

DEE RADIO GROUP



Chester's
Dee Radio
106.3FM - DAB - Online



Cheshire's
Silk 106.9

LOVE 80's
LIVERPOOL

LOVE 80's
MANCHESTER

MEDIA PACK

Includes Quarter 3 2021

Radio Industry Research



The only locally owned, locally run Radio Group supporting local business
across the N West and N Wales

Broadcasting to over 3.5 million people





Chester's
Dee 106.3



Dee on DAB



Cheshire's
Silk 106.9

**Researched
Population of 199,000**

**We have a total of 64,000
listeners**

40% are ABC1's

**We Reach 32% of all adults in
and around Chester**

**41% of housewives with
young children listen**

Facebook 12967 Twitter 17009

**Researched
Population of 187,000**

**We have a total of 34,000
listeners**

47% are ABC1's

**We reach 18% of all adults
in and around East Cheshire**

**24% of housewives with
young children listen**

Facebook 6656 Twitter 10,800

**Dee on DAB covers a wider population of 1,800,000
Potentially 90,000 Adult listeners ***



Population of 2m adults across
Liverpool, W. Cheshire, N. Wales



Population of 1m adults across
Manchester

Our target audience is affluent adults aged 35-64. These reluctant adults, a Peter Pan generation, include a large number of empty nesters with higher disposable income

Actual **56,114** verified unique online
listeners by IP addresses*

RAJAR research audience figure
18,000 listeners**

Actual **27,496** verified unique online
listeners by IP addresses*

RAJAR research audience figure
12,000 listeners**

• source PlayoutONE online streaming stats Oct 21

** source RAJAR Love 80s LVP / MCR 12 months ended Sept 2021, 13 week predicted cumulative audience Joint BBC / Commercial Radio Research



Our Story



Now 18 YEARS old having launched on 1st March 2003. We broadcast from brand new studios in the very heart of Chester at Riverside Innovation Centre with our transmitter on The Steam Mill.

Chester's Dee 106.3 is the independent local radio station broadcasting to Chester and surrounding areas including Ellesmere Port, Connahs Quay, Queensferry, Mold, Tarporley, Flint and Neston.

We are local 24 hours a day and provide listeners with great music and a vibrant, engaging, quality output featuring high profile presenters, celebrity guests and content of local importance.

We support local talent including Chester FC, Chester Racecourse, Chester RUFC and many local charities.



Our Story



We became increasingly frustrated that ‘ Other Broadcasters’ were turning their backs on the regions they served choosing to provide services predominantly networked from London. Equally we think that **North East Wales, West Cheshire, and Merseyside** is a cohesive region arguably as much or more so than the North West. We wanted this ‘our own’ region to have DAB radio and so we’ve invested approaching £1 million on a DAB transmission network with three transmitters on St John’s tower in Liverpool, Wrexham Rhos and Moel-y-parc. **Now 8 YEARS old Dee on DAB started broadcasting on 19th April 2013**, with a love of music from the past 5 decades targeting 25 to 65 year olds.



Cheshire's
Silk 106.9

Our Story

Now 23 YEARS OLD having launched in 1998, broadcasting from our new studios in Adelaide Street, Macclesfield with a transmitter on Sutton Common overlooking the whole of the Cheshire plain.

Cheshire's Silk 106.9 is the independent local radio station broadcasting to Macclesfield, Wilmslow, Congleton, Sandbach, Knutsford and surrounding towns which can also be heard across the whole of South Manchester and North Staffordshire.

We broadcast locally 24 hours a day and provide vibrant, engaging, quality local radio featuring high profile presenters, celebrity guests, news and sport, great music and truly local, relevant speech content.

We are an award winning station holding a Sony Station of the Year and 3 consecutive North West Station of the Year accolades. We support many local charities, groups and organisations including Macclesfield Town Football Club, Congleton FC whose stadium is named after us, Macclefield Rugby Club and Sandbach Rugby Club to name a few



LOVE  **80's**
LIVERPOOL

LOVE  **80's**
MANCHESTER

Our Story

A carefully researched music format of 80's songs and artists and entertaining content that reflects the huge passion for the era - emerged as the leading potential format to engage an audience across the two Powerhouse cities of the North – Manchester and Liverpool.

