

Y01
RADIO

Media Pack

YORK: 102.8 FM

SELBY: 90.0FM

NORTH YORKSHIRE: DAB+

ONLINE

SMART SPEAKER

APP



YOUR LOCAL STATION

We've

Got it all

Covered

YO1 Radio is the only local commercial radio service available across ALL listening platforms, including FM - which still accounts for over a third of all radio listening*.

**York and
Selby's Local
Station**

With our NEW transmitter covering the Selby area on FM, with DAB+ coverage for our YO1 Radio Xtra service across the whole of North Yorkshire – and with online, app and digital TV, we really do have it ALL covered!

- ✓ 102.8 FM across York

- ✓ 90 FM in Selby

- ✓ DAB+ across North Yorkshire with YO1 Radio Xtra

- ✓ Online at www.yo1radio.co.uk

- ✓ TuneIn

- ✓ Google Play

- ✓ App Store

- ✓ Amazon Alexa

- ✓ Google Assistant

- ✓ Roku Digital TV

* *RAJAR Quarter 3 2021

OUR MISSION

YO1 Radio has a 'Big City' sound but will always strive to be at the heart of the local community.

Our aim is to:

Provide engaging and entertaining radio

Provide trustworthy local news and information

Support and play an active part in the local community

Provide and be part of local events that bring people together

Provide an unrivalled advertising platform for local businesses



Playing the 80s, 90s, 00s and now.

YO1 Radio's daytime music playlist is designed to be upbeat and instantly recognisable. We bring the best songs from the last 40 years and add in a little spice with a sprinkling of all-time classics. We also choose the best of today's new music, with songs we know will appeal to our audience.

Outside of our 'core hours' we add a little variety with some 'appointment to listen' radio – and we'll always look to support local artists and emerging new local talent.

News and Information

Our team of experienced presenters are engaging and informative. They strive to always know what's happening in our local area – but love to hear from listeners about anything they might have missed.

YO1 Radio has a wide range of programme features designed to keep our audience up-to-date:

Local News – Seven Days a Week

Daily Local Sports Bulletins & Features

Local Weather Updates Every hour

Regular Traffic and Travel Updates

Community Action & What's-On Information

Community and Celebrity interviews

Competitions and Giveaways

OUR AUDIENCE



35 to 55-year-olds

60% female /40% male

YO1 Radio's listeners are generally family oriented. They enjoy hearing familiar songs that bring back memories – but they also like to keep up-to-date with the best of today's music. They are sociable, enjoy a bargain, a day out with the family – or an evening out with a group of friends. Our listeners like to know what is going on in their local area.

YO1 Radio's social media profile generally matches that of our target demographic although, as with our audience profile, a significant number of listeners from outside of the core age group engage with the station. Social media engagement comes mainly from those based in York and Selby, within our core FM coverage. However, engagement is also significant from nearby towns such as Thirsk, Malton, and Harrogate for example – This is where YO1 Radio's North Yorkshire county-wide DAB+ coverage comes into play with its huge potential audience of 977,000 15+ Adults

Based on YO1 online and social media demographic insights

The Power of Radio

FM remains a key form of transmission

Listeners continue to consume radio in new ways, but the traditional methods of listening are still hugely significant. A recent survey into digital radio by the DCMS** showed that, whilst digital and online listening is increasing, there is still a very significant demand for familiar analogue listening – mainly on FM radio. The survey noted that FM would remain a significant medium for at least the next ten years! The latest RAJAR data* shows that a very substantial 34% of overall radio listeners still tune in to FM. This percentage increases above the age of 25+ adults.

This data places YO1 Radio in a unique position as the only local commercial station that broadcasts on all medium/platforms, including FM.

DIGITAL LISTENING – MAINLY DAB: 43%
FM LISTENING: 34%

ONLINE LISTENING: 18%
DIGITAL TV LISTENING: 5%



89%

89% of the UK adult population tune in to radio every week.



20.4h

On average, a listener tunes into 20.4 hours of live radio each week

Radio continues to be a very powerful broadcast medium. It is unique in the way it engages with listeners on a personal level and overall consumption of radio remains very high within the home, at work, and in the car.

The most recent data, collected by independent industry market research experts RAJAR, shows that a massive 89% of the UK adult (age 15+) population tuned into their chosen radio stations each week in the period up to October 2021* On average, a listener tunes into 20.4 hours of live radio each week*

*RAJAR – Extended Quarter 3 2021

YO1 has it all covered




Although radio reaches 89% of UK adults each week, listening takes place across the full spectrum of platforms – FM, DAB, online and via digital TV. Importantly, in a comparison of locally focussed commercial radio stations, only YO1 Radio and our DAB service, YO1 Radio Xtra are available across 100% of those listening platforms, including all online

listening options – and the all-important FM, which still accounts for over a third of all radio listening.

