



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 its 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  
65,000 ADULTS 30%  
OF THE ADULT POPULATION IN THE  
FORTH VALLEY!

OUR LOYAL LISTENERS TUNE  
IN FOR OVER 263,000  
HOURS PER WEEK

OUR LISTENERS ARE:  
55% ABC1's  
95% MAIN SHOPPERS  
58% FEMALES 43% MALES



65K+ LISTENERS



13K+ FOLLOWERS



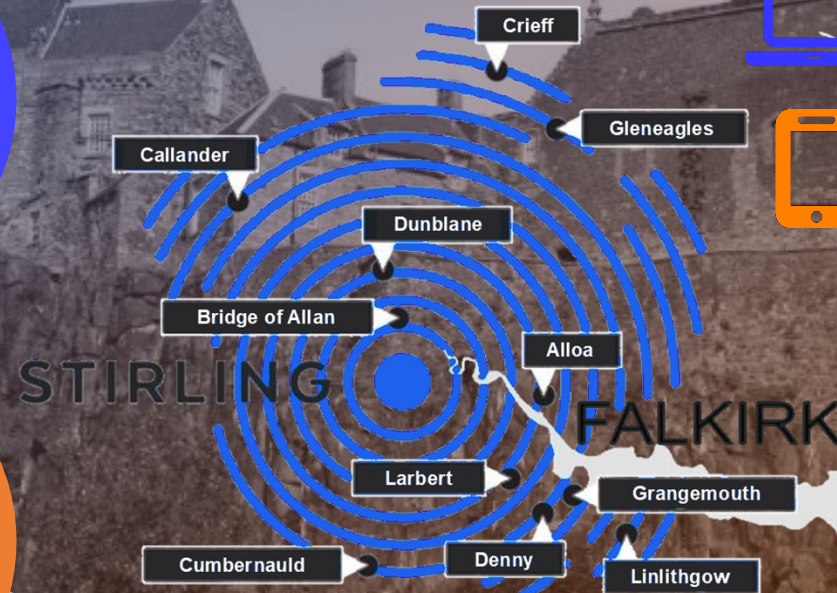
29K+ PAGE LIKES



66K+ PAGE VIEWS



7.9K+ APP USERS



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\*Figures from Rajar 2022 Qtr 1 based on listening figures in the Forth Valley TSA

# HOW WE COMPARE? MARKETSHARE

Central FM - 32,000

8.4%

Capital - 25,900

2.5%

Heart - 27,400

3.6%

Clyde 1 - 21,800

5.1%

Smooth - 21,400

3.8%

Forth 1 - 23,100

5.5%

## WEEKLY LISTENING HOURS

Station	Weekly Listening Hours
Central FM	263,000
Forth 1	172,900
Clyde 1	160,200
Heart	143,700
Smooth	117,800
Capital	78,400



\*Figures from Rajar 20212 Qtr1 based on listening figures in the Forth Valley TSA