



**GAYDIO**

**MEDIA PACK 2024**





# WE ARE GAYDIO

**The UK's LGBTQ+ Station**

Gaydio proudly reflects the lives of our audience as they wake up, commute, work and socialise. You could maximise brand awareness and increase revenue by advertising with us.



# ACROSS THE UK

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



### FM Radio

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



### Digital Radio

On DAB in London, Edinburgh, Glasgow, Newcastle-upon-Tyne, Leeds, Sheffield, Birmingham, Bristol, Cardiff, Portsmouth, Manchester and Brighton.



### 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 tune in wherever they are through our website, engage with our content and enter the latest competitions.



### Socials

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



# OUR AUDIENCE

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

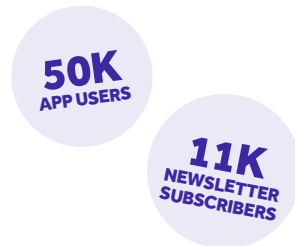


50.4%  
MALE

49.5%  
FEMALE

Our target audience is the **1.3 million estimated LGBTQ+ people in the UK** and their allies between the ages of 18 and 55. Our average listener age is 36.

And we're big online too...



Sources: Spotify, Annual Population Survey (2019), Quantcast (2024), Meta (2024), X (2024), TikTok (2024), Audience Net, Google Analytics







## WHY GAYDIO?

**Two thirds of LGBTQ+ people would like to see more advertising reflecting the community.**

### Did you know...

The **majority** of our listeners are **high-spending ABC1** individuals



Average household income of **£79,000 per year.**



**84% can travel at 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: Spotify, Quantcast (March 2022)



# 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** in a space with the **lowest ad avoidance** in media.

### Gaydio Recommends

For a brand awareness campaign, the radio industry generally recommends a 13 week campaign to ensure your messaging **cuts through**.

You could target LGBTQ+ people nationally by advertising across the Gaydio network or locally using our city transmitters in London, Manchester, Birmingham, Brighton and Scotland.

Gaydio broadcasts 6 minutes of ads per hour over two ad breaks - on the hour and on the half hour.

Source: Radiocentre







# PROMOTIONS

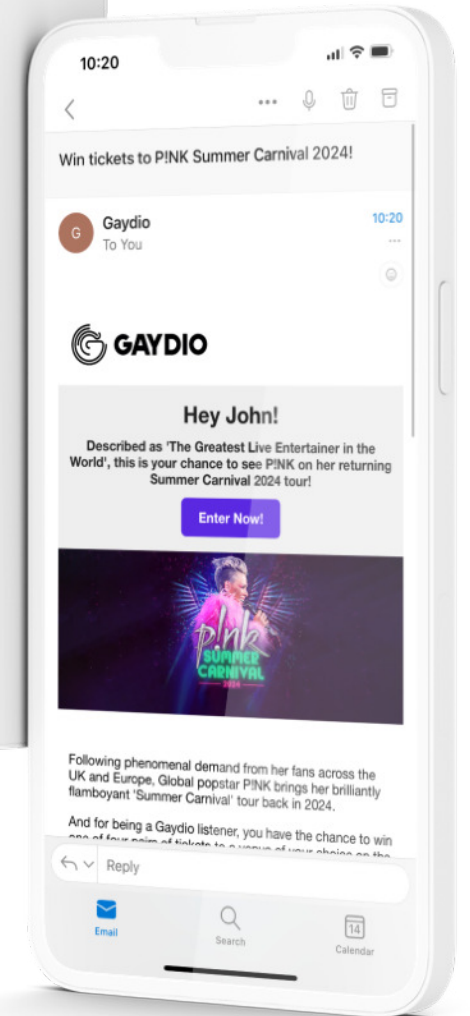
## Bring your product to life with a competition!

Supported by a media campaign, Gaydio competitions generate data capture, enabling you to re-target our listeners.