YO1 Radio has FM transmitters covering York on 102.8FM and Selby on 90.0FM. Our YO1 Radio Xtra DAB service covers the whole of North Yorkshire from a series of transmitters across the region.

YO1 Radio Platform Comparison

PLATFORM COMPARISON	Analogue Radio (34%)		Digital Radio (43%)	Online Listening (18%)			Digital TV (5%)	100%
	FM YORK	FM SELBY	DAB+	ONLINE	TUNE-IN	APP	ROKU etc	
	✓	✓	✓	✓	✓	✓	✓	100%
YORK MIX RADIO	✗	✗	✓	✓	✗	✓	✗	61%
JORVIK RADIO	✓	✗	✗	✓	✓	✓	✗	52%

YO1 RADIO - FM COVERAGE

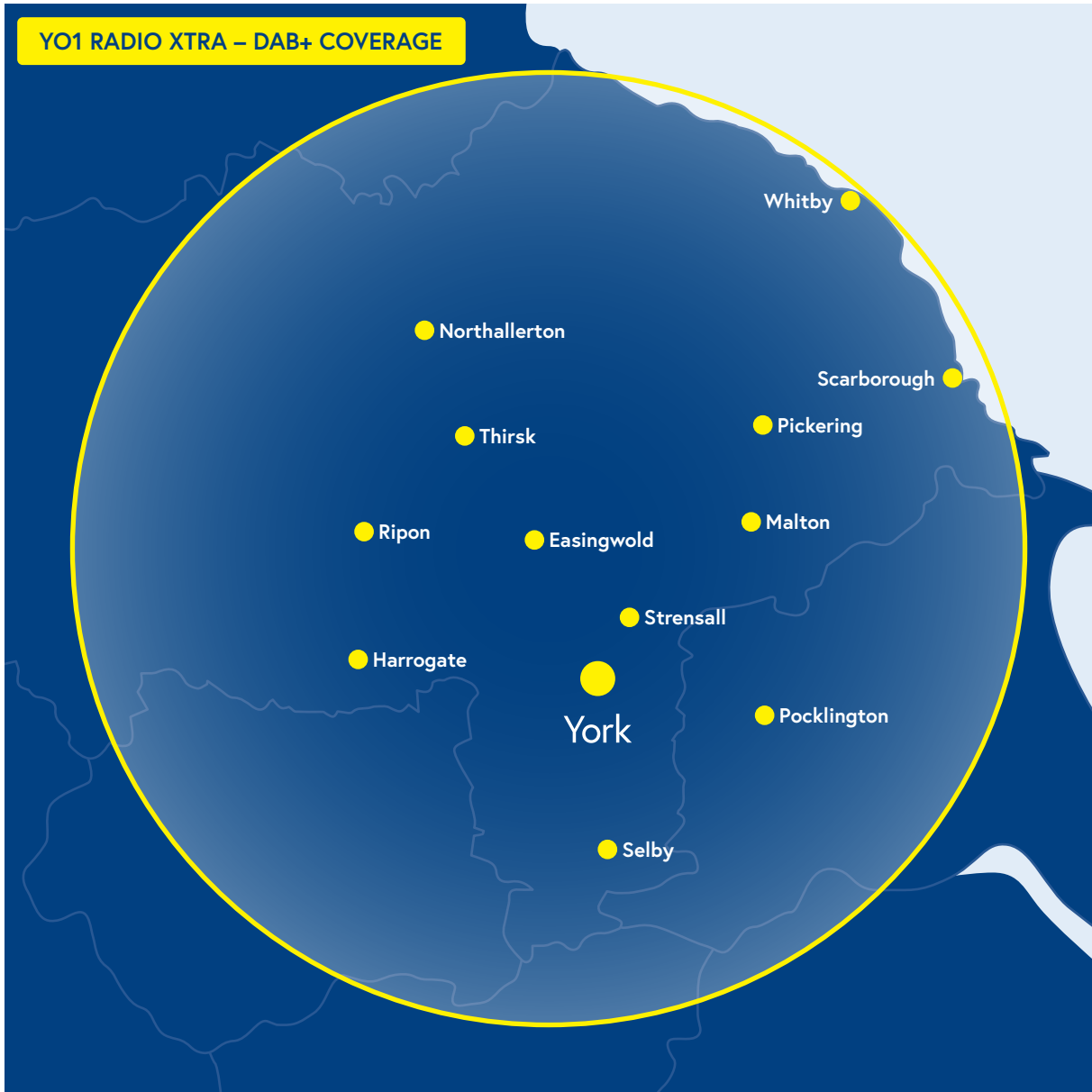


FM and DAB area population coverage*

FM: 243,000 adults, aged 15+

DAB: 977,000 adults, aged 15+

YO1 RADIO XTRA – DAB+ COVERAGE



*2011 Census, Office for National Statistics/MuxCo DAB+ coverage predictions

Being seen as well as heard.

