



# MEDIA PACK

**#1 COMMERCIAL RADIO  
STATION ACROSS THE  
FORTH VALLEY!!!**

# TRANSMISSION AREA

Central FM broadcasts across the area on FM, DAB, Smart Speaker, App & Online.



# WHAT MEDIUMS DO PEOPLE TRUST?

Radio - 61%

Television - 51%

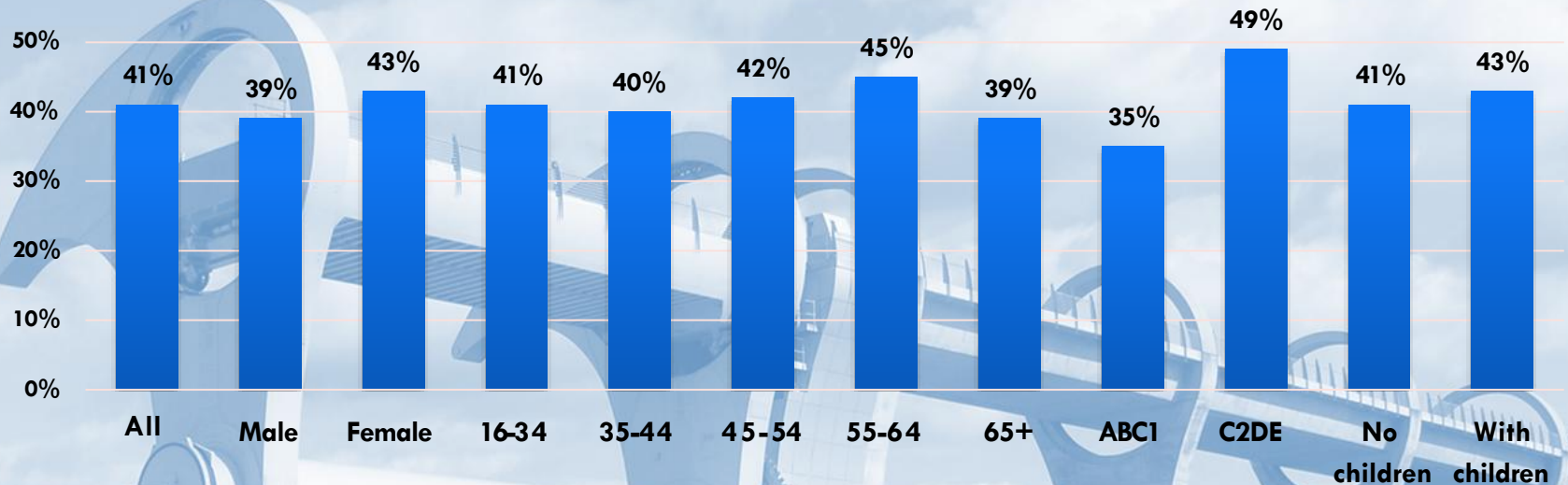
Print - 51%

Internet - 34%

Social Media - 19%

- In the UK 69% of the population claim to trust news in the radio as being factual and true vs 23% who trust news in social media.
- People are 31% more likely to trust a brand when it has been advertised on the radio.

# LISTENING HABITS



- **41% of adults who live in the Forth Valley listen to Central FM, which equates to 86,920 adults – making Central FM the most listened to radio station in the Forth Valley.**
- **43% of families with children tune into Central FM on a regular basis**
- **Central FM have more female listeners at 43% than male at 39%**
- **35% of the people who live in The Forth Valley with the highest disposable income (ABC1's) tune in regularly.**

# HOW WE COMPARE?

## AUDIENCE REACH

Central FM – 20.8%

Capital – 15.6%

Heart – 13.3%

Forth – 12.5%

Clyde – 11.5%

Smooth – 4.7%

# HOW WE COMPARE?

## BREAKFAST REACH

Central FM – 12.6%

Forth 1 – 9.0%

Capital – 8.5%

Clyde 1 – 6%

Heart – 5.5%

Smooth – 2.1%

**On average radio increases ad awareness by 49%.**

**On average adding radio to digital advertising increases ad awareness by 48%.**

**People are 24% more likely to perceive a brand as being relevant when it has been advertised on the radio.**

# FIVE THEMES OF PUBLIC VALUE



**Companionship** The value provided directly to audiences through entertainment, engagement and accessibility



**Economic impact** Contribution to the UK economy and creative industries, supporting economic growth, jobs, skills and training



