

# Lite**RADIO**

## Media Pack



The Lite Music Station

# LiteRADIO



## Introduction

Lite RADIO is a new lite music radio station broadcasting on DAB+ across Surrey, London & surrounding areas, smart speakers, online at [literadio.co.uk](http://literadio.co.uk) and via mobile phone apps.

Lite RADIO aims at an ABC1 audience aged between 35-54 by playing a mixture of lite adult contemporary music from the 80s to today, whilst keeping the local region up to date with information, news and gossip.

90% of the UK's population listen to the radio on a weekly basis, with 75% of digital radio listening in Surrey leads the ever-growing digital radio trend with 65.3% of adults tuning into digital radio each week – this is now more than analogue AM/FM platforms

Lite RADIO is run as a not-for-profit organisation, purely existing to provide a quality local radio service broadcasting to a potential audience of 3.8 million listeners.

Lite recently hired the legendary Steve Hyland who hosts the Lite RADIO breakfast show each weekday morning.

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# LiteRADIO



## Why Radio?

Radio allows advertisers to engage with listeners at key moments in the car, office or at home

Radio is targeted both by demographics and geography – meaning you can speak directly to your potential customers

Sound is proven to be more memorable than the written word or still images and evokes emotion

On average advertisers receive £8 for every £1 spent on radio advertising

Radio outperforms press, outdoor and online advertising mediums

Radio has the benefit of being more intimate with its listeners by using the power of a human voice

During the Covid-19 pandemic, local radio has proven to be essential for local communities to find out information

## The Lite Music Station

# Lite**R**AUDIO



## Key Facts

- 48,244 monthly clicks on the Lite RADIO online stream
- 15,881 Total Listening Hours online each month
- 68% of weekly listening hours are consumed digitally (41% share on DAB, 22% online including website/apps and smart speakers)
- DAB signal that covers Surrey, South & West London, North-East Hampshire, North Sussex, East Berkshire & South Buckinghamshire – achieving a potential total audience of 3.8 million listeners
- DAB is now standard in all brand new cars

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## Our Audience

Lite RADIO's target audience is 35-54 ABC1s with a slight female bias. Our core artists include Adele, Bruno Mars, Coldplay, Ed Sheeran, Eurythmics, George Michael, Madonna, Maroon 5, U2 and Whitney Houston.

Our target listeners are people who enjoy spending time in restaurants, going to the theatre, like to participate in their local community, but also might enjoy an evening out in London. If Lite was a supermarket it would be Waitrose, if it was a car it would be an Audi A3.

Lite RADIO broadcasts to the entire county of Surrey, although you can receive Lite RADIO on DAB in South & West London, North-East Hampshire, North Sussex, East Berkshire & South Buckinghamshire. Lite regularly receives positive listener feedback from people across the entire region.

## The Lite Music Station

# Lite**R**RADIO

## Coverage



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## Advertising on Lite



No more than 3 minutes worth of adverts at any one time, ensuring that your advert stands out without the noise of a multiple succession of ads



Fewer advert breaks, creating a better listening experience and to help build listener hours (and ultimately, more time spent hearing your adverts)



A traditional 30-second advert to help create maximum impact and describe to our listeners what you do and show sponsorships to help build your business brand awareness



Affordable advertising packages, designed to help support small-to-medium sized businesses

## The Lite Music Station

# Lite**R**RADIO

## Sponsorship Rate Card

SPONSORSHIP PACKAGES	WHAT IS INCLUDED	MONTHLY FEE
<b>LITE BREAKFAST</b> (0700 – 1000 Mon to Fri)	<ul style="list-style-type: none"><li>• 3 sponsorship tags played during the breakfast show (e.g., “Lite Breakfast sponsored by ...”)</li><li>• Mentions in a breakfast show promo (played sporadically throughout the day)</li></ul>	<b>£399.00 + VAT</b>
<b>LITE DAYTIME</b> (1000 – 1600 Mon to Fri)	<ul style="list-style-type: none"><li>• 3 sponsorship tags played per hour during the mid-morning show (e.g., “Lite Daytime with ...”)</li></ul>	<b>£399.00 + VAT</b>
<b>LITE DRIVE</b> (1600 – 1900 Mon – Fri)	<ul style="list-style-type: none"><li>• 3 sponsorship tags played per hour during the drive show (e.g., “Lite Drive sponsored by ...”)</li></ul>	<b>£299.00 + VAT</b>
<b>LITE EVENING</b> (1900 – 2200 Mon to Fri)	<ul style="list-style-type: none"><li>• 3 sponsorship tags played per hour during the evening show (e.g., “Lite Evenings with ...”)</li></ul>	<b>£149.00 + VAT</b>
<b>LITE WEEKEND</b> (0800 – 1600 Saturday & Sunday)	<ul style="list-style-type: none"><li>• 3 sponsorship tags played per hour during between 0600 – 1800 Saturday &amp; Sunday (e.g., “The Lite Weekend sponsored by ...”)</li></ul>	<b>£249.00 + VAT</b>

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## Advertising Rate Card

SPOT ADVERTISING	WHAT IS INCLUDED	MONTHLY FEE
<b>LITE STANDARD ADVERTISING CAMPAIGN</b>	<ul style="list-style-type: none"><li>• 30 second commercial to be played 12 times per day (between 0700 – 2200. Overnights and weekends are included free of charge)</li><li>• Your business listed on the Lite RADIO website</li><li>• Equal share of unsold inventory</li></ul>	<b>£499.00 + VAT</b>

### Terms & Conditions

- A one off commercial creative payment of £110 + VAT would be payable on all spot advertising & sponsorship campaigns.
- All spot advertising and sponsorship campaigns are for a minimum of 3 months (but we recommend 6-12 months for the best result)
- Payment to be made prior to broadcast
- Charities and not-for-profit businesses will receive a 20% discount on stated prices

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EVENTS	WHAT IS INCLUDED	ONE OFF FEE
<b>LITE 'OUT THERE' CREW VISIT</b>	<ul style="list-style-type: none"><li>• Pre-event promotion up to a month prior to the event on air once per show</li><li>• Pre-event promotion on the website and on social media</li><li>• Attendance from two members of the Lite 'Out There' Crew, who will attend the event, take photos for the Lite website and social media platforms</li><li>• One "as live" on air promotion from the event – broadcast as an 'Out There' feature</li></ul>	<b>£349.00 + VAT</b>

### Terms & Conditions

- Lite RADIO does not take responsibility for any music licencing that may be due by playing music at events
- Lite RADIO has full public liability insurance of £10million
- Pre-event visits will ensure risk assessments are carried out to ensure safety for our team and members of the public
- Charities and not-for-profit businesses will receive a 20% discount on stated prices

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## Contact Us



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