There is no point in being the best kept secret in town. At YO1 Radio and YO1 Radio Xtra, we offer a wide range of on-air and off-air products to raise the profile of your business. But the rules apply to us too!

That's why we have our own high-impact marketing and awareness strategy to make sure that YO1 Radio is seen as well as heard. The higher the profile of YO1 Radio – the better for us, our customers and clients.

Live Lounge

YO1 Radio's 'Live Lounge' city centre studio on Goodramgate in York, with its eye-catching branding and high-tech digital screens, is at the heart of our strategy. With daily footfall in the tens of thousands, the studio is an attention grabber and puts our brand at the heart of the City.

Outdoor Advertising

We back this up with a string of other initiatives – bus side and bus back advertising in both York and Selby; direct mail, banner and poster advertising; magazine and theatre programme advertising, partnerships with our local sports teams, charities and community events.

Sporting sponsorship

YO1 Radio is the official radio partner of York City Football Club, with stadium branding and the YO1-themed Fan Zone at the LNER Community Stadium. Add to this our shirt-sponsor partnership with the York City Knights, sponsorship of Club Wilber – the children's arm of the Wilberforce Trust and an array of event sponsorship across the business and community sectors. We've got it all covered!

Our vehicles

Of course, when we're out and about, we don't do it quietly. Our stunning branded vehicles and our outside broadcast and events unit turns heads across the area. In short, we promote our business to help you promote yours!



Live

Lounge

Our high-profile 'Live Lounge' – on Goodramgate in the heart of York – has already become a talking point around the City Centre.

The studio is a highly-visible platform for engaging with listeners, community groups and local businesses. Designed for live radio, live performances, recordings and interviews it is a main focal point for station awareness and activities.



The studio is also equipped with the very latest high-impact digital display screens which, in an area of very high footfall, add yet another dimension to our portfolio of client advertising opportunities.



Events

Events are an integral part of our local culture – so we've made sure they are a key part of YO1 Radio.

Our Outside Broadcast and Events Unit, with a range of stage or exhibition options, is perfect for outdoor and indoor events of any size. With events throughout the year, our calendar is packed with high visibility marketing opportunities.

COMMUNITY

YO1 Radio has a clear remit within our local communities, and we take our commitment to that very seriously. We will always strive to support the groups that make a difference locally and that are important to our listeners.

YO1 ACADEMY

YO1 Radio is investing in new state-of-the-art studio facilities at the heart of the community and within the city centre to help nurture a new generation of talent across York and in Selby, Tadcaster, Malton and Thirsk.



Community Action

YO1 Radio offers free publicity to community groups, charities and not-for-profit organisations through our regular on-air 'Community Action' features.

Whether it's an appeal for volunteers, a fundraising campaign, event or just general awareness, we'll shout about it.

community@yo1radio.co.uk

OPPORTUNITIES WITH YO1

Turn our audience into your customers!

YO1 Radio has a diverse portfolio of advertising and marketing opportunities for your business.

From traditional on-air advertising and sponsorship – on our FM and DAB+ services in York, Selby and across the whole of North Yorkshire – to online, OOH digital display, social media and voucher schemes.

Our expert commercial team can help tailor a package to suit your needs – across some or all of our platforms. sales@yo1radio.co.uk





On Air - FM and DAB+

We have a range of packages and tailor-made advertising and sponsorship opportunities to boost awareness of your business across York and Selby on our FM service and across the whole of North Yorkshire on DAB+ with YO1 Radio Xtra.



Website & Voucher Campaigns

Voucher campaigns on the YO1 Radio website backed up by an on-air promotion are a cost-efficient way to increase your sales and awareness. Our sales team will help you optimise your campaign, which could also include website banner advertising, competitions, and page sponsorships – all with links to your own website or social media.



Events and Outside Broadcasts

Having YO1 Radio present at your business or event brings added attention and greater visibility. Store openings; product launches; general awareness – these can all be linked to on-air activity to create added interest to your brand.

**For more information contact:
sales@yo1radio.co.uk**



City Centre Screens

The high-tech digital advertising screens at our studio in Goodramgate, at the heart of York City Centre and in an area of high-footfall, are an eye-catching way of getting your message to shoppers, tourists and local residents.



Social Media

Our social media advertising team will help devise a targeted dual sponsorship strategy that will help your brand be seen by more of the right people.



Expert Insights

Our marketing and sales team are on hand to help you optimise your advertising strategy with YO1. We believe that a well-devised campaign across multiple platforms will gain a greater return on investment through wider interactive reach.



Event Sponsorship

YO1 Radio has an ever-growing calendar of events each offering a unique opportunity to grab the attention of any audience, there and then. Our 'roadshow' units can be used for joint branding, promotional teams and on-stage activity can increase awareness of your brands – and wider on-air marketing and promotional activity can be added on the run-up to the event.

Our audience...
...Your customers.
We've got it all covered!



@thisisYO1



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