



103.1
CentralFM

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

MEDIA PACK

Transmission Area

Central FM Broadcast across the area on FM, DAB, Smart Speaker, App and Online



What mediums do people trust?

Radio - 61%

Television - 51%

Print - 51%

Internet - 34%

Social Media - 19%



“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 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...”

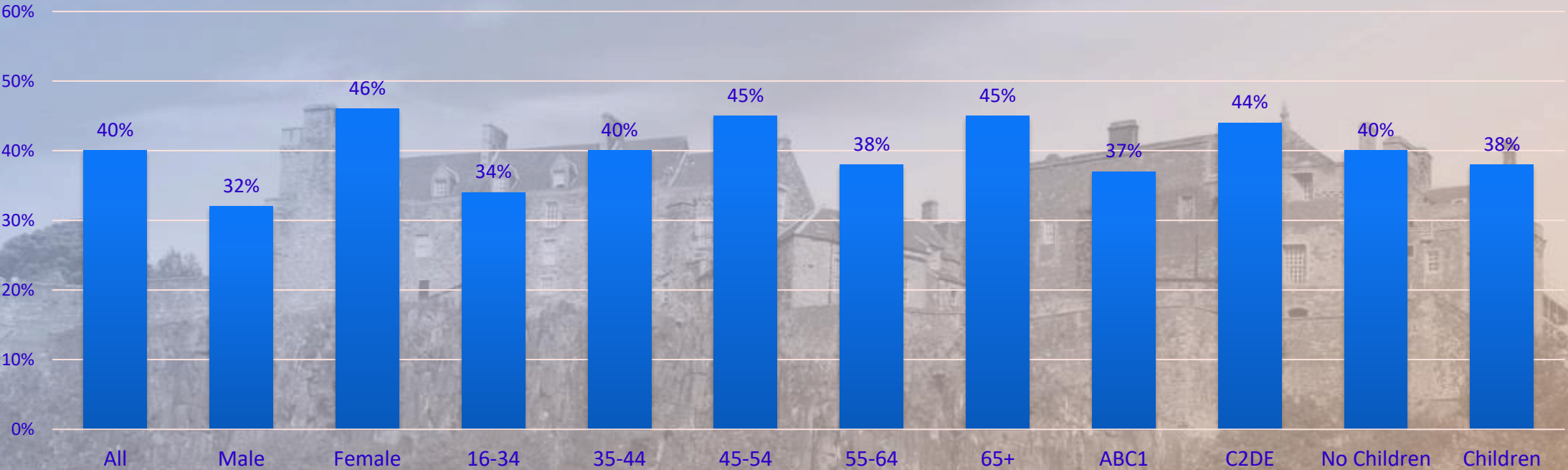
Radio: The online multiplier

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!”

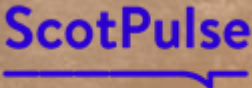
Central FM Listening by demographics



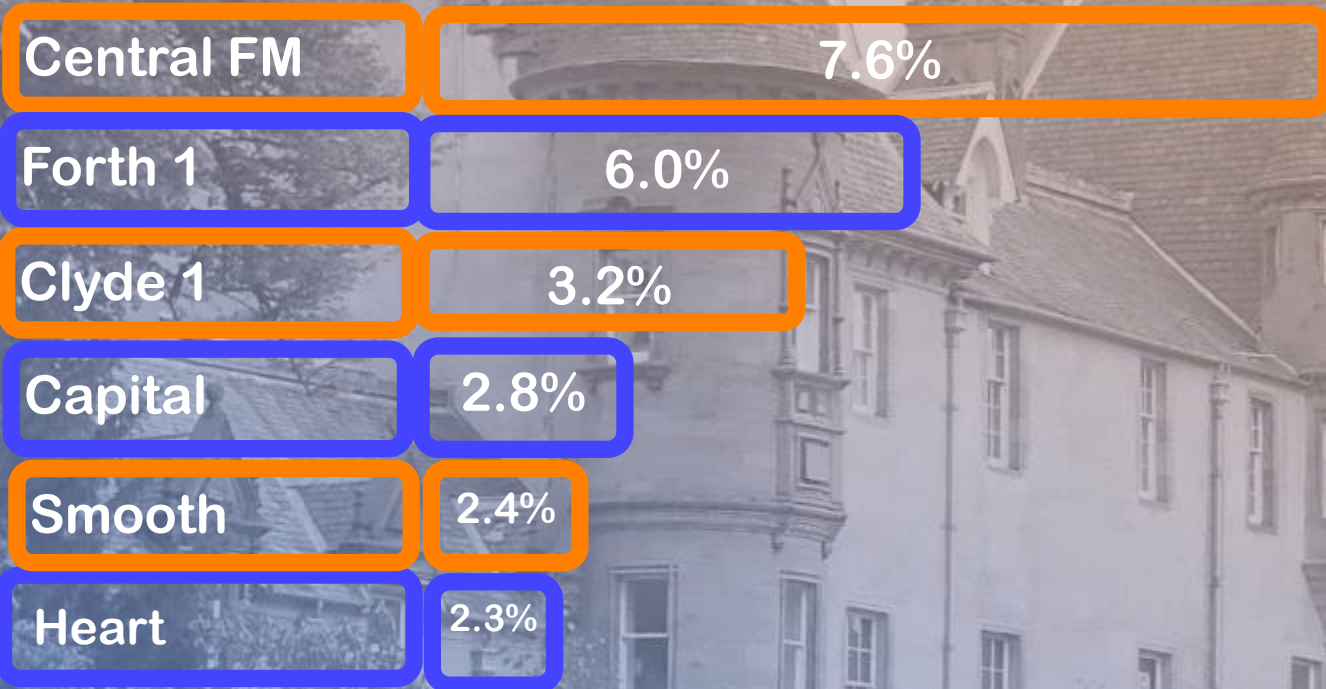
- Average Weekly Listeners 81,300 adults, which equates to 37% of adults living in Falkirk, Stirling and Clackmannanshire
- The majority of our audience are aged 45 plus (45%)
- ABC1's listeners represent 38% of our adult listeners



