

PRIDE RADIO ADVERTISEMENT PACKAGES -2026

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



prideRADIO



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

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



89.2 FM | DAB



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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, YOUNGOV, DEPARTMENT OF TRADE AND INDUSTRY

WEDDINGS, PARTNERSHIPS AND CELEBRATION MARKETS

GROWING MARKET	COMMUNITY DRIVEN	HIGH VALUE CELEBRATIONS	MULTIPLE INDUSTRIES BENEFIT
Same-sex marriages and civil partnerships continue to rise across the UK	LGBTQ+ couples value visibility, inclusivity, and authentic experiences	Many couples prioritise personalised and memorable celebrations	Opportunities for venues, travel, fashion, entertainment, hospitality, and event services
Represents a growing and valuable consumer market	Strong community and word-of-mouth engagement	Higher focus on experience-led spending - smaller events with larger per person spends	Businesses that show genuine inclusion stand out



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. 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. WEATHER SPONSORSHIP

Trusted, timely and impossible to ignore. The Pride Radio Weather keeps listeners informed throughout the day, helping them decide whether to grab their sunglasses, umbrella or wellies. With your brand attached to every forecast, you'll become part of a daily routine that delivers consistent visibility, high frequency exposure and memorable brand recognition.

Whats included:

- 12 credits per day – 7am to 7pm
- “Pride Radio Weather with YOUR COMPANY HERE, YOUR MESSAGE HERE”
- Played twice per credit (IN/OUT)
- 10 seconds per credit
- 6240 credits over the campaign
- Two credit changes during the campaign - (you can change your message to suit the season)
- Including a FREE 12-week standalone radio campaign

*total sponsorship £4,200 plus VAT

£350

PER MONTH *

(Based on 12-month sponsorship)



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“PLAY PRIDE RADIO”

THIS IS PRIDE RADIO. SHOWBIZ NEWS SPONSORSHIP

£350

PER MONTH *

(Based on six-month sponsorship)

Fresh, entertaining and always talked about. Every day, listeners tune in for "the hottest showbiz news making the headlines." From celebrity gossip to the latest music and entertainment stories, this feature keeps audiences informed and entertained. Sponsoring Showbiz News puts your brand at the heart of one of Pride Radio's most engaging daily features, delivering regular exposure and a memorable connection with listeners.

Whats included:

- 12 credits per day – 7am to 7pm (Mon to Fri)
- “Showbiz news sponsored by YOUR COMPANY HERE, YOUR MESSAGE HERE”
- Played twice per credit (IN/OUT)
- 10 seconds per credit
- 1440 credits over six-month campaign
- Including a FREE eight-week standalone radio campaign

*total sponsorship £2,100 plus VAT



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“PLAY PRIDE RADIO”

THIS IS PRIDE RADIO. BREAKFAST SHOW SPONSORSHIP

£6000

PER MONTH *

(Based on six-month sponsorship)

Wake up with Balls at Breakfast! Kick start your morning with the Queen of Pride Radio. We have plenty of laughs, brilliant banter and the biggest hits on Radio. Whether listeners are getting ready for work, on the school run or stuck in traffic, Balls is there to brighten their morning. Sponsor the show and put your brand front and centre as part of a feel good daily routine that keeps listeners coming back for more.

Whats included:

- 12 credits per show – 7am to 10am (Mon-Fri)
- “Balls At Breakfast with YOUR COMPANY HERE, YOUR MESSAGE HERE”
- 10 seconds per credit
- 1440 credits over six-month campaign
- Logo on show social posts (five per week)
- Including a FREE eight-week standalone radio campaign

*total sponsorship £3,600 plus VAT



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“PLAY PRIDE RADIO”

THIS IS PRIDE RADIO. COMPETITIONS

WIN WITH PRIDE RADIO!

From incredible prizes to unforgettable experiences, our competitions get listeners talking, entering and engaging. Sponsoring Win with Pride Radio gives your business the opportunity to connect with an active audience, build brand awareness and create excitement every time someone hears the words... "You could be our next winner!"

- Week one: Competition launch with 'Balls at Breakfast' and two social media posts
- Week two: Four presenter reads per day
- Website entry form (home page and win with pride radio) with event details
- APP entry form with event details
- Two week-long campaign
- Prize value over £100
- Artwork supplied by client

*total sponsorship £195 plus VAT

£195

TWO WEEKS

(Based on two week sponsorship)



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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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“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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