

Caravan Radio

media pack



Caravan Radio

radio for the caravan and motorhome community

Working with Caravan Radio

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Who we are

Caravan Radio, the UK's first radio station dedicated to the caravan and motorhome community, is now broadcasting 24 hours a day! Available online and via Alexa, Caravan Radio offers a unique blend of music, entertainment, and industry news, catering to the lifestyle and interests of the growing caravanning community.

The station is the brainchild of Mike Osborne, a seasoned radio professional with over 40 years of experience in the industry. Mike, an enthusiastic caravanner himself, saw the opportunity to merge his love for radio with his passion for the open road, creating a one-of-a-kind platform for fellow enthusiasts. He is joined by award winning Spencer Cork, who brings 30 years of expertise in commercial radio and voice-over work, along with a shared passion for the caravanning lifestyle.

Caravan Radio offers listeners a seamless mix of music and engaging content that enhances their travels, whether on the road or relaxing at a campsite. With up-to-the-minute information on the latest products, destinations, and tips for caravan and motorhome owners, it is quickly becoming the go-to station for anyone planning a trip.

How to listen

- **How to Listen to Caravan Radio – Anytime, Anywhere!**
- Caravan Radio is easy to tune into wherever you are! Whether you're on the road in your caravan, relaxing at home, or out and about, you can enjoy great music, travel tips, and entertainment on multiple platforms.
- Listen online via our website at www.caravanradio.co.uk or download the Caravan Radio App for instant access. Got a smart speaker? Just ask Alexa to “Play Caravan Radio” or stream through Sonos and other smart speakers.
- In your car, stay connected with Apple CarPlay or Android Auto, perfect for road trips. You can also find us on Smart TVs, making it easy to listen while you unwind.
- Prefer streaming services? Tune in via myTuner or TuneIn and never miss a show!
- Wherever you are, Caravan Radio is just a click or voice command away—bringing you the best in caravan and motorhome entertainment, 24/7.

Audience

Caravanning and motorhome holidays have become increasingly popular in the UK.

A 2023 Mintel report revealed that total volumes returned to pre-pandemic levels in 2022, with the overall number of camping and/or caravanning trips reaching an estimated 16.7 million.

The National Caravan Council reports that there are approximately 555,000 touring caravans and 225,000 motorhomes currently in use in the UK.

This surge in popularity has led to the establishment of Caravan Radio, a station dedicated to this vibrant community. Launched in 2024, Caravan Radio offers up-to-date information on products, destinations, and tips, catering to caravanners and motorhome enthusiasts across the UK, Ireland, and Europe.

By focusing on the interests and needs of this growing audience, Caravan Radio provides tailored content that resonates with their lifestyle, making it a valuable resource for both seasoned travellers and newcomers to the caravanning community.

Advertising

- **Why Radio Advertising is Cost-Effective and Powerful**
- Radio advertising offers an affordable and highly effective way to reach a targeted audience. Compared to TV or print, radio ads are significantly cheaper to produce and broadcast, making them ideal for businesses of all sizes. With flexible pricing and tailored campaign options, advertisers can maximize their budget while achieving wide coverage.
- Radio also provides an intimate and engaging platform. Listeners often form strong connections with their favorite stations, making them more receptive to messages delivered in a familiar and trusted voice. Unlike digital ads that can be skipped, radio ads naturally integrate into the listening experience, ensuring better engagement.
- Another key advantage is radio's reach. With millions tuning in daily at home, in the car, or at work, businesses can connect with consumers at crucial moments. Plus, the repetition of ads reinforces brand awareness, driving action.
- Cost-effective, engaging, and widely accessible—radio advertising remains a powerful tool for effective communication.

Sponsorship

- **Why Sponsoring a Radio Feature or Programme is Cost-Effective and Powerful**
- Sponsoring a radio feature or programme is a smart, cost-effective way to reach a highly engaged audience. Unlike traditional advertising, sponsorship offers repeated exposure, building familiarity and trust with listeners. Radio audiences are often loyal and attentive, making them more receptive to brand messages woven seamlessly into content.
- Compared to other media, radio sponsorship delivers exceptional value. Production costs are lower than TV, and with targeted programming, advertisers can connect directly with specific demographics. This focused approach reduces wasted spend and increases return on investment.
- Radio's intimate nature also creates a strong emotional connection. Listeners associate brands with their favorite shows, enhancing credibility and trust. Additionally, with digital streaming and podcasts, sponsorship extends beyond live broadcasts, reaching audiences on demand.
- For businesses looking to boost brand awareness, credibility, and audience engagement without the high costs of traditional advertising, radio sponsorship is an effective, powerful solution that delivers lasting impact.

Brand Awareness

- **Why Radio is a Cost-Effective and Powerful Tool for Brand Awareness**
- Radio advertising is one of the most cost-effective ways to build brand awareness while delivering a powerful message to a targeted audience. Unlike TV or digital ads, radio spots are affordable to produce and air, allowing businesses to reach a wide demographic without a huge budget.
- With radio, brands can connect directly with engaged listeners, often in their cars or at home, where they are more receptive to messages. The repetitive nature of radio advertising reinforces brand recall, making it an excellent tool for long-term awareness.
- Additionally, radio allows businesses to target specific audiences based on station format, location, and listener demographics. Whether it's a talk show, music station, or regional broadcast, businesses can reach their ideal customers effectively.
- Unlike digital ads that can be skipped, radio ads are heard in real-time, creating an immediate impact. With its affordability, reach, and engagement, radio remains a powerful way to communicate and grow brand recognition.

Advertising Packages

***Our Introduction to Radio Package**

Our Introductory BRONZE Package based on a minimum 4 x week campaign

Minimum 5 x 30 second radio commercials played between 0600 and 1900 Monday / Sunday

Our Introductory SILVER Package based on a minimum 4 x week campaign

Minimum 8 x 30 second radio commercials played between 0600 and 1900 Monday / Sunday

Inclusion on the front page of the Caravan Radio Website with Hyperlink to your own website

Our Introductory GOLD Package based on a minimum 4 x week campaign

Minimum 8 x 30 second radio commercials played between 0600 and 1900 Monday / Sunday

Inclusion on the front page of the Caravan Radio Website with Hyperlink to your own website

Inclusion on Caravan Radio Facebook Page and Caravan Radio Listeners Club Page

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