



Salisburyradio

The spirit lives on



Welcome
to proper local radio

MEDIA
PACK
Q2 2024

#PlaySalisburyRadio

Locally Owned

Based in the city centre



We live in an increasingly global world, where information received comes from London, Manchester, or the rest of the planet.

However, **we believe in the power of local**; those events, decisions and actions of people that affect us here in South Wiltshire and West Hampshire.

Salisbury Radio is based in the city centre and our owners understand and love the area!



Events

We also love being at events.

Being out and about, and being part of the **local community** is a essential part of what we do.

We are well prepared with PA equipment, event hosts, and our Salisbury Radio gazebo.

We can organise competitions, host your event, broadcast live, or promote it.

#PlaySalisburyRadio

Salisbury Radio

Local to its core



More than just a radio station that plays '**Just Great Songs**', we are committed to supporting our local businesses, the local economy and giving coverage to the amazing not-for-profit groups, organisations and events in our area.

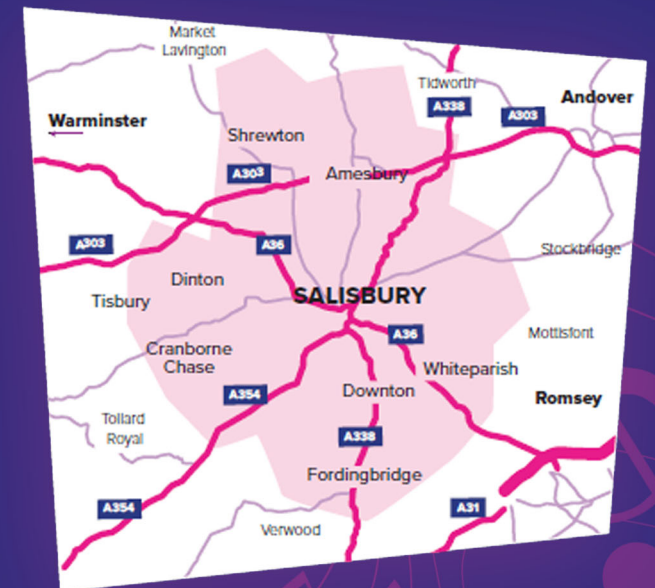
Playing a broad range of music from the past five decades, spiced with the occasional song you just haven't heard for a long time, our sense of 'feel good' is liberally sprinkled across everything we do.



DAB, Smart Speakers & Online

Salisbury Radio broadcasts on DAB Digital Radio from two transmitters serving almost 120,000 people in South Wiltshire and West Hampshire.

More and more of our audience also listen on Smart Speakers, mobile devices, internet enabled radios and online at salisburyradio.co.uk



#PlaySalisburyRadio

On Air

We love Salisbury



Salisbury Radio features the names and voices of people you may already know, talking about and featuring the people and places you know.

Unashamedly local, Salisbury Radio is able to talk about and passionately share stories and experiences about the events and activities that affect all of us who live, work and play in and around the city.



Craig wakes up Salisbury each morning with a digest of information to get the city started.

The latest local news and travel updates along with great music.

Craig Hicks
at Breakfast



Join Andy as he helps get you home on weekday afternoons.

He'll check on the latest news that day as well as keeping an eye on the roads across the area.

Andy Munns
at Drive



Ian entertains, informs and has lots to say about events in South Wiltshire and West Hampshire.

Ian Burrage



Can you work out the year in Matt's Mystery Year.

The ever popular Matt is on Salisbury Radio every Saturday from Middy.

Matt Rogers



Pat is back on local radio across Salisbury, South Wiltshire and West Hampshire on weekend afternoons.

Pat Sissons

#PlaySalisburyRadio

Audience

Our reach

Our target audience is **adults over 35** who have an interest in the area in which they live, have children and may be supporting their parents.

We call this an audience with the '**power of three**'. A mature audience who have responsibility for three generations of their family.

We utilise our radio and digital platforms to reach the largest possible audience.



67,000
monthly listeners (estimated*)

22,700
monthly unique online listeners

34,100
unique monthly website visitors

13,100
most viewed page (hits)

1,100
news stories published

11,000+
social media followers

115,000
avg monthly Facebook reach

73%
live in Salisbury

*Estimated listener numbers are based on RAJAR statistics on listening habits. All data based on April 2024

#PlaySalisburyRadio

Testimonials

Our existing clients



We try to understand your business and work alongside you. We are in constant communication, making tweaks and getting the best results possible on a case by case basis.

Read what some of our current clients think about Salisbury Radio and how they feel about working with us.

As a local company, we try to work in partnership with people.

"Partnership, local and value have always been the key words for us in any key marketing decisions and David and the team at Salisbury Radio offer all three of those in abundance. So good to be able to have and hear quality local advertising at a fair price from a team that care about their product and about their relationship with us too." - **Simon Futchter, Business Manager Cara Glass**

"Guyatts of Salisbury have been supporters of Salisbury Radio since launch, we love the community feel of a local radio station and have great relations with the team. They do a fantastic job advertising our Haulage, Storage and Recycling Business. As a local company, Salisbury Radio keeps us in the loop with what is going on in the city, including traffic updates which we utilise daily for our transport links." - **Roy Guyatt, Managing Director, Guyatts of Salisbury**

"We are excited to be working with the Salisbury Radio marketing team. We signed up recently and here at Boswell Bros we are looking forward to getting great awareness for our business thanks to Karli at Salisbury Radio - at a really acceptable price. Also, and importantly, we love working with a local team who are clearly as passionate about the area as we are." - **Jamie Boswell, Managing Director, Boswell Bros**

Contact Karli or Ceri to discuss your advertising needs: 01722 433 730 or hello@salisburyradio.co.uk

#PlaySalisburyRadio

Advertising

Our reach

Radio is the most versatile of all media for raising awareness of your company. Adding online, social media and maybe even video to your mix dramatically increases awareness and response.

In an advertising world where 'repetition builds reputation', there is no more cost effective way to deliver your company's message to thousands of people each and every day.

Get that customer before they go to your competitor. Radio is also a unique medium in that it infiltrates your prospective clients consciousness before they make a purchasing decision.

Options

Option 1

60 Commercials per month

Bronze
£330 pcm

Option 2

100 Commercials per month

Silver
£420 pcm

12 month investment discount available

Option 3

140 Commercials per month
Online Banner Advert

Gold
£590 pcm

6 & 12 month investment discount available

Bespoke and sponsorship packages can be created on request. Talk to us about your package today.

#PlaySalisburyRadio

*all prices exclude VAT and creative



Salisburyradio

The spirit lives on



A woman with long brown hair, wearing a pink beanie, large yellow sunglasses, and a pink knitted sweater, is shown from the chest up. She is wearing large blue and pink headphones and holding a blue smartphone in her right hand. She is making a peace sign with her left hand. The background is a mix of white and dark blue with musical notes and a treble clef.

Tune into proper local radio

Office: 01722 433 300

News: 01722 433 730

Studio: 01722 433 733

Email: hello@salisburyradio.co.uk

www.salisburyradio.co.uk



DAB RADIO - SMART SPEAKERS - ONLINE

#PlaySalisburyRadio