

# PRIDE RADIO ADVERTISEMENT PACKAGES -2026

We are Pride Radio. Connecting community. Amplifying voices. Creating impact.



# OUT. LOUD. PROUD. THIS IS PRIDE RADIO.

We are Pride Radio, an inclusive, community-driven radio station broadcasting across the North East of England on 89.2FM and DAB. We reach audiences across the UK and worldwide via the FREE Pride Radio app, TuneIn, and smart speakers.

Since launching in 2010, Pride Radio has grown into a vibrant and trusted voice for the LGBTQ+ community and its allies. With a dynamic mix of live and pre-recorded shows, great music, engaging conversation, and real listener interaction, the station continues to connect, inform and entertain a diverse and loyal audience.

More than just a radio station, Pride Radio is part of OUT North East, based at the ONE Centre, a leading LGBTQ+ charity. Both exist to champion LGBTQ+ voices, raise awareness of key issues, and promote inclusion, diversity and community connection through its programming and outreach.

This impact has been recognised nationally. Pride Radio was named Community Radio Station of the Year at the UK Community Radio Awards in 2021, and has continued its success with multiple accolades - including a Bronze award at the prestigious Audio and Radio Industry Awards (ARIAS) in 2023, widely regarded as one of the highest honours in UK radio.

Pride Radio is proud to stand alongside its listeners, partners, and the wider community - amplifying voices, celebrating identity, and creating a platform where everyone can feel heard, seen, and represented.



# PRIDE RADIO WEEKLY LISTENERS

**Top 10 UK Listener Areas:** Tyne & Wear, Teesside, County Durham, Northumberland, Leeds, Manchester, London, Birmingham, Brighton, Glasgow

**Top 5 countries outside UK:** USA, Canada, Norway, Israel, Spain



56,840

89.2FM/DAB

#### AGE GROUP

25-55 years  
91% are pet owners  
59% are homeowners

#### EMPLOYMENT

Office worker,  
Managerial/Executive  
Third sector & Healthcare  
Leisure, Retail & Hospitality  
Culture  
Service Industry  
Self-employed



141,669

DIGITAL/ONLINE

#### GENDER IDENTITY

Female – 55%  
Male – 41%  
Other – 4%

#### LISTENER INTERESTS

Culture – theatre, cinema, events  
Social – restaurant and bars  
Travel – up to 5 breaks per year  
Fashion, Beauty & Fitness  
Electronics and Smart Tech



198,509

COMBINED

Social Media Followers – 20k  
App Downloads – 30k  
Tune in followers – 51k  
Global Reach – 127 countries



Sources: Listener Survey 231 people September 2025; App Analytics; Streaming Analytics; Listener Statistics; James Cridland Research Formula (Radio Futurologist)



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“PLAY PRIDE RADIO”

# THIS IS PRIDE RADIO. LGBTQ+ LISTENERS

- LGBTQ+ audiences are highly loyal, engaged, and values-driven. When brands show genuine inclusion and authenticity, communities do more than support them, they connect, advocate, and stay loyal long term
- LGBTQ+ listeners are more likely to support brands that demonstrate genuine inclusivity and representation
- LGBTQ+ households often show higher discretionary spending, influenced by lifestyle and household structures
- Research suggests LGBTQ+ listeners are more engaged and frequent shoppers, making more regular purchasing decisions than the general population
- **55-70%** of LGBTQ+ people say they actively choose brands that are visibly supportive of the community
- **70%** are willing to pay more for products and services from LGBTQ+ inclusive brands
- **75-80%** would switch brands to one that better aligns with their values



ORGANISATIONS THAT TRULY SHOW UP FOR THE LGBTQ+ COMMUNITY ARE NOT JUST SEEN, THEY ARE REMEMBERED.



# THIS IS PRIDE RADIO. LGBTQ+ LISTENERS

## THE POWER OF THE LGBTQ+ MARKET

The LGBTQ+ community is one of the world's most influential and values-driven consumer groups.

The "Pink Pound" represents LGBTQ+ spending power, estimated at around £6 billion annually in the UK, with global LGBTQ+ purchasing power reaching trillions worldwide.

For businesses, this is more than a market, it is an opportunity to connect with a loyal community that actively supports inclusive brands.

## LGBTQ+ TRAVEL MARKET

LGBTQ+ TRAVELLERS ARE HIGHLY ACTIVE AND ENGAGED CONSUMERS.

### LGBTQ+ BRITS:

take an average of 3 trips per year

### AVERAGE TRAVEL SPEND:

£3,200 Annually

### 1 IN 5

spend over £5,000 annually on travel

### GLOBAL LGBTQ+ TOURISM MARKET:

valued at £8.6 billion in 2024

SOURCES: WORLD TRAVEL MARKET; OLGIVY AND MATHER, YOUNG & RUBICAM, DEPARTMENT OF TRADE AND INDUSTRY

# WEDDINGS, PARTNERSHIPS AND CELEBRATION MARKETS

## GROWING MARKET

Same-sex marriages and civil partnerships continue to rise across the UK

Represents a growing and valuable consumer market

## COMMUNITY DRIVEN

LGBTQ+ couples value visibility, inclusivity, and authentic experiences

Strong community and word-of-mouth engagement

## HIGH VALUE CELEBRATIONS

Many couples prioritise personalised and memorable celebrations

Higher focus on experience-led spending - smaller events with larger per person spends

## MULTIPLE INDUSTRIES BENEFIT

Opportunities for venues, travel, fashion, entertainment, hospitality, and event services

Businesses that show genuine inclusion stand out



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"PLAY PRIDE RADIO"

# THIS IS PRIDE RADIO. ADVERTISING WITH US

Advertising on Pride Radio: it's easy, quick, effective and affordable. And if you're new to advertising, we'll help you every step of the way.

