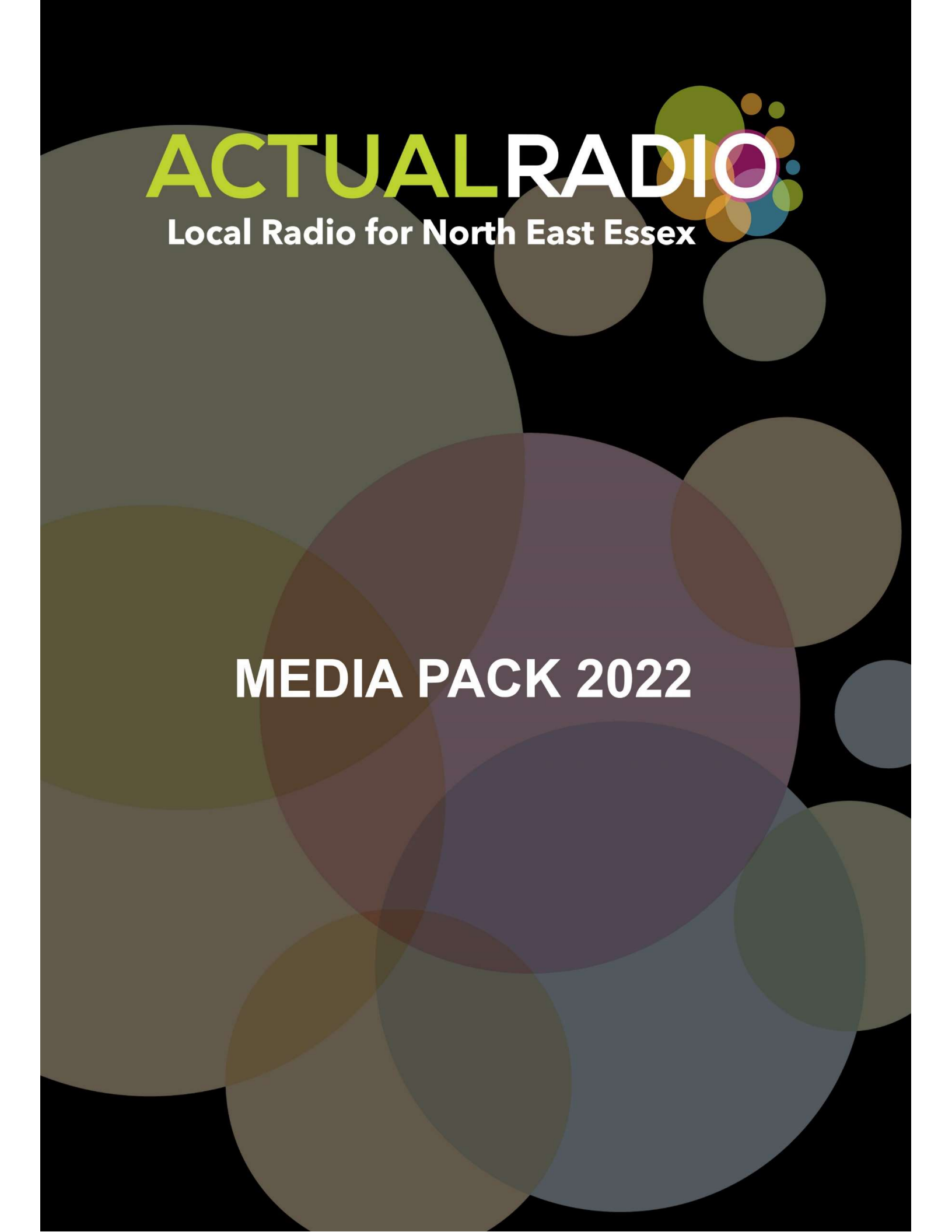




ACTUAL RADIO

Local Radio for North East Essex

MEDIA PACK 2022

ABOUT US

Actual Radio is the local commercial radio station for North East Essex. We broadcast across Essex on DAB digital radio from our studios in Colchester. Actual Radio has a potential reach of 1.5 million listeners. The area we serve covers Colchester, Clacton, Mersea Island, Harwich, Halstead, Witham and everywhere in between.

52% of all radio listening in Essex is on digital which includes DAB, Smart Speaker and on-line.

Actual Radio's target audience is a diverse mix of 35 - 55 year olds, traditionally with a high disposable income. This offers a compelling reason to make Actual Radio a part of your advertising mix. Radio is intrusive, after all you can't close your ears!

Listeners tune in for our mix of music, hourly news, weather updates as well as chances to win and the all important local traffic and travel news.

