



103.1
CentralFM

**OFFICIALLY NO 1 COMMERCIAL
RADIO STATION
ACROSS THE FORTH VALLEY!!!**

MEDIA PACK

WHAT MEDIUMS DO PEOPLE TRUST?

Radio - 61%

Television - 51%

Print - 51%

Internet - 34%

Social Media - 19%

Radio directs traffic online

Radio has always been a strong “call-to-action” medium, and this is even more true in a world where consumers often access brands via the internet.

“In a noisy world, radio’s inherent simplicity is also it’s great strength. Figuring out what we want to say and how best to say it is the most human of exercises. It’s also why radio is so powerful...”

“Radio is as human as a phone call, as persuasive as a best friend. it can change your mood faster than the sun breaking through the clouds.”

Radio: The online multiplier

Exposure to radio advertising boosts brand browsing by an average of 52%

Radio is on average 4x more cost-effective at stimulating brand browsing online than other media combined



TO SPEAK WITH ONE OF OUR ADVERTISING
AND MEDIA CONSULTANTS CALL

01786 577024 FOR MORE INFO

“You can’t close your ears!”

IN A 13 WEEK CAMPAIGN WE REACH
76,000 ADULTS 35%
OF THE ADULT POPULATION IN THE
FORTH VALLEY!

OUR LOYAL LISTENERS TUNE
IN FOR OVER 349,000
HOURS PER WEEK

OUR LISTENERS ARE:
34% ABC1's
96% MAIN SHOPPERS
57% FEMALES 43% MALES



76K+ LISTENERS



10.5K+ FOLLOWERS



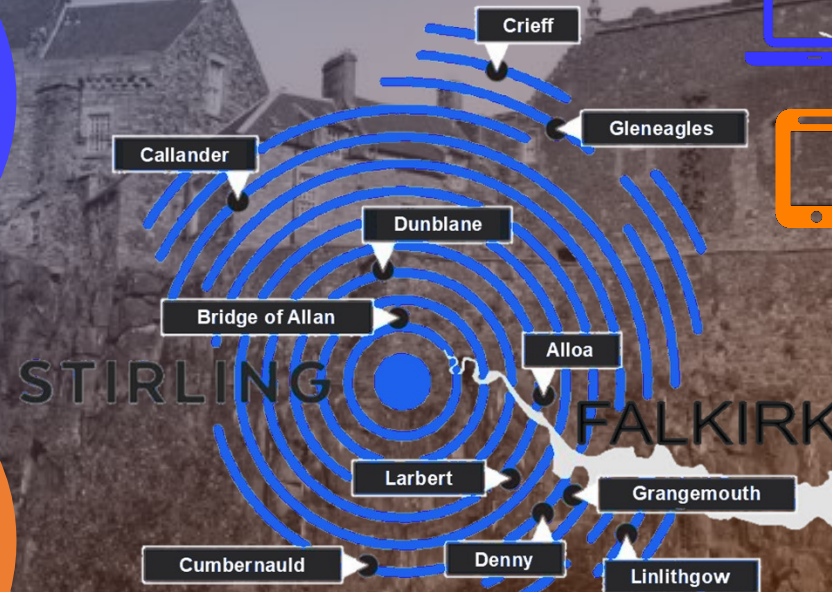
29K+ PAGE LIKES



56K+ PAGE VIEWS



6.3K+ APP USERS



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*Figures from Rajar 2021 Qtr 34 based on listening figures in the Forth Valley TSA

HOW WE COMPARE? MARKETSHARE

Central FM - 38,000

10.6%

Capital - 24,000

2.2%

Heart - 27,200

4.5%

Clyde 1 - 18,800

5.9%

Smooth - 18,300

3.7%

Forth 1 - 23,100

7.4%

WEEKLY LISTENING HOURS

Central FM	349,000
Forth 1	209,600
Clyde 1	167,300
Heart	123,900
Smooth	104,600
Capital	62,400



*Figures from Rajar 2021 Qtr 4 based on listening figures in the Forth Valley TSA