## CAMPAIGNS INCLUDE:

- 30-second commercial advert which includes production (script, voice-over artist, licenses)
- EIGHT primetime spots PER DAY from 7AM to 9PM
- TWO overnight filler spots from 9PM to 7AM



FOUR-WEEK CAMPAIGN  
(280 spots over the campaign)

**ONLY £495 +VAT**



EIGHT-WEEK CAMPAIGN  
(560 spots over the campaign)

**ONLY £895 +VAT**



TWELVE-WEEK CAMPAIGN  
(840 spots over the campaign)

**ONLY £1195 +VAT**



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“PLAY PRIDE RADIO”

# THIS IS PRIDE RADIO. GIVING BACK TO THE COMMUNITY

## DO YOU WANT TO GIVE BACK TO YOUR COMMUNITY?

When you book a 12-week radio campaign with us, we will gift a FREE 4-week advertising campaign to a charity or voluntary organisation of your choice.

This is more than advertising, it is a chance to use your brand visibility to directly support organisations making a real difference within the community.

### WHAT'S INCLUDED:



FULL ADVERT PRODUCTION



5 RADIO PLAYS PER DAY



SPONSOR  
RECOGNITION TAG



COMMUNITY IMPACT



MULTI-PLATFORM REACH

### WHY THIS MATTERS

Today's audiences want to support brands that care about THEIR VALUES.

By partnering with Pride Radio and OUT North East, your business is not only advertising - you are actively investing back into the local community and helping charities reach people who may need support most.

### AND THIS IS ONLY THE BEGINNING...



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"PLAY PRIDE RADIO"

# THIS IS PRIDE RADIO. PODCAST PRODUCTION

## IDEAL FOR:

- BUSINESSES
- CREATORS & INFLUENCERS
- COMMUNITY ORGANISATIONS
- PERFORMERS & ARTISTS
- CORPORATE PODCASTS
- INTERVIEWS & PANEL DISCUSSIONS



**FULL PRODUCTION SUPPORT  
RECORDING, EDITING, SOUND  
PRODUCTION, AND GUIDANCE  
AVAILABLE.**



**PROFESSIONAL PODCAST STUDIO  
HIGH-QUALITY RECORDING SPACE  
BASED AT THE ONE CENTRE.**



**CONTENT CREATION SPACE  
PERFECT FOR PODCASTS,  
INTERVIEWS, VIDEO CONTENT,  
VOICEOVERS, AND SOCIAL CLIPS.**



**INCLUSIVE CREATIVE ENVIRONMENT  
A WELCOMING, LGBTQ+ FRIENDLY  
SPACE FOR CREATORS, BUSINESSES,  
AND ORGANISATIONS.**

**GROW YOUR BRAND & AUDIENCE CREATE ENGAGING CONTENT FOR SPOTIFY, APPLE PODCASTS, SOCIAL MEDIA,  
AND MORE. WHETHER YOU ARE LAUNCHING A PODCAST, CREATING BRANDED CONTENT, OR RECORDING  
INTERVIEWS. THE ONE CENTRE GIVES YOU THE SPACE, SUPPORT, AND PRODUCTION TO BRING YOUR IDEAS TO LIFE.**



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“PLAY PRIDE RADIO”

# THIS IS PRIDE RADIO. IT'S MORE THAN RADIO...

At OUT North East and Pride Radio, we offer a fully integrated approach to marketing, engagement, and community impact. Alongside your radio campaign, we can build a wider package that amplifies your reach and strengthens your brand presence across multiple touchpoints.

We can support you with:

- Event partnerships and sponsorships - align your brand with high-profile LGBTQ+ events and community initiatives
- On-site broadcasts and workplace engagement - we can come directly to you, delivering bespoke workshops, talks, or live experiences for your team or customers
- Hosting events at the ONE Centre - utilise our dedicated LGBTQ+ hub as a unique and inclusive space for your own events, launches, or networking
- Multi-channel advertising - from radio, digital, print and online
- Community-led campaigns - position your organisation at the heart of meaningful, purpose-driven activity

This approach allows you to go beyond traditional advertising - creating a visible, authentic connection with the LGBTQ+ community while delivering real commercial value.



**PRIDE RADIO DOESN'T JUST BROADCAST - IT CONNECTS,  
AMPLIFIES, AND MAKES A DIFFERENCE.**

**WHEN YOU ADVERTISE WITH US, YOUR BRAND BECOMES PART  
OF SOMETHING BIGGER.**



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[PRIDERADIO.CO.UK](http://PRIDERADIO.CO.UK)



“PLAY PRIDE RADIO”

# THIS IS PRIDE RADIO. GET IN TOUCH

## READY TO GET STARTED?

Let's build a campaign that delivers real impact and reaches a highly engaged audience.

"Hi, I'm Ben Lloyd, Commercial Manager at OUT North East.

I work across OUT North East and Pride Radio, helping businesses and organisations create exciting advertising, sponsorship and partnership opportunities that connect with real communities and real audiences.

Whether you're looking to advertise, sponsor an event, support community projects, or simply explore ideas, I'd love to chat.

No hard sell, just a friendly conversation about how we can help raise your visibility, grow your brand, and create genuine impact.

Give me a call, send me a message, or pop into the ONE Centre for a coffee.

Let's start the conversation!"



## TO BOOK YOUR CAMPAIGN:

**CALL :**  
**0191 695 1969 (OPTION 4)**  
**07791989301**

**EMAIL :**  
**BEN@OUTNORTHEAST.ORG.UK**

## Pride Radio Owned by OUT North East

OUT NORTH EAST, ONE Centre, Unit 2B  
Stonehills, Pelaw, Gateshead.  
NE10 0HW

Charity Number: 1177074



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