### Did you know...

Our average network competition generates **4,500 entries** with **32% opting in to hear more from our partner.**

We'll demo your services or products on a landing page with hi res imagery, video, click links and key messages whilst using promotional trailers, presenter reads, newsletters and social to drive engagement and awareness.



Source: Gaydio (based on average entries between 1st December 2023 and 14th March 2024)



# SPONSORSHIP

## Your brand will become a part of something our listeners, your future customers, already love.

Integrate with Gaydio content by sponsoring a show or segment and influence listener behaviour at key moments throughout their day.

- **Show Sponsorship** - use key messaging contextual to the time of day you'll be sponsoring, influence evening plans in the afternoon or drive time show.
- **Activity Sponsorship** - partner with us through key LGBTQ+ awareness weeks (eg, Lesbian Visibility Week) and align your brand with editorial content.
- **Event Sponsorship** - from the Gaydio Pride Awards to Gaydio Presents: Networking - we have both consumer & business facing events you could align with.





# SOCIAL

## Scroll-stopping queer content in the palm of our listeners hands.

We use our social platforms to cross-promote on-air activity, share the latest LGBTQ+ news from across the world and provide our listeners with their backstage pass to the hottest events across the UK.

### Did you know...

Our Instagram content reaches over **245,000** people a month.

Engage our loyal social following with your brand through video content, promotions or competitions.



Source: Meta (13th Feb - 13th March 2024)



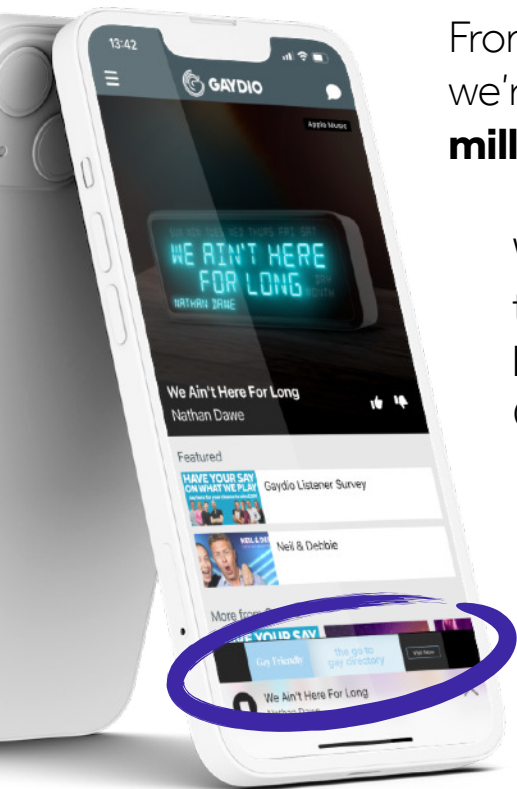
# DIGITAL

## Our mobile app and website are packed full of engaging queer content...

From competitions to travel guides and things to do, we're proud to see our **website reaching nearly half a million monthly** visits.

We have **almost 50,000 app users** who use Gaydio to listen on-the-go and access our collection of **LGBTQ+ podcasts** - an inventory of curated Gaydio Original podcasts and third party offerings.

Drive clicks to your website with a strategic digital campaign across Gaydio's portfolio or utilise digital assets such as our newsletter to create multiple touch points.







## VIDEO & PODCASTS

**Creatively bring your brand to life in a way that feels authentically endorsed by Gaydio.**

### Visual Podcast

Blend long-form audio with eye catching video content.

By creating a visual podcast, you can use creative video assets to drive listeners to engage with your podcast.

### Hosted Video

Gaydio's team of presenters are on hand to bring your product to life.

Showcase your products, bring your brand to life and create a splash in the marketplace.

### Podcast

Don't let a competitor be the first to build an audience in the podcast arena.

We can create co-branded campaigns or white label podcasts for your brand.

Throughout 2023, we worked with **British Airways** to deliver a **visual podcast** series to document the great LGBTQ+ friendly destinations you can travel to from Gatwick.

And in the last twelve months, we delivered a **hosted video** campaign for **Drayton Manor** to highlight their new "Summer Nights" series.



