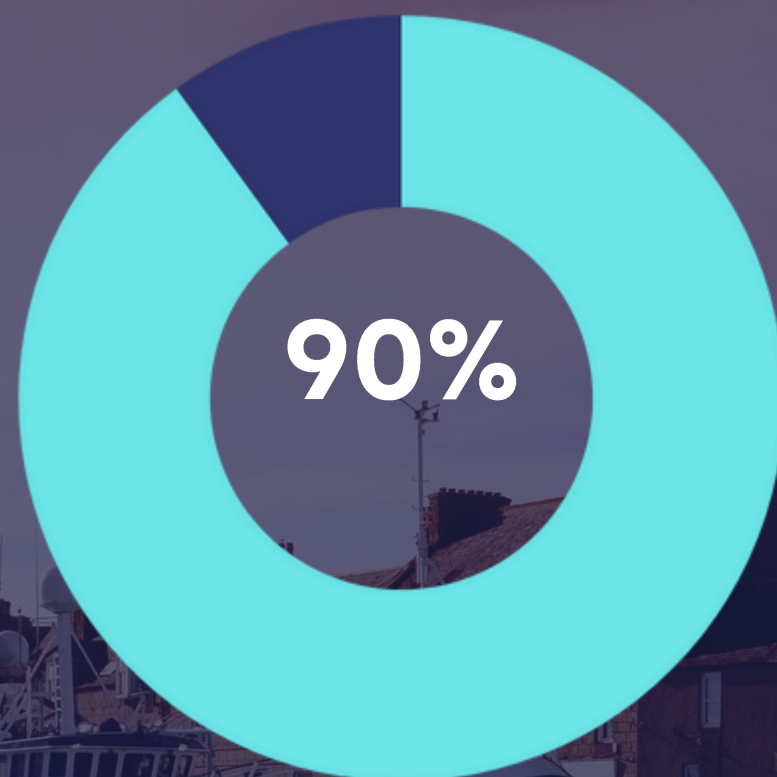
The question for advertisers isn't "Why radio?" it's "Why not radio? "

\*Radiocentre





**TRUST RADIO MORE  
THAN OTHER  
CHANNELS**



**LISTEN TO THEIR  
FAVOURITE RADIO  
STATION DAILY**



**INCREASED COST  
EFFECTIVENESS  
WHEN CAMPAIGNS  
INCLUDE RADIO**





# WHO'S LISTENING

## Our Reach

We broadcast from our studios in Peterhead on FM, DAB, Smart Speakers, on mobile apps, Radioplayer, TV services and multiple other online services.

Our broadcast organically reaches the major towns in the North east of Scotland including ABERDEEN, PETERHEAD, FRASERBURGH, STONEHAVEN, BANFF, ALFORD, INVERURIE

Our listeners are based in affluent areas with industries such as oil, gas, whisky, agriculture, tourism and fishing. We know that **\*69% of radio consumption happens in the workplace and car** - meaning that your future customers are listening already - why not let us help them find you?

## Love Local, Love Music

Radio in the North east of Scotland has gone through transition in recent years. The larger, well established stations networking shows and sharing resources means that locality suffers.

Waves Radio no longer exists in the North East, and fortunately we have procured their FM licence and therefore some of their audience.

We capitalise on our localness by broadcasting from the heart of Peterhead and supporting major events in the North East such as Peterhead Scottish Week





# WHY COAST RADIO?

We broadcast exclusively across the North East of Scotland from our studios in Peterhead. Our research reflects an average reach of 11,000 listeners a week to Coast Radio. Additionally, by including users of coastradio.scot and our social media platforms, multiplatform packages can achieve a reach of 91,000\*.

## Local and engaging content

Coast Radio can offer the people of Aberdeen City and Shire something no other station can; original and engaging content that is truly relevant to them. From our specialist shows; the value our listeners place on our authentic and interesting content gives credence to everything we broadcast, including our advertising. Nobody speaks to our community like we do.

## No **red tape** or long wait

As the only independent, locally owned broadcaster in the North east, it is easy for us to tailor advertising and sponsorship packages to your needs. Fast and flexible, we'll work with you to add value wherever we can; ensuring your message is delivered to our unique audience in the best way, at the best times.

## CIC status

We have CIC status (Community Interest Company), which means that we will return any profits generated by our company to support local community projects, meaning your advertising spend makes a positive contribution to local development. It's also our aim to serve our community well by providing content that's relevant to them. Within our building in Peterhead we also have a community hub which is available to hire for small local events