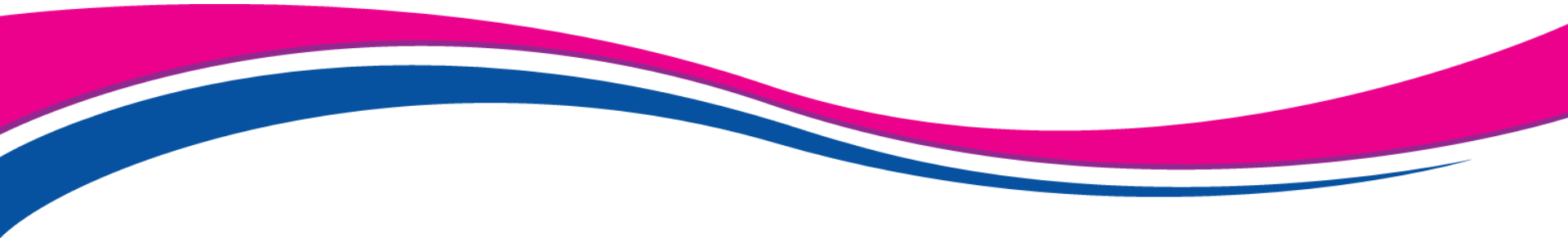
Both Love 80's Manchester and Love 80's Liverpool officially launched on the 5th August 2016 at Rewind the largest 80s festival in Europe.

Their target audience is adults aged 35-64 – those that were on their way to discovering their favourite artists and songs, during the 80s. Now reluctant adults they are more affluent and informed listeners – all having in common their 'Love' for the 80s

We keep the music to a maximum – with more songs per hour and content that brings the 80's decade to life for our listeners!

Take a step back in time to this most influential decade .

Love 80's play the biggest songs from Madonna, ABC, Duran Duran, Human League, Spandau Ballet, Queen and Michael Jackson..... With music features, 80s pop quizzes, showbiz news, traffic and travel and stand out tracks it's a must listen



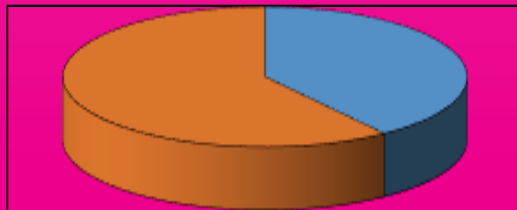
Chester's Dee 106.3 is a broad appeal station that is popular across all age groups 15 to 65+

Audience by Gender



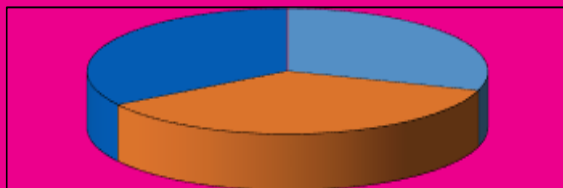
■ Women 47%
■ Men 53%

Audience by Social Class



■ ABC1 40%
■ C2DE 60%

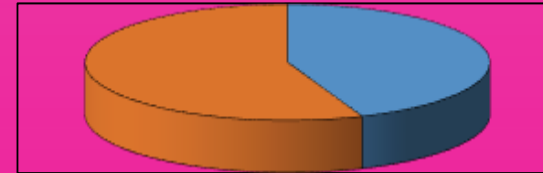
Audience by Age Group



■ 15-34 30%
■ 35-54 36%
■ 55+ 34%

Cheshire's Silk 106.9 is a broad appeal station that is popular across all age groups 15 to 65+.

Audience by Gender



■ Women 44%
■ Men 56%

Audience by Social Class



■ ABC1 47%
■ C2DE 53%

Audience by Age Group



■ 15-34 21%
■ 35-54 37%
■ 55+ 42%

Total audience potential reach during a 13 week airtime campaign



- ✓ 13 week campaign will reach 35% of ALL MEN
- ✓ 13 week campaign will reach 29% of ALL WOMEN
- ✓ 13 week campaign will reach 22% of ALL ABC1's.
- ✓ 13 week campaign will reach 41% of ALL HOUSEWIVES with Young Children



- ✓ 13 week campaign will reach 21% of ALL MEN
- ✓ 13 week campaign will reach 15% of ALL WOMEN
- ✓ 13 week campaign will reach 15% of ALL ABC1's.
- ✓ 13 week campaign will reach 24% of ALL HOUSEWIVES with Young Children

Why our customers love us

"I'm getting a really good package from Dee, and I know so many people are listening to it".

