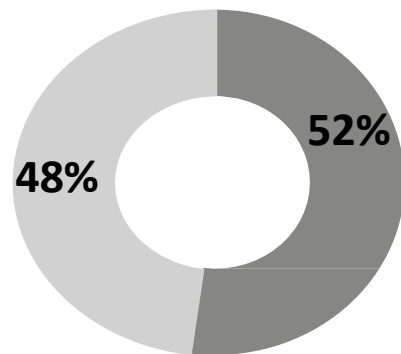


THE ISLAND'S FAVOURITE...

isle of wight radio

Our Listeners – number of and proportion that are...

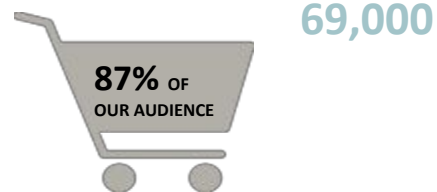
GENDER



Male
38,000

Female
41,000

MAIN SHOPPER



MAIN SHOPPER WITH KIDS



13 weeks
79,000
listeners

65% of the
Island
population

SOCIAL GRADE

ABC1

37,000

We reach 60% of
all ABC1's

C2DE

42,000

We reach 70% of all
C2DE

Digital

lwradio.co.uk – over 272,000 monthly users



33 k followers



34k follower

Jan 2019 - Dec 2019

Page views up 55% (3,511,984 vs 2,272,212)

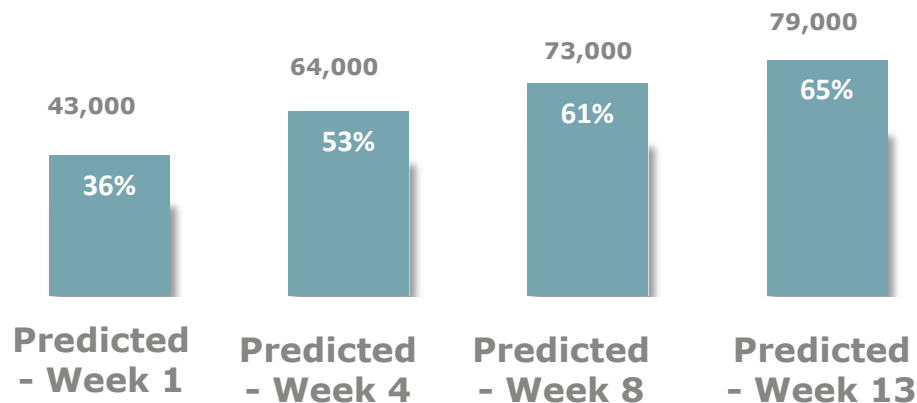
Unique views up 57% (3,270,788 vs 2,085,695)



22% of the media day is spent listening to radio

Source // RAJAR/Ipsos-MORI/RSMB 12 Months Q1 2020/ 13wk FIGURES

More Weeks, More Listeners.



Over 13 weeks 65% of all Island Adults listen

75% of all Island women listen (15-25)

72% of all Island women listen (25-34)

85% of all Island women listen (35-44)

77% of all Island women listen (45-54)

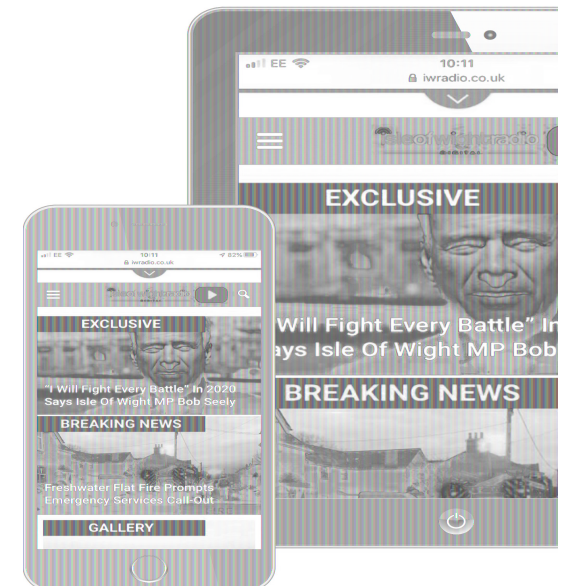
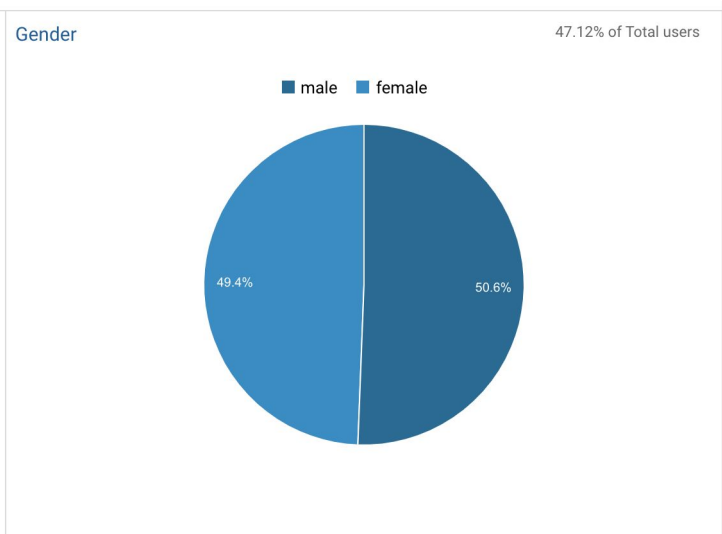
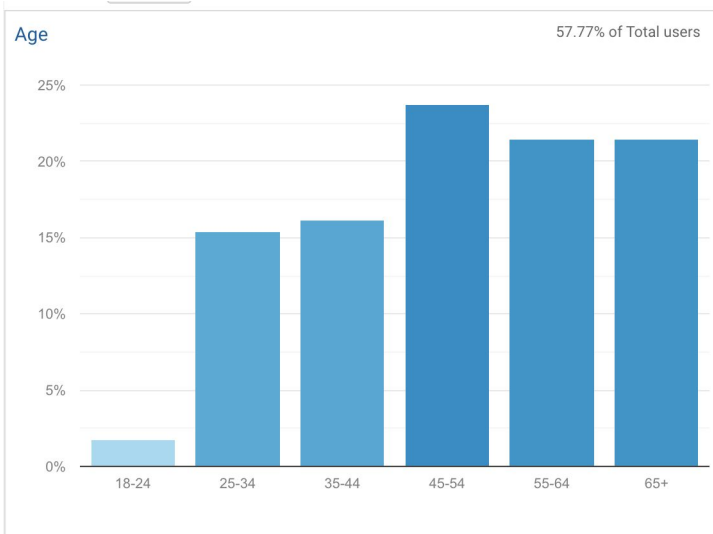
74% of all Island men listen (15-34)

83% of all Island men listen (25 – 34)

74% of all Island men listen (55-64)

Source // RAJAR/Ipsos-MORI/RSMB 12 Months Q4 2019

Who Views www.iwradio.co.uk and what are their interests



Why the Beacon

With our 100,000 loyal readers really valuing our editorial content, with regular features and interviews, plus what is happening on the island.

The Beacon is totally unique with **4 distinct geographical areas** delivering news and information from where you live, making the Beacon the life line for your local community for nearly 30 years.

We publish more copies than any other Island publication, meaning that if you want to target your local area or the whole island we can help.



Distribution

We have a unique network of community delivers who put your local issue directly through the letterbox.

In addition to this we also have copies available across high footfall locations across each area.

New pickups for 2020

TESCO

Morrisons
Since 1899

ASDA

