



103.1  
**CentralFM**

**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...”

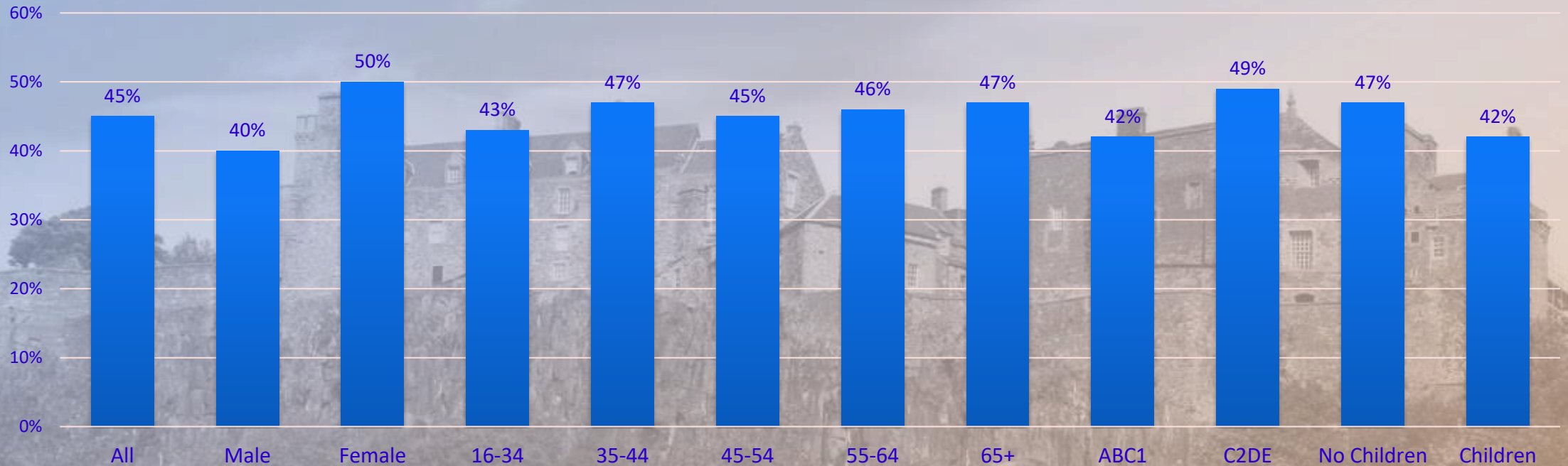
## Radio: The online multiplier

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

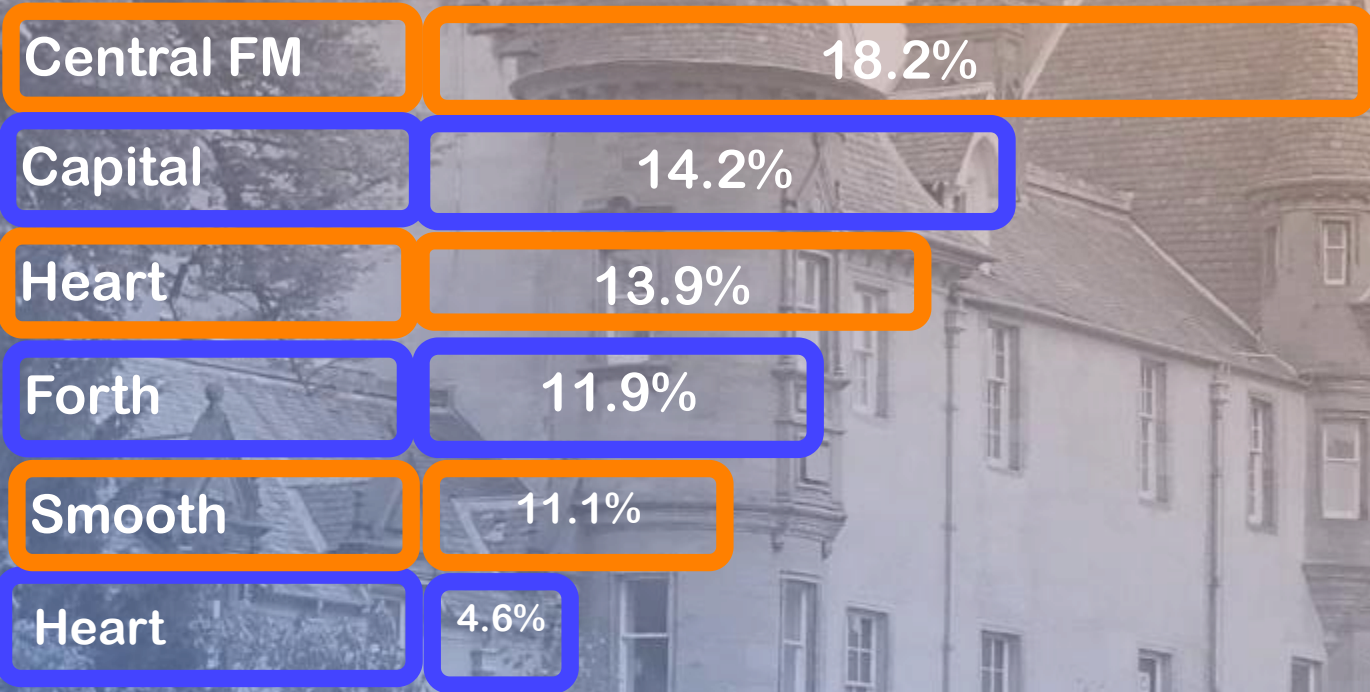
“You can’t close your ears!”

# Central FM Listening by demographics



- Listening to Central FM is highest among Females (50%)
- By age, 16-34 yr old listening is slightly lower but among 35+ adults listening is consistent (from 45% to 47%).
- Nearly half of our audience fall into ABC1 demographics so have a higher disposable income to spend.
- Overall, this is the equivalent of 113K listeners across the Forth Valley which equates to over 50% of the adult population

# How we Compare? Audience Reach



# How we Compare? Breakfast Reach in The Forth Valley

