

The Island's Feel good Radio Station



mediapack



www.three.fm



Who we are

A multimedia company and feel good radio station playing a winning mix of today's best music and favourite hits from the last 4 decades and now we are the Isle of Mans

Number 1 Radio station for the Under 55's
(Source RAJAR Q1 2020)

Combined with on air and online features, competitions and up to date Local and National news

Our aim

To be the number one *feel good* music radio station on the isle of man for the 35 plus age group, staying true to our brand promise of **more music with less clutter**



#morethanradio



3FM provides a brilliant platform to promote your business, where our audience will hear and see your message more often, across the Island.



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On air and online...

- 3FM is a MUSIC station regulated to 75% music 25% speech
- Our radio product targets 35 year olds and reaches an audience in the 25 to 65 year old demographic - ***the people local and national advertisers want to reach***
- Our presentation style connects well with our audience with a mix of entertainment, news and information relevant to our community
- On air we direct our listeners to our online platforms for news in full, business news, promotions and informative videos



OUR MISSION

To be at the cutting edge of integrating technology trends with traditional radio broadcasting in a symbiotic way that enhances our listener and client relationship



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We talk business...



We are a results driven business and believe in working in partnership with our clients to develop creative campaigns that really work

- We have an experienced sales team who understand how radio and multimedia advertising works to compliment your marketing goals.



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Our business partnership...



We are committed to long term business relationships with our clients, working in partnership to achieve business success.

- Our experienced account managers will be happy to visit your business to discuss your advertising needs.
- We look into your business thoroughly to ensure we understand exactly what you are aiming to achieve.
- We offer marketing advice and consultation when planning your advertising along with great creative ideas.
- We can create 'themes' to aid continuity and stronger brand recall.
- Using only professional voices we'll then produce your commercial, and plan an airtime schedule that delivers results and makes the most of your budget.



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Our suite of products

Between the tracks



- Airtime (Spot packages & Sponsorships)
- Commercial Production
- On Air Promotions
- On Line Promotions
- Web Advertising
- Short form video
- Video Features
- Facebook Live broadcasts
- Social Media Interaction
- Hi-impact 3D mapping
- Event planning and attendance

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Our suite of products

Between the tracks



Airtime

*Rates starting from as little as
£8 per spot*

- We plan your airtime to reach your target market effectively, through using the latest official audience figures (RAJAR) available.
- We can use specific time bands for relevant demographics to ensure campaigns that deliver results.
- We plan airtime campaigns that are tailored to your budget
- A range of packages and programme sponsorship available



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Our suite of products

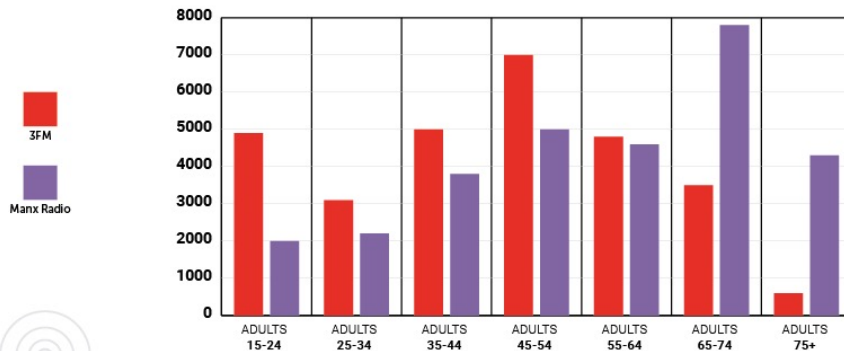
Between the tracks



The Statistics - Radio

Source: RAJAR Q1 2020 Isle of Man

3FM vs Manx Radio Demographic Comparison



Airtime

Our RAJAR results

RAJAR is the only recognised industry research



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Our suite of products

Between the tracks



Commercial Production

- Communicating the right message in the right way is vital so the production process start with understanding the brief
- Your account manager takes time to understand your objectives and can advise on the right style of messaging
- Our award winning production partner employs a team of creative script writers and professional voice over artists who will ensure the quality and effectiveness of your commercial message



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Our suite of products

Between the tracks



Promotions

- In a crowded commercial world a 3FM promotion takes your message out of the normal commercial break and into the stations programming.
- Radio promotions offers you a tremendous opportunity to increase brand awareness in the marketplace using a different commercial vehicle in which to convey a message.
- Stronger branding leads to increased recall in listeners, which enhances the effectiveness of your advertising.
- Absolute Radio UK carried out research and found that promotional trails for sponsored shows or competitions were recalled by 73% whilst advertisements were recalled by 58%



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3FM - Your winning station

more music
3
FM
104-106



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Our suite of products

Between the tracks



Events

- Whether it's an outdoor event or a community gathering the 3FM team can be there to add value to you brand
- Our colourful physical presence and promotional team can add sparkle to your event
- In addition to on air promotion our use of social media, video and Facebook Live can turn a small promotion into a big event



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3FM - In the community...

moremusic
3
FM
104-106



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3FM Online.....

Web Banners



- *design service available*
- *gif design option*
- *monthly analytics*
- *Increase your web traffic*
- *3 x URL capability*



Trailboard



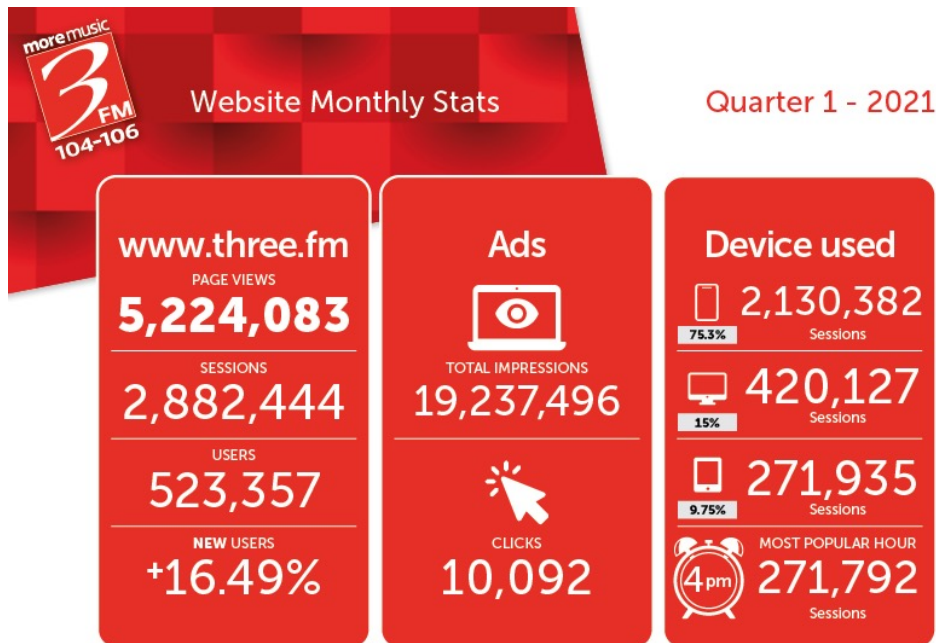
Leaderboard

MPU



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3FM Online.....



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3FM Online.....



Social media

- Facebook, Twitter, Instagram, LinkedIn – all names that have changed the way people communicate and how businesses engage with their markets
- As a multimedia company 3FM has embraced today's technologies and integrated them into our engagement with the local market
- As part of your marketing campaign we use social media to work in conjunction with radio and video to deliver measurable results



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3FM Online.....



Social Media Monthly Stats

Quarter 1 - 2021



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For more information call the sales team
On 616333 or email mia@three.fm



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