

DEE R DIO GROUP

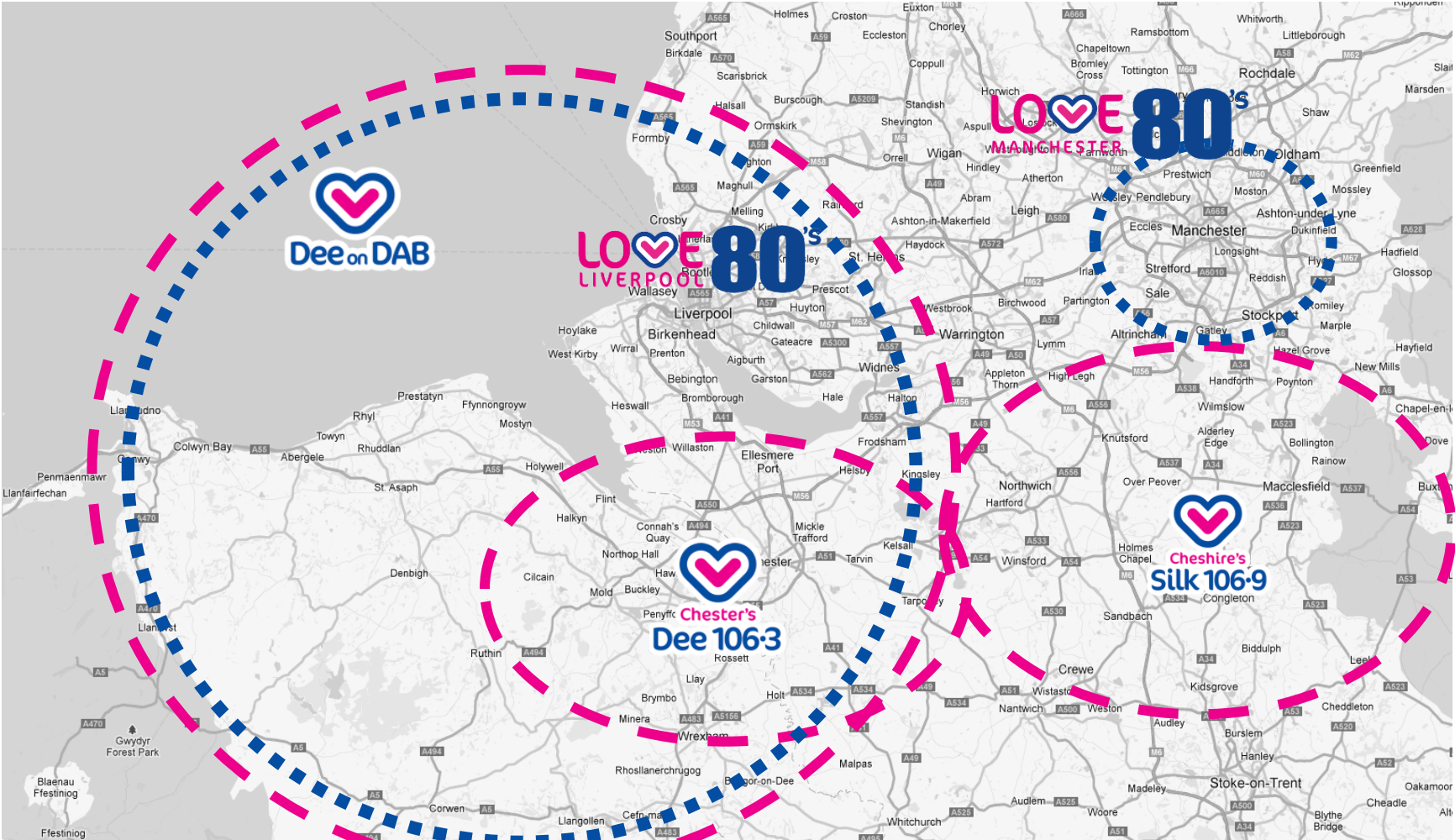
Media Pack – Updated Jan 2023

Includes Quarter 3 2022
Radio Industry Research

The only locally owned, locally run radio group supporting local business
across the North West and North Wales.



Broadcasting to over
3.5 MILLION
people!

