



GAYDIO

MEDIA PACK 2023



RADIO



MOBILE



"PLAY GAYDIO"



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.


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

We can be heard on DAB in Manchester, Birmingham, Glasgow, Edinburgh, London, Brighton, Bristol, Cardiff, Leeds, Sheffield 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 on IOS or Android.



Smart Speaker

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



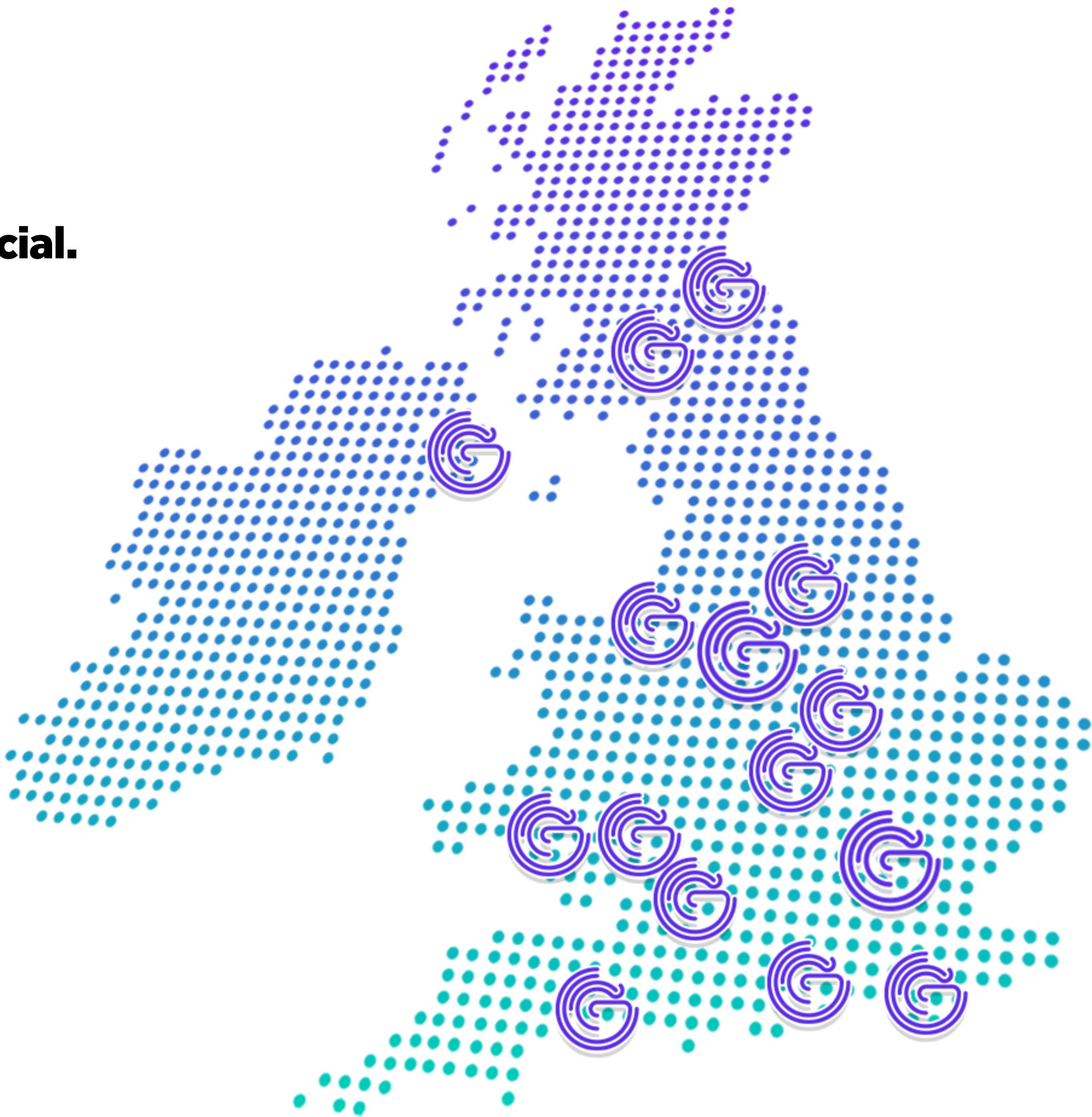
Online

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.



OUR AUDIENCE

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



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

And we're big online too...

Reaching over
185,000



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

WHY GAYDIO?

There are many reasons to advertise 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



Sources: QQuantcast (March 2022), Spotify

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



Events

We create and amplify key LGBTQ+ moments - from the Gaydio Pride Awards, to Gaydio activations at pride season or our networking events.



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

Gaydio.co.uk is home to the latest competitions and longform LGBTQ+ content we direct our listeners to engage with such as Gaydio Travels.



Social & Video

Our listeners can engage with us at any time that suits them through our social channels. Reaching over 150K, our audience get the latest LGBTQ+ happenings in their feed.



OUR PARTNERS

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



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



SOCIAL IMPACT

As a social enterprise, we invest in and support the community we serve.



Gaydio Academy

Our courses and thematic workshops up-skill people to work in an inclusive media environment, developing future radio talent.



Charity

We partner with various charities to raise awareness of issues facing the community and drive change.



Volunteers

As part of our community commitments, we offer both on-air and off-air volunteer placements to many who wish to be involved with Gaydio.



Not-for-profit

We invest surplus resources into training and development opportunities and transforming the lives of disadvantaged members of the communities we serve.