Survey June 2023



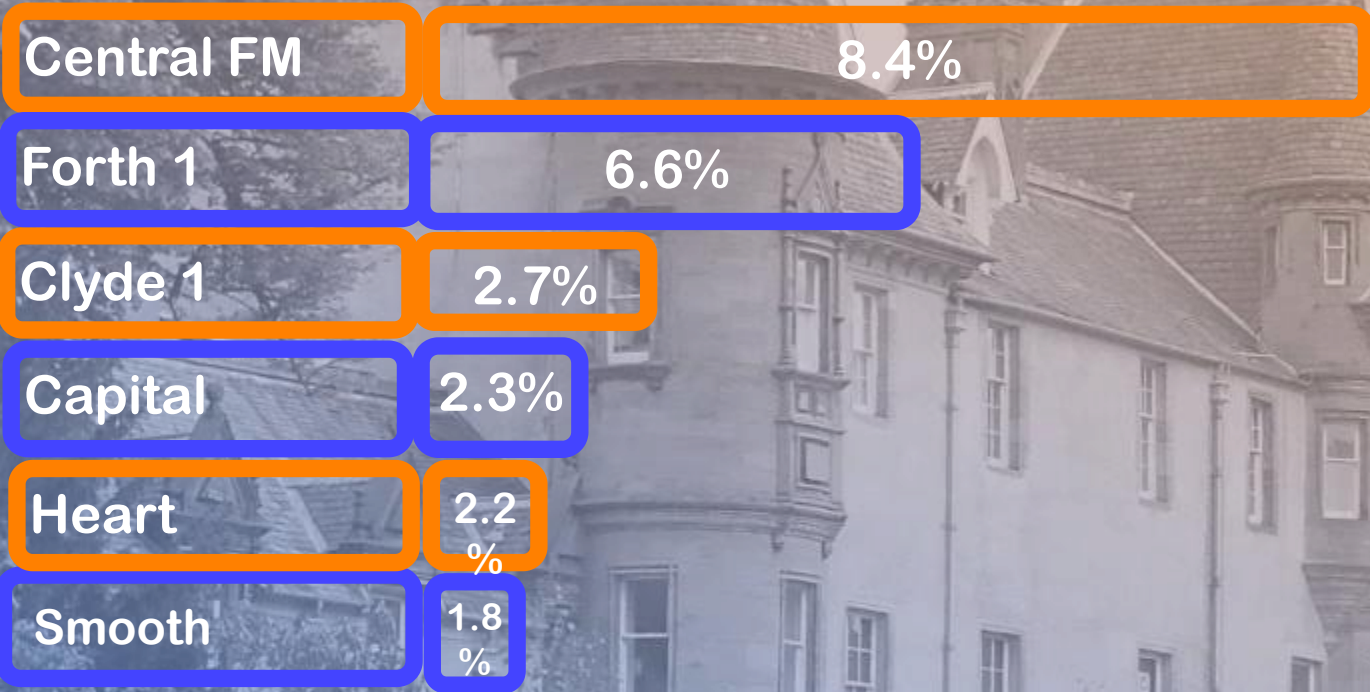
How we Compare? Marketshare in The Forth Valley



| Station | Value |
|------------|---------|
| Central FM | 308,100 |
| Forth 1 | 243,600 |
| Clyde 1 | 128,800 |
| Heart | 113,400 |
| Smooth | 97,300 |
| Heart | 92,600 |



How we Compare? Breakfast Marketshare in The Forth Valley



| Station | Listeners |
|------------|-----------|
| Central FM | 68,400 |
| Forth 1 | 45,000 |
| Clyde 1 | 21,900 |
| Capital | 19,000 |
| Heart | 17,800 |
| Smooth | 14,600 |

