



MEDIA PACK





Home of Gaydio Breakfast with Paris & Dave, we proudly reflect the lives of our audience as they wake up, commute, work and socialise.
Maximise brand awareness and increase revenue by advertising on Gaydio.

OUR AUDIENCE

Proud to serve an audience of over half a million weekly listeners.

535k
WEEKLY
LISTENERS

200k
LONDON

100k
MANCHESTER

35k
BRIGHTON

51%
FEMALE

49%
MALE

Targeting 25-45 LGBTQ+ individuals and allies with an average listener age of 36.

And we're big on social too...

Reaching over
185,000



Sources: Annual Population Survey (2019), Quantcast (2022), Facebook (2022), Twitter (2022), Tiktok (2022), Audience Net

WHY GAYDIO?

There's many reasons to advertise your product or services with Gaydio.

DID YOU KNOW...

The majority of our listeners are 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 LGBTQ+ community



47% of our listeners are more likely to buy from a company with LGBTQ+ tailored messaging



OUR DIGITAL FOOTPRINT

Our audience regularly visit our website, free app and social media channels to engage with the station. Here's what the stats tell us...

DID YOU KNOW...

our web visitors are 48% more likely than the national average to visit websites for arts and entertainment.

Our research shows us that 27% of visitors to Gaydio.co.uk are **business decision makers** - people who sit on company boards or in senior positions.

53% of Gaydio.co.uk visitors are in the Heavy Savings and Investment Spenders category - demonstrating the disposable income available to our audience.

Sources: Quantcast Measure (March 2022), Quantcast (March 2022) Bombora (March 2022), Acxiom (March 2022)



ACROSS THE UK

Get us wherever you are in the UK - on air, online, on social.



On FM

Our audience can hear us on their FM radio across Manchester and Brighton whether they're on-the-go or at home.



On DAB

Listeners can tune into Gaydio on their DAB radio in Manchester, Birmingham, London, Brighton and Portsmouth



The Gaydio App

Listeners can tune into Gaydio on the move, wherever they are in the UK by downloading the free Gaydio app.



Smart Speaker

We're in the homes of LGBTQ+ listeners across the UK thanks to the rise of smart speaker listening.



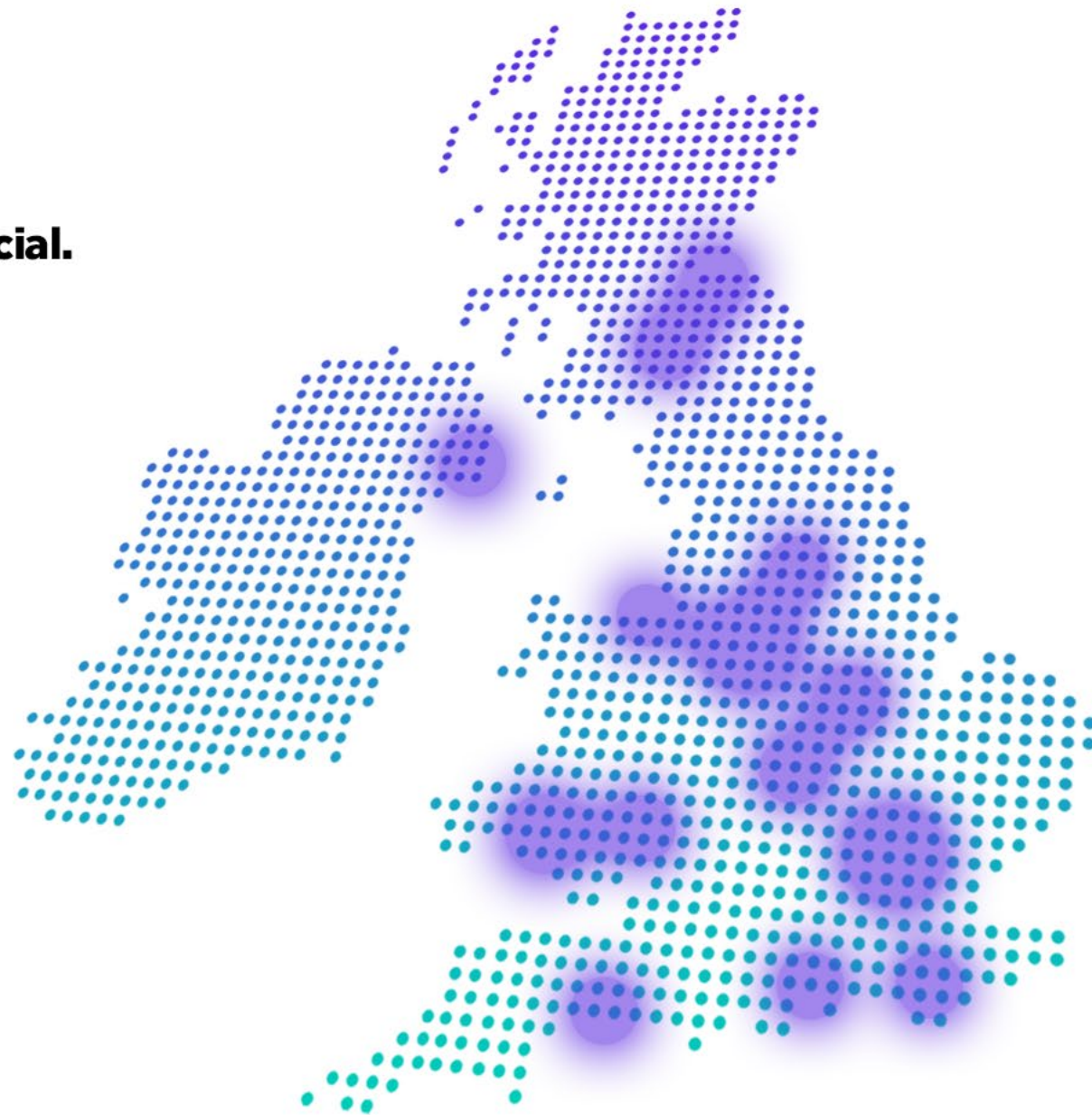
Online

Gaydio listeners can listen wherever they are on our website, engage with our content and enter the latest competitions.



Socials

We serve our audience the need-to-know LGBTQ+ content, promote our competitions and other station activity.



THE SOLUTION

Let's work together and create a campaign that ticks all of your boxes.



Airtime

Radio is the most trusted medium in the UK. Use spot advertising to increase brand awareness and a creative concept to influence listener behaviour



Promotions

Create a splash in the marketplace with a competition that brings your product to life and generates data capture for you to re-target listeners



Sponsorship

Integrate your brand with Gaydio content by sponsoring a show or segment. You'll become a part of something our listeners - your future customers - already love.



Digital & Social

Our listeners consume engaging content through our website and social channels. Become a part of the Gaydio.co.uk experience, our apps and socials.

OUR PARTNERS

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



...and we're agile in our ability to create the right results for local businesses too.





**LET'S
WORK
TOGETHER**

CONTACT ME...

Drop us a line
sales@gaydio.co.uk

Give us a call
0845 009 69 55