

MEDIA PACK



OUR AUDIENCE

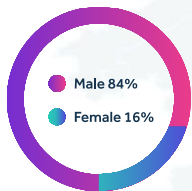
Gaydio reaches more people than all of the UK's LGBT+ print media, combined.

535k+
weekly listeners

200k+
London

105k+
Manchester

35k+
Brighton



25 - 40
year-olds

36
average age

Research by Spotify shows that Gaydio listeners pay more attention to what's coming out of the speakers than listeners to any other UK radio station.

Majority high-spending ABC1 individuals



Average household income of
£79,000 per year



84% can travel any time of the
year, work permitting

70%
switch brands if they learn one
supports the LGBT+ community

47%
are more likely to buy from a
company with LGBT+ tailored
messaging



@gaydio

200K+
social media reach

THE BEAT OF GAY UK

Across the country on mobile and on the radio in six major cities.

RADIO

Alongside our two FM services in Manchester and Brighton, we're on digital radio in Greater London as well as Glasgow, Birmingham and Portsmouth.



'PLAY GAYDIO'

Wherever you are in the UK or abroad, you can tell your smart-speaker or phone to "play Gaydio" – or download our iPhone or Android apps. We're not 'just' a radio station either. Gaydio.co.uk is a must-visit hub for LGBT+ lifestyle content.

DAB / FM
SIGNIFICANT APP USE

OUR PRODUCTS

A range of options to

**GET
YOU
NOTICED**

AIRTIME

ADVERTS

Great as a call to action or for brand exposure. We'll create a bespoke solution to maximise ROI – even creating the advert for you too.

SPONSORSHIP

ALIGN YOUR BRAND

Sponsoring a show or segment brings your brand on-side. You become a part of something our listeners - your future customers - already love.

COMPETITIONS

TALKABILITY

There's no better way to get someone to visualise what it feels like to use your product or services, than the chance to win it.

DIGITAL

WEBSITE AND SOCIAL

Become a part of the experience at Gaydio.co.uk or on our iPhone or Android apps and social channels. From banner ads to video, the options are endless.

OUR PARTNERS

We're big enough to work to the standard demanded by international brands...



Rentalcars.com



UNITED AIRLINES



NCL
NORWEGIAN
CRUISE LINE®



Wickes
Let's do it right

teletext
holidays



LONDON
DO IT
TEST-PROTECT-PREVENT HIV

octopus
energy

LIVE NATION®

SAVOY
LONDON

TESCO

CarFinance 247



Radisson®

...but agile in our ability to create the right results for small business too.

DEFECTED™

adoption
now

THE ALLOTMENT
VEGAN • EATERY

brighton bed centre



GAYDIO

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facebook.com/gaydio



twitter.com/gaydio

Gaydio is a not-for-profit venture, investing revenues into transformative project work for vulnerable and disadvantaged members of our community