# EVENTS

## We work with partners to deliver unforgettable experiences for the LGBTQ+ community and beyond.

### Gaydio Pride Awards

The biggest LGBTQ+ awards ceremony outside of London, we're proud to recognise the grassroots efforts made to better queer lives.

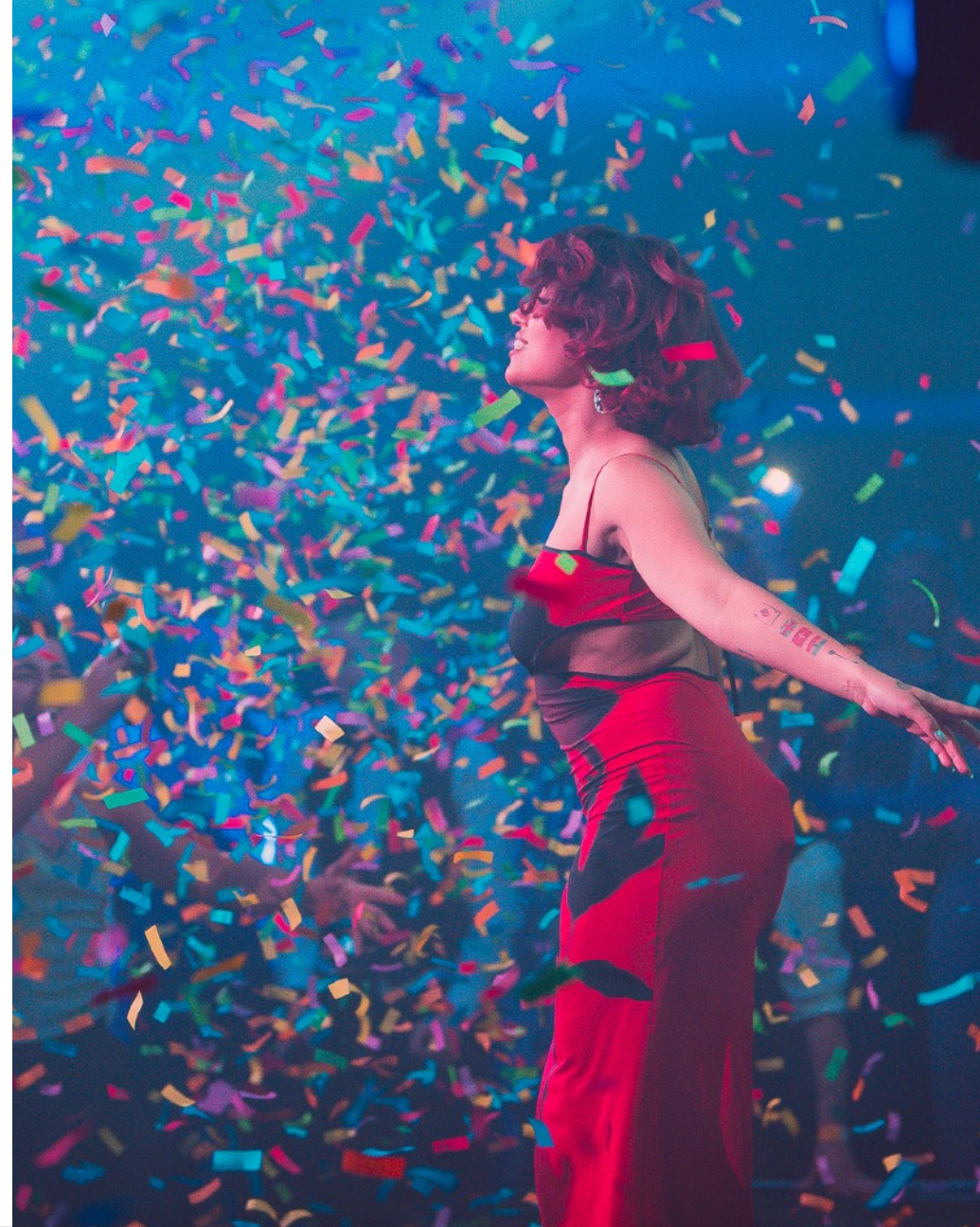
In 2024, the cycle reached over **6 million people** through radio, press and socials.