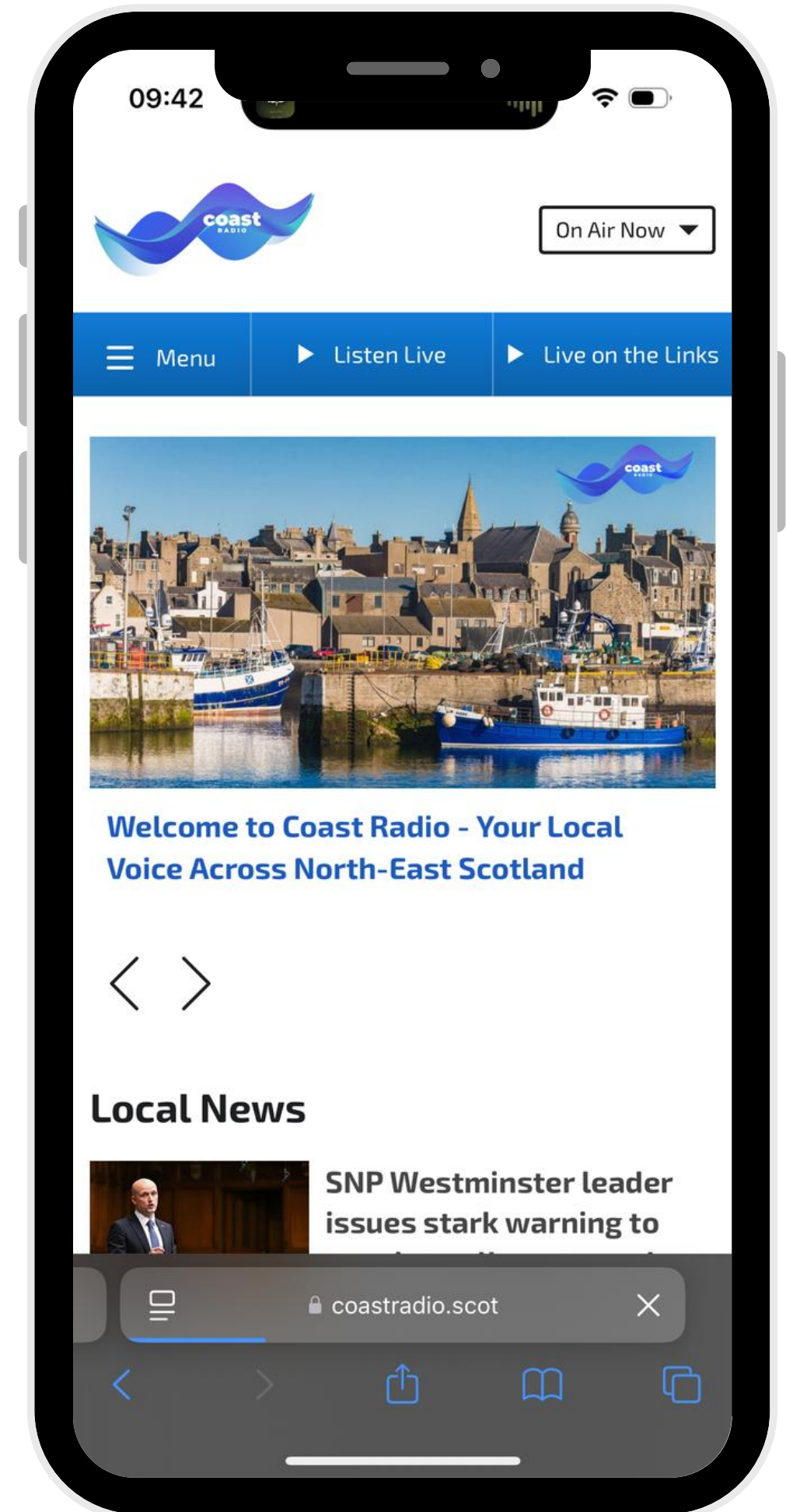
# WE DO DIGITAL

Staying in tune with the digital age, radio is now more accessible than ever through online listening, apps and social content and is a powerful part of any advertising campaign. At Coast Radio, we stream online via our website and via radio apps so it doesn't matter where our listeners are based, they can always tune into their local radio station via their phone, online or on their radio.

Our audience love to get engaged with our shows via social media and on our website. That's why our on air advertising is complimented by banner ads and social media posts promoting your business. We are all over social media either through Facebook or X with constant new updates and show information, so we know that a digital presence will add to your on air exposure and get your business heard to an online audience.

We also offer website advertising spaces at competitive rates meaning your business gets noticed every time people visit our site to listen live online or to check out our schedule. Website advertising is flexible and can be anything from one month to annual advertising, we always work to your requirements.

Our on air advertising packages start from as little as £200



# Some of our shows

## Mike Macdermid at Breakfast

Mike is a local loon who lives in Aberdeen. Mike at Breakfast features celebrity gossip, interactive content and competitions, local news and regular traffic and travel updates.

## Gospel Show

Sunday Nights feature our resident Gospel Show, an important show that acknowledges the strong Christian Faith that many people in our community possess. This show's listenership and interaction should not be underestimated.

## Ritchie Grant Sunday Brunch

Ritchie has been a feature on some of the other well established radio stations in the North East, we're delighted to have him here. Ritchie is local to Peterhead and knows the North East extremely well.

## Suzie D Ceilidh

Our weekly Ceilidh is another show that generates a huge amount of engagement for our station. Our listeners can interact with Suzie via our studio inbox and therefore this show is highly interactive and engaging growing from strength to strength

# BY LOCALS FOR LOCALS

# Our Programming

We're on air 24/7, 365 days a year. With a program of over 40 shows per week there is something for everyone, by local broadcasters for local listeners. In addition to our regular schedule, we broadcast one-off special shows that add variety and highlight special community events. We are always ready to adapt to the needs of our local community and our schedule reflects that. Head to our online schedule to find out more about all of our shows.

## What our listeners say

Great radio station. Covers all of the local news, updates. Easy listening to music and a great selection of presenters **Mary Regan**

Loving Coast Radio. I have it on in the house and car. Keeps you up to date with what's going on locally and the music is varied. Will definitely be keeping tuned in. Also I won a Symposium coffee competition and many thanks for that. **Etta Lewthwaite**

Brilliant new radio station!  
Just what we need, radio local to the north east! **Melanie Mutch**





**LET'S WORK TOGETHER**

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**call: 01779 745 113**