**Advertisers** Effective advertising that helps businesses grow and succeed, while providing a trusted and regulated space for brands



**News** Commercial radio's contribution to informing the public through the provision of trusted news and information



**Charity** The role of broadcasters in supporting charities and raising awareness of good causes

# DIGITAL SUBSCRIBERS



31,000 Page Likes



13,500 Followers



8,300 App Users



56,000 Monthly Page Views

# CENTRAL FM RATE CARD

Audience	Campaign Duration	25 x 30 sec Per week	35 x 30 sec Per week	50 x 30 sec Per week
Total Audience 06:00 - 24:00	Less than 8 weeks	£375	£525	£750
Total Audience 06:00 - 24:00	More than 8 weeks	£300	£420	£600
Prime Time 06:00 - 19:00	Less than 8 weeks	£450	£630	£900
Prime Time 06:00 - 19:00	More than 8 weeks	£350	£490	£700

Campaign Duration	Time Band 06:00 - 24:00	Time Band 06:00 - 19:00
Less than 8 weeks	£15	£18
More than 8 weeks	£12	£14
Based on 30sec commercials		

Commercial Production	
One Voice, licensed music	£250
Digital / Website	
Rotating Digital Banner & MPU	£200 Per month

Other Durations	
10 sec	- 50%
20 sec	- 20%
30 sec	—
40 sec	+ 30%
50 sec	+ 60%
60 sec	+ 90%

# SPONSORSHIP & PROMOTIONS

1. Sponsorship creates a long-term integral association with the radio station and is effective in building brand familiarity with a drip feed effect.
2. Sponsorship is an excellent platform to grow brand awareness with up to 6 rotating messages each month.
3. An Example of Sponsorship would be the Breakfast Show with Alan and Shaz

## **Examples of Sponsor Tags**

***'Alan and Shaz at Breakfast with your company name, Visit your company and get the latest offers on xxx'***

***'Alan and Shaz at breakfast with your company name, looking for x then visit [yourcompany.co.uk](http://yourcompany.co.uk) and find out the latest offers'***

The Weather Sponsorship delivers 24 sponsor credit each day with up to 6 rotating sponsor tags.

**Investment would be £1350 per month for a minimum of 12 months. Total investment £16,200.**

# SPONSORSHIP & PROMOTIONS

- Promotions are a great way to build instant awareness for a new product or service you are offering.
- A typical promotion usually consists of a mixture of pre-recorded trailers building excitement, live presenter reads, which take your company into the living breathing part of radio.
- Promotions would consist of 1 week pre-promotion telling our audience about the prizes on offer and talking about your company.
- 1 week of In House Play, this would be where we play a daily competition to give away a prize (supplied by you). Prizes have a minimum value of £100 and can be either cash, products or services.

**Promotion prices start at £1500**

# SPONSORSHIP & PROMOTIONS

- Winning days on Central FM are a great way to have an immediate impact on launching a new product/service.
- Your company would take over the radio station for 1 day, we would give away a minimum of 6 prizes from breakfast, daytime to the home run.
- This is a great way to ensure maximum impact on a new product launch, store opening, event etc.

**Winning days start at £500**

# SPONSORSHIP & PROMOTIONS

Central FM can also offer a **Live Show**. Central FM would bring a 4 hour show live from your premises. Usually the main weekend show 10am – 2pm - alternatively if a weekday the Breakfast Show 6am-10am; Daytime Show 10am-2pm or Homerun Show 3pm-7pm (subject to programming and availability) We would be letting the listeners know the reason we are at your venue (launch, opening, product launch, promotion etc.) and highlighting your business/event and encouraging footfall (where applicable).

This would also benefit from 1 week of pre-promotion consisting of pre-recorded trailers, live presenter reads and social media

**Live Show broadcast from your premises start from £2500**

**All prices quoted do not include vat at the standard rate.**

*All of this is just a snapshot of what we offer, we can make bespoke campaigns to suit your budget. It costs nothing to get in touch, we can create campaign ideas that will drive new business to your store/website etc that can make your business famous across the Forth Valley.*

At **103.1 Central FM** we want to take your business to the **NEXT LEVEL!**

We can create **EFFECTIVE** campaigns that not only bring your business alive to our **loyal audience**, but they will also help you connect with even **MORE CUSTOMERS!**

We are **EXCITED** to work with you!  
Get in touch today by calling 01786 577024  
Or email [sales@centralfm.co.uk](mailto:sales@centralfm.co.uk)