### Brand Events + Experiential

We work with third party brands and sponsors to deliver activations that delight our shared audience.

Over the years, we have delivered **pop up gigs, co-branded parade floats** and **club takeovers** on behalf of our partners.

As Gaydio expands in 2024, we're looking to deliver more immersive experiences for the LGBTQ+ community to enjoy.







# SOCIAL IMPACT

**As a not-for-profit social enterprise, we invest in and support the community we serve.**



## Gaydio Academy

We're creating future radio talent by delivering thematic workshops as well as up-skill opportunities.



100% of 2023 Gaydio Academy cohort would recommend it to a friend\*



Former volunteer and now BBC Radio 1 Presenter, Vicky Hawkesworth



## Volunteers

As part of our community radio commitments, we offer both on-air and off-air volunteer placements.

\*Source: all respondents of the Gaydio Academy post-course survey



# OUR PARTNERS

**We deliver campaigns at the scale demanded by national brands...**



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





# SUCCESS STORY: BRITISH AIRWAYS

## GAYDIO IN EUROPE - OCTOBER 2023

Showcasing four European destinations throughout October, a partnership with British Airways allowed us to detail the wonderful things for LGBTQ+ people to do in each location through a series of **visual podcasts** and **social activations** with amplification **on air** through branded content.

Throughout the partnership, we gave listeners the chance to **win a trip to each location** - Nice, Amsterdam, Gran Canaria and Malta.

