



**GAYDIO**

**MEDIA PACK**

# 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...



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.

1 MIL  
SOCIAL REACH

10K  
LINK CLICKS

50K  
PODCAST  
PLAYS

17k  
COMP ENTRIES

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

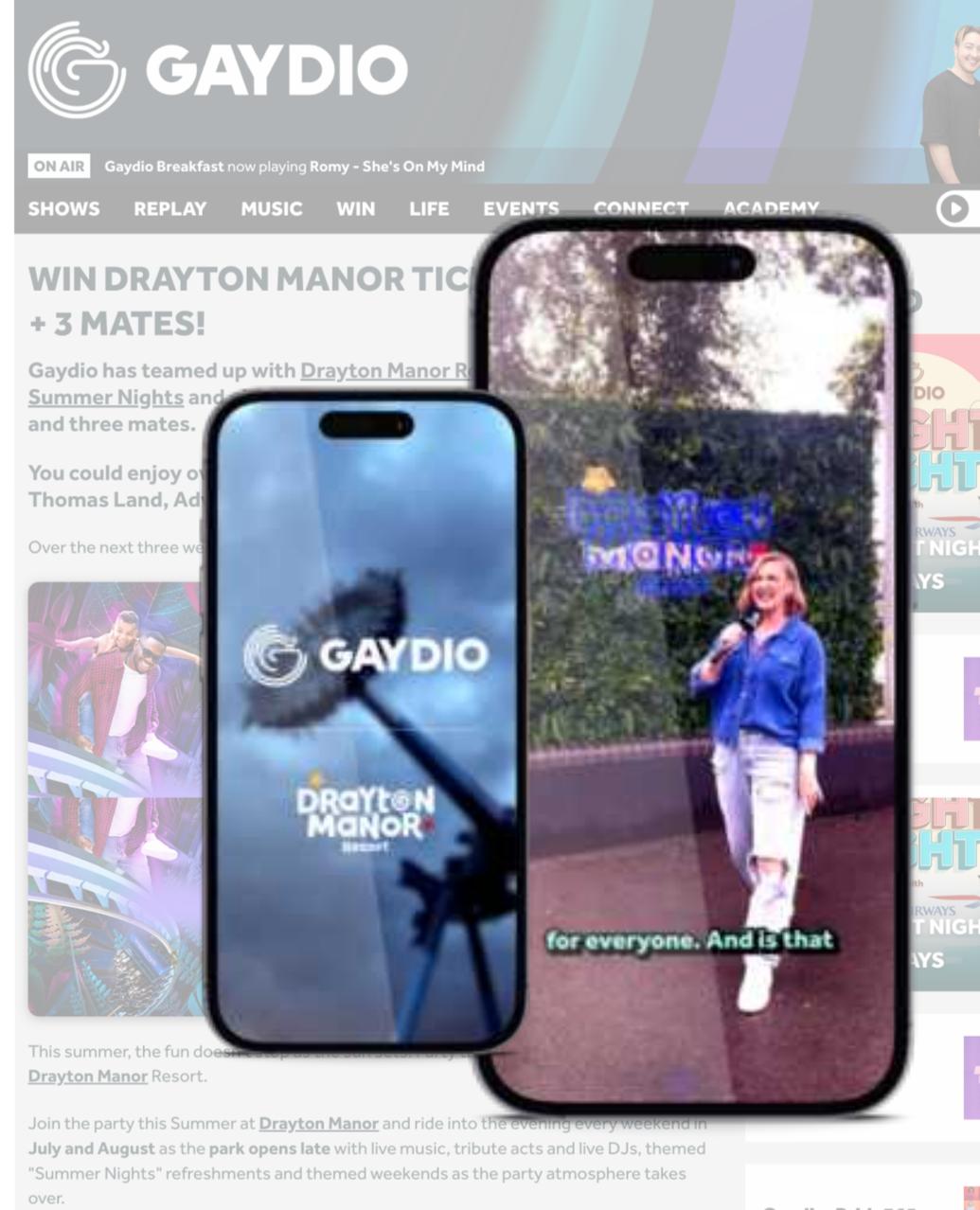
## SUMMER NIGHTS 2023

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...**