



South West Herts only local radio station

**Media Pack**

# Why Radio?

- 90% of the UK tune into radio each week
- Radio allows advertisers to engage with listeners at key moments in their days be that at home, at work or on the move. It's the only true mobile medium.
- Radio is targeted by both demographic and geography
- Sound is more memorable than the written word or still image and evokes emotion
- Radio sells with more intimacy, it has the power of the human voice
- On average advertisers get back £8 for every £1 spent on radio
- Radio outperforms press/outdoor and online as an effective advertising medium

# Vibe107.6 FM

- Vibe 107.6 FM was launched in August 2011!
- The station is a not for profit organisation, this means we can keep our advertising rates low as long as we cover our costs. Any profit we make must be re-invested into the station, we don't have any shareholders
- Vibe 107.6 FM broadcasts on FM across South West Hertfordshire and digitally on smart speakers, tablets and mobile devices
- We provide a mixture of popular music, local news and interviews as well as the national headlines
- We are proud to support new and unsigned artists which have included X Factor winners Rak-Su
- We love interviewing local people which includes our politicians, but also ordinary folk who have a story to tell
- However, we have also had household names on air such as footballer Troy Deeney, artists Tom Odell, Tom Grennan and TV celebrities like Sean Wallace from The Chase.
- We put on music events and host the stage for the Fireworks display in Watford, attended by 40,000 people.

# Our Presenters



Being a focal point of the local area, our presenters are from a variety of backgrounds, making us one of the most diverse radio stations .

**VIBE107.6<sup>FM</sup>**

# Our listeners

- Vibe 107.6 FM has an active listener base of approximately 25,000 people.
- Our core audience is 20 – 40 year olds with broadly a 50/50 split between male and female listeners
- The majority of our listeners are in South West Herts covering Watford, Bushey, Rickmansworth, The Langleys, Hemel Hempstead and St Albans
- During the Covid-19 lockdown 18,000 people listened to us via smart speaker, tablet, laptop and mobile phone
- Vibe 107.6 FM has a loyal base of frequent listeners with 70% tuning in everyday at work, home or in the car.
- 94% of listeners agree that the unique mix of music encourages them to listen.
- 86% of listeners consider local interest items very important to them

# What our listeners say

“ ... Vibe sounds great, excellent mix of music and the presenters are great” ...

“... I am new as a Vibe listener and I am very impressed with the variety of music and the Rewind show brings back lots of memories...”

“ ... Absolutely love the show on Friday night with the dance music, really enjoy the presenters and the funny topics they bring up in the mornings always makes me smile” ...

“... LOVE listening to the station. I only listen mainly using the Radio Player online. Love the local talk too 😊 ...”

“ ... We now have Vibe on in our office every day, it has such a great range of music” ...

# Online

- [www.vibe107.6.co.uk](http://www.vibe107.6.co.uk) brings our listeners closer to the local area and enables them to listen live
- Our website covers our Presenters, Playlists, News (both local and national), Local Events, Events Calendar, Local Business Directory, Podcasts, and Interviews amongst other topics.
- The website on average each month receives 6,000 unique visitors and 30,000 page views.
- 7.5k likes (average weekly reach 10,000 people)

5.5k followers (160k impressions each month)

1.2k followers (4600 impressions each month)

11.9k followers





# Vibe 107.6 FM Hosted Events



**VIBE107.6** FM



# Advertising Opportunities

- We produce tailor made advertising campaigns to suit every budget, that deliver impact and generate new customers. We can design a campaign for a long brand building initiative or a shorter announcement or offer.
- You can choose from
  - On air adverts
  - Presenter readouts
  - Sponsorship of on air shows or content, e.g. sport or weather bulletins
  - On air interviews
  - On air competitions, supported by social media posts
  - Website articles and advert banners
  - Social media coverage
- We work with professional and industry experienced production companies who will maximise the effectiveness of your advert towards our listeners, your potential customers
- Costs depend on which campaign you go for and how long it runs, but you can get on air for as little as £10 per day.

# What our advertisers **say about us**



"We really appreciated all the hard work of the sales team and presenters at Vibe 107.6 FM - their promotional activity and involvement in the family fun event at our new Watford branch resulted in our most successful store opening ever!" (Brian Collier, Store Manager – Wilko, Watford)

"Thank you very much for all your work - we are very pleased with your services and would definitely recommend Vibe 107.6 FM to other businesses." (Charles Mezei, Project Manager - Wolf & Brown Ltd)



"I've been advertising with Vibe 107.6 FM since 2011 and I would definitely recommend them! They focus on promoting local businesses at competitive rates and tailor advertising campaigns to every company so you really get value for money". (Richard Overfield, Company Director - RL Supplies)

"We've been advertising with Vibe 107.6 FM for over 5 years and would definitely recommend them! We monitor all of the enquiries and Vibe 107.6 FM pops up regularly as an enquiry source, so we know the advertising is working. We often hear comments about how regularly people hear our advert on the radio too!" (Katie O'Grady, Marketing & PR Manager - Boys & Girls Nursery)



**VIBE107.6<sup>FM</sup>**

# What our advertisers **say about us**



"We are partnering with Vibe 107.6 FM for the third year now and they have been extremely supportive of our charity. Their staff and presenters always go above and beyond to help us promote our events and raise awareness about our free care and services for people with a life-limiting illness. They have really embraced our ethos and values and always help us in any way they can - we plan to continue working closely with them in the future." (Debbie Leven, Communications and Marketing Manager at Peace Hospice Care)

"I've been advertising with Vibe since they began and it's been a great experience. Not only has it benefited my business but their customer service is impeccable. Thank you guys". (Karim Abdul, Owner and General Manager - New Shapla Tandoori)



"Vibe 107.6 FM has a strong demand for airtime and I'm not surprised as you guys offer a fabulous service." (Simon Edwards, Managing Director, Expert Property Group)

"We were very pleased with the response to our campaign on VIBE to promote 'Safe Friday' – a community safety project ... As a result of hearing the advert, many local people came to see us and were helped and supported. We would definitely use VIBE again for other campaigns". (Michele Wheeler, PR/ Fundraising co-ordinator, ASCEND - Charity No 1073909)



**VIBE107.6<sup>FM</sup>**

# Get in touch

- We would love to see or hear from you
- The studio and office are based in Clarendon Road, Watford
- You can contact us by email on [sales@vibe1076.com](mailto:sales@vibe1076.com) or by phone on 01923 888650
- We will always try our best to help you