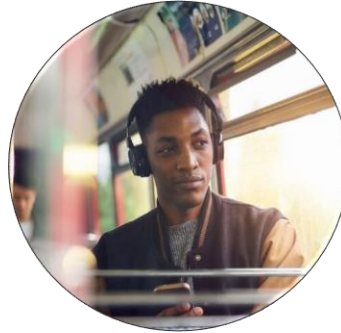


Why Radio

The Benefits



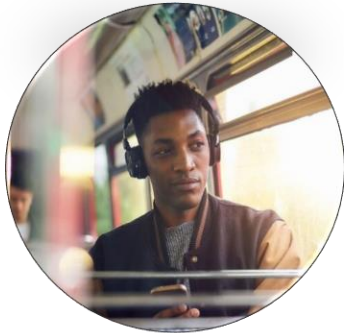
Radio is like a friend - and a trusted medium



Talk to the right people at the right time



Radio delivers on average, a £7.70 ROI



Radio has a very low ad avoidance



Radio is intrusive you can't turn your ears off



Build brand awareness and dominance





Broadcasting to 199,000 adults

Now 19 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.

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.

Audience Profile:

15-34	35-64	65+
17%	59%	24%

MALE	FEMALE
44%	56%

ABC1	C2DE
55%	45%

FACEBOOK 13,000+ | TWITTER 17,000+

Source RAJAR Dee 106.3 and Silk 106.9, 12 months ended Sept 22, Joint BBC / Commercial Radio Research





Broadcasting to 190,000 adults

Now 24 YEARS OLD having launched in 1998. We broadcast from our new studios in Adelaide Street, Macclesfield with a transmitter on Sutton Common overlooking the whole of the Cheshire plain..

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 FC, Congleton FC whose stadium is named after us, Macclesfield Rugby Club and Sandbach Rugby Club to name a few

Audience Profile:

15-34	35-64	65+
7%	88%	5%

MALE	FEMALE
69 %	31 %

ABC1	C2DE
43%	57%

FACEBOOK 7,300+ | TWITTER 10,800+

Source RAJAR Dee 106.3 and Silk 106.9, 12 months ended Sept 22, Joint BBC / Commercial Radio Research



LOVE 80's LIVERPOOL



Broadcasting to 1.5 million adults

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

Our target audience is adults aged 35-64 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.

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.

Audience Profile:

15-34	35-64	65+
17%	66%	17%

MALE	FEMALE
66%	34%

ABC1	C2DE
15%	85%

Source RAJAR Dee 106.3 and Silk 106.9, 12 months ended Sept 22, Joint BBC / Commercial Radio Research



LOVE 80's MANCHESTER



Broadcasting to 1 million adults

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

Our target audience is adults aged 35-64 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.

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

Audience Profile:

15-34	35-64	65+
75%	25%	0%

MALE	FEMALE
75%	25%

ABC1	C2DE
19%	81%

Source RAJAR Dee 106.3 and Silk 106.9, 12 months ended Sept 22, Joint BBC / Commercial Radio Research





"Advertising with Dee is straightforward, its simple. They're a local business, we receive very friendly service. You are made to feel important, and we aren't just throwing money at one off ads. We receive value for money, and bonus added value over and above.

Other avenues have opened up to us as a result, like sponsoring the Chester's Dee Radio Local Hero Awards. I'd say it's definitely worth making the commitment"

Dave Byrom, Owner, K Cycles

"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? 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



"Thanks to Silk they've helped us tremendously to be put on the map in Cheshire, we're a household name now thanks for the help with our campaigns over the years"

AD Booth & Sons Roofing Specialists

"Another great event with Silk , really well organised been a busy day in the showroom , loads of customers, thanks to silk for a brilliant day"

Robert Burns Garages

"What a fantastic evening we all had on Friday so please pass our thanks to Mike, Cheshire the Cat and all the crew for their involvement on the night. Thanks also to you for your input and bringing all the arrangements together"

Helen Richards Disley Parish Council

"(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 twenty years have been fantastic and I wouldn't be without Radio Advertising now on Silk FM"

Gayle Parkes, Owner, Pet Food Supplies, Macclesfield



How you can reach us:



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