Janette Lever, Funerals from the Heart, Chester

"We've done some low key advertising, one hit shots like the Evening Standard and the Evening Leader, and it doesn't really compare – advertising on the radio is a different ballgame. It wasn't gradual, it was acute! It didn't just start gradually, it grew very rapidly, once we advertised on the radio. It was certainly touching the right client base, from day one".

James Powell, Chocks Away Diner, Hawarden Airport

"I remember a customer in the showroom discussing it with his Wife and she was saying, do we get to choose the registration number? And her Husband saying, yes, don't you remember the adverts? Its 64 plates, and they were both laughing, because it was quite a comical advert! And I thought, we've nailed it!".

Luke Regan, Dealer Principal, Cheshire Oaks Honda, Holdcroft Motor Group



"People are saying "I heard you on the Radio"A very good company with very good customer services and that's what you want.....I'd recommend Silk for advertising"

Andrea Clegg, Managing Director, Auriga Advocates, Crewe

"(Silk is) more effective than magazines.....Once we saw the results from the first campaign we tried another and that was a similar response and it's a really positive outcome"

George Carr, Marketing and Communications Manager, All Hallows Catholic College, Macclesfield

"Only yesterday somebody came into the shop and said that they'd heard the advert on the radio.....I think the results that we have had from it looking back over the last Six Years have been fantastic and I wouldn't be without Radio Advertising now on Silk FM"

Gayle Parkes, Owner, Pet Food Supplies, Macclesfield

"What we are getting from Silk in terms of feedback and input and cost effectiveness is much better so we've scrapped other forms of advertising....Graham came back with what we wanted, better than we expected and it was up and running in a very short space of time"

Tony Carter, Director, HT Legal, Knutsford



Why Local Radio?

Because campaigns are more effective on local radio.

Listeners trust their Local Radio Station...



Increased Brand Consideration

My Local Station

Other Commercial Radio Listeners

62%

46%

Agree:

“ I am more likely to consider a company / brand I hear on my station ”



Action taken after hearing about a brand on my station

My Local Station

Other Commercial Radio Listeners



Bought

42%

30%



Visited a store

52%

29%



Searched online

60%

46%



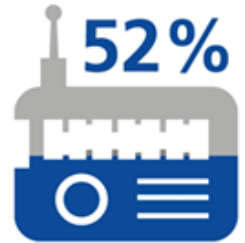
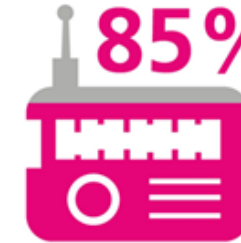
Local Stations are more influential at a local level

My Local Station

Other Commercial Radio Listeners

85%

52%



Agree:

“ It feels like part of my area ”

Local Gets Vocal Research by d.fferentology for First Radio 2014



The right package for you

We pride ourselves in creating bespoke solutions for your business. Every campaign that goes to air is unique to each client, whether it is:

- **Airtime** – *to communicate your message or offer*
- **Sponsorship** – *to position your brand exclusively*
- **Promotion** – *to interact with our audience*
- **Outside Broadcast / Live Appearance** – *to bring an event to life to our audience, on air and off air*
- **Interactive, on line, social media** – *to engage with our listeners and encourage liking and following*

We will deliver the right package for you
- at a highly competitive price!

Why Radio?

- **Its intrusive- you can't turn off your ears!**
- **It's local, emotional and personal**
- **It's one of the most effective ways to advertise**
- **It's flexible - start any day, any time**
- **It's immediate – today's news not yesterdays!**



How you can reach us

Chester's Dee Radio Love 80's Liverpool

Reception: 01244 391000

Email: studio@deeradio.com

Web: www.deeradio.com

Address:

Dee Radio 1 Castle Drive Chester CH1 1SL

Cheshire's Silk 106.9 Love 80's Manchester

Reception: 01625 268000

Email: studio@silk1069.com

Web: www.silk1069.com

Address:

Silk 106.9 Adelaide Street Macclesfield SK10 2QS