



**GAYDIO**

**MEDIA PACK 2024**

# ACROSS THE UK

**Gaydio is the UK's LGBTQ+ station, reflecting 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.**



## FM Radio

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



## Digital Radio

London, Edinburgh, Glasgow, Newcastle-upon-Tyne, Leeds, Sheffield, Birmingham, Bristol, Cardiff, Portsmouth and Liverpool.



## 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.

535K WEEKLY LISTENERS



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...

400K  
MONTHLY WEB  
VISITORS

185,000 COMBINED  
SOCIAL FOLLOWERS



50K  
APP USERS

11K  
NEWSLETTER  
SUBSCRIBERS



Sources: Spotify, Annual Population Survey (2019), Quantcast (2024), Meta (2024), X (2024), Tik Tok (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.

### Our recommendation...

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 regional 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

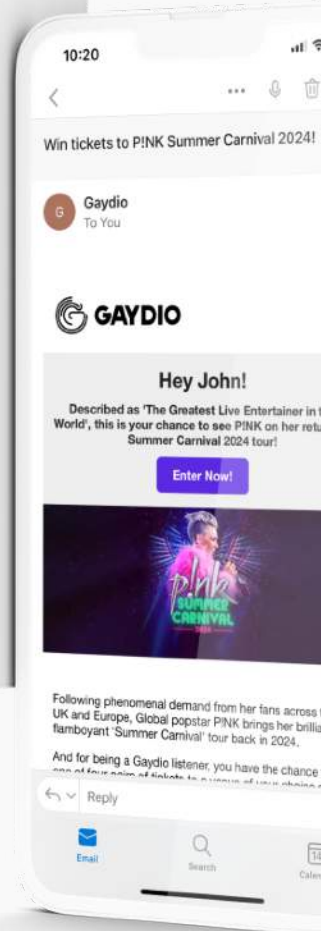
**Two thirds of LGBTQ+ people would like to see more advertising reflecting the community.**

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 organic Instagram content reaches over **303,394** people a month.

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



Source: Meta (September 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.



# 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, we're looking to deliver more immersive experiences for our listeners, and your future customers, alike.





# SOCIAL IMPACT

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



Former volunteer and now BBC Radio 1 Presenter, Vicky Hawkesworth

## 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\*

## Volunteers

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



# 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: 2023-2024

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.



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 destinations. The event had over 400 ticket holders in attendance with a social video reaching 106,000.





# SUCCESS STORY: DRAYTON MANOR

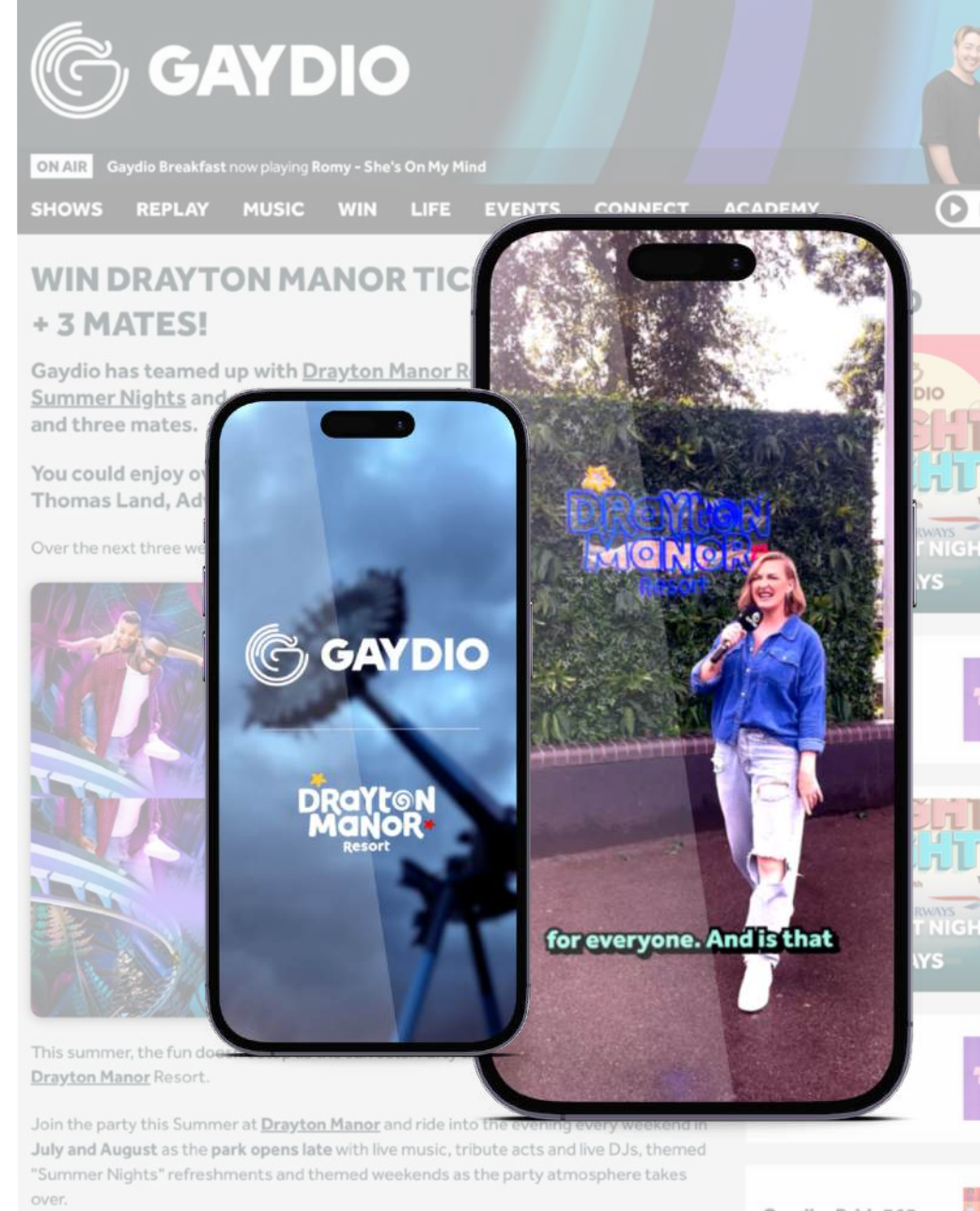
## SUMMER NIGHTS 2023

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.





**GAYDIO**

**LET'S CHAT...**