We are proud to support local businesses, charities and events and are dedicated to North East Essex.

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OUR AUDIENCE

3,992 Facebook Followers

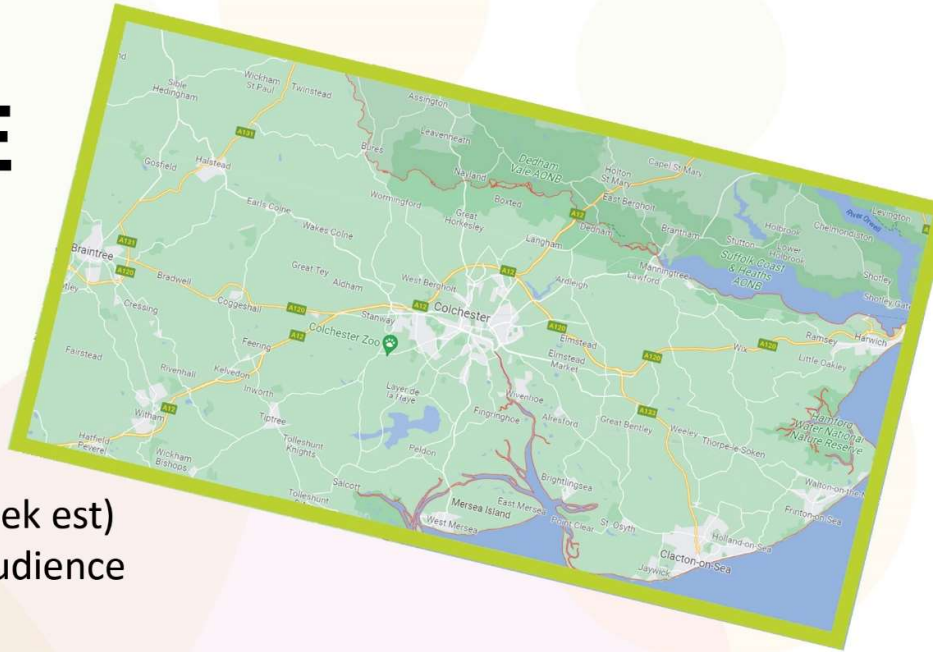
2,182 Twitter Followers

Population: 435,298

Listeners: 30,000+ (per week est)

35-55 age of core target audience

Population: Google (2020 est)



ON THE ROAD

Actual Radio has a high profile across North East Essex, we regularly attend a wide range of events, whether it be in the Castle Park or a local school fete. Towards the end of 2021 we hosted the

Christmas Lights Switch On events in, Colchester, Clacton and Witham. Other outdoor events include the Colchester United annual open day and the opening of the new B&Q Store in Stanway.



ADVERTISING WITH US

Advertising your business, product or service on Actual Radio works. How else can you advertise to people in the car, kitchen, bathroom, gym, workplace or shops? You can reach people with your message right at the point of sale creating a powerful connection above any other.

Radio is intrusive, after all, you can't close your ears. With clever programming, advert avoidance is low, listeners can't turn the page, click close or look away from the radio.

We can target your audience; parents on the school run, professionals on their way to work, or even night workers. We can get your adverts as close to the point of purchase as possible making a significant impact for your message.

As a local radio station you can trust us to work with you to create your campaign, from the type of package you require to the style of advert, we can help you create an advert which compliments your business. From a powerful spoken message to a jingle you will be singing all day, we can make memorable messages that work.

Radio is instant. If you are planning a flash sale or want to get your message out quickly, radio is the medium for you.

It costs less than you think. Our experienced team works with all types of business from different sectors across the country. Our focus is on Businesses across North East Essex and making radio affordable.

SPONSORSHIP & PROMOTIONS

Ever thought about sponsoring the weather, the travel or even the breakfast show? Sponsoring a show or feature can significantly raise awareness of your business across North East Essex, where repetition builds reputation.

Sponsorship in a nutshell is where you attach your company name and message to part of our output such as the weather, travel news or one of our amazing shows. Sponsorship is a great way to create mindshare in the local area, by repeatedly mentioning your company brand. Associating your company with a popular show or feature our listeners love and value will get you to the forefront of people's minds.

We could build an on air "big money" contest engaging with listeners in a totally different way and every time associating your company with the feature. The engagement can be followed through on to our website and social media. Contests can be fun, exciting and great talking points in the home or office.

ACTUAL RADIO

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Listen On

Actual Radio is available on DAB digital radio across Essex.
You can also listen on Smart Speakers, the free Actual Radio app
and on-line via our website.



Digital Radio



Smart Speaker



Tablet/Mobile

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