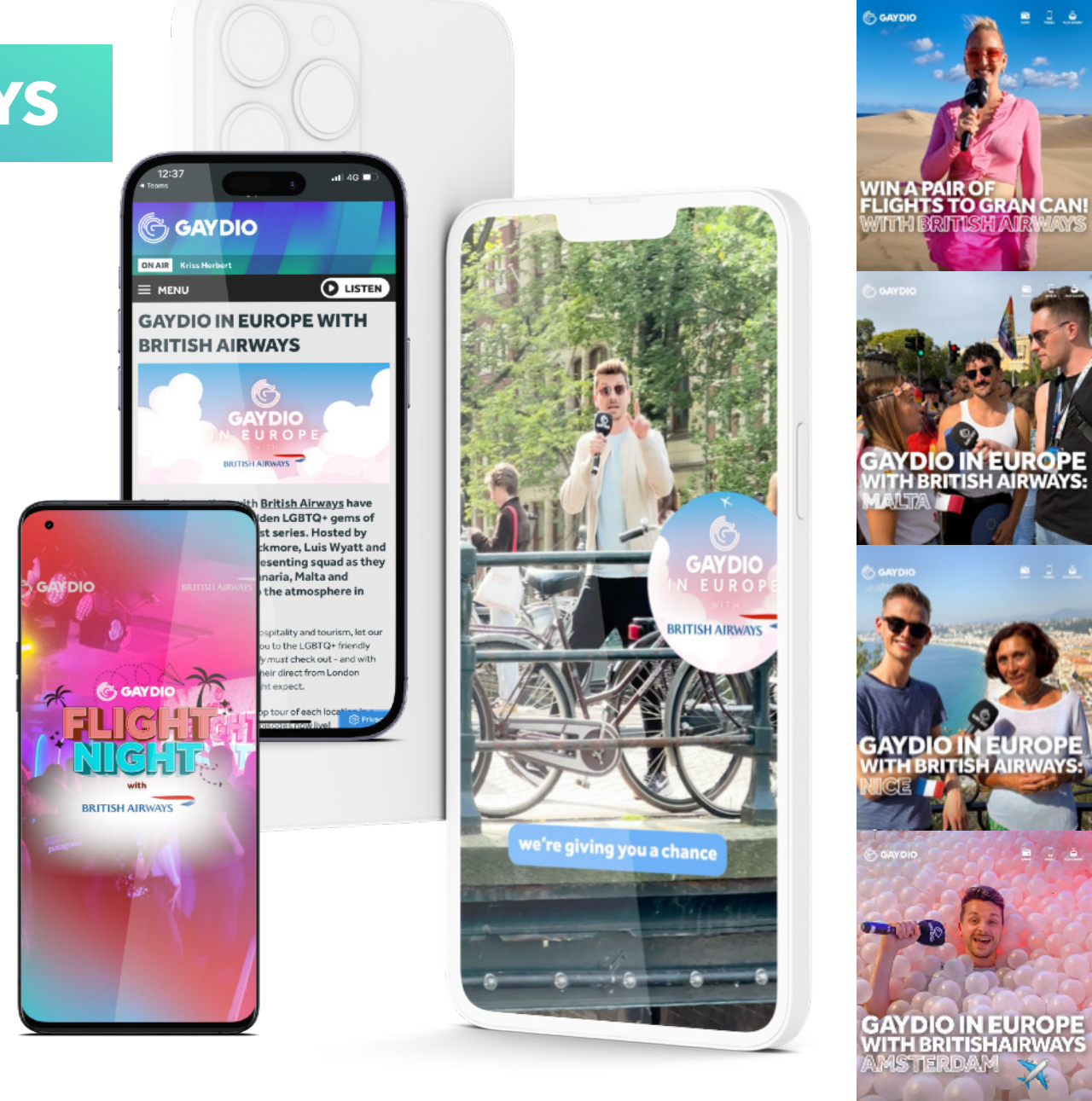
SOCIAL REACH  
540,397

LINK CLICKS  
5,739

PODCAST  
PLAYS IN 28  
DAYS  
6,262

COMP ENTRIES  
13,849

To further amplify the destinations British Airways fly to directly from Gatwick, we launched **Gaydio Flight Night**, a unique club takeover event with a performance from **Drag Race UK Star, Black Peppa** at Revenge, Brighton. The audience had a chance to win a 'flight on the night' to one of 40 European destination. The event had over **400 ticket holders in attendance** with a **social video reaching 106,000**.





# SUCCESS STORY: DRAYTON MANOR

SUMMER NIGHTS - JULY/AUGUST 2023

## THE BRIEF

Make "Summer Nights" at Drayton Manor the go-to destination throughout July and August, raising awareness of themed weekends taking place over the summer months and generating data capture for re-targeting.

## THE SOLUTION

Over four consecutive weeks throughout the summer, we **gave away four Drayton Manor breaks**. Listeners could enter the competitions on a **bespoke landing page** littered with key messaging and imagery.

The competition was supported **on air** with co-branded promo trails and live reads as well as a heavyweight **social campaign** by creating a **presenter hosted video**, where Helen Scott soaked up the energy at Drayton Manor to encourage Gaydio's audience to enter the competition or buy tickets to Drayton Manor Summer Nights.

ON AIR REACH  
635,000

SOCIAL REACH  
270,000

COMP ENTRIES  
3,140



ON AIR Gaydio Breakfast now playing Romy - She's On My Mind

SHOWS REPLAY MUSIC WIN LIFE EVENTS CONNECT ACADEMY LISTEN

### WIN DRAYTON MANOR TICKETS + 3 MATES!

Gaydio has teamed up with [Drayton Manor Resort](#) to [Summer Nights](#) and give away [tickets](#) and three mates.

You could enjoy over 50 rides at [Thomas Land](#), [Adventure](#)

Over the next three weeks, you've



for everyone. And is that

This summer, the fun doesn't stop as we partner with [Drayton Manor Resort](#).

Join the party this Summer at [Drayton Manor](#) and ride into the evening every weekend in **July and August** as the **park opens late** with live music, tribute acts and live DJs, themed "Summer Nights" refreshments and themed weekends as the party atmosphere takes over.







**GAYDIO**

**LET'S CHAT...**