

# REACH UP TO 30,000 LISTENERS

**UNIQUE OPPORTUNITY:** Dales Radio is **THE ONLY** radio station dedicated to the Dales

**HUNGER FOR LOCAL CONTENT:** Listeners want to know what's happening on their doorstep

**Dales Population 60,000**

**BONUS: 3 Million seasonal tourists**

**WE TALK TO THE DALES EVERY DAY... AND SO CAN YOU!**



## RADIO ADVERTISING SETS YOU APART FROM YOUR COMPETITORS

### FM & AM Broadcast Audience

Weekly listeners (Reach)	24% (14,000 Listeners)
Monthly Listeners	48% (30,000 Listeners)
Average hours	11 Hours per week
Total Hours	330,000

*Simulation, based on traditional AC format RAJAR 2020 Q1*

### LOCKDOWN LOYALTY

Listeners turned to their radio for trusted news and information, for good company, and as a welcomed distraction during tough times. An extra 2 HOURS A DAY!

*Digital listening increased to a record 58.6%  
Driven by smart speakers.*

*32% of adults owns a smart speaker*

*RAJAR Q12020*

### ONLINE LISTENING

Unique monthly listeners	8,637
Total Listener minutes	1,209,082
Total listening hours	20,151
Average listening session	60.7 minutes

**How long per session? Loyal workplace listeners online, and they listen LONGER!**

1-4 hours	15.7%
30 mins - 1 hour	8.7%
15-30 mins	7.1%
5-15 mins	7.1%

*SHOUTCAST STATS 30 days to 28/04/21*

ON THE  
UP  18%  
**MORE**  
LISTENING  
**ONLINE**  
THIS MONTH  
AND STILL  
GROWING!

