

MEDIA PACK

JUICE RADIO



WE ARE JUICE

Fresh, Relevant and Lively, Juice Radio is a unique radio brand broadcasting across the North West and North Wales on FM and DAB Digital Radio. Powered by familiar voices, and a solid playlist pumped with today's hit music, mixed with the biggest throwbacks from the last 40 years. Our audience is a youthful, active and engaging listener, who love music and socialising with friends and family.

We're in tune with the latest trends and local events! Building partnerships, attending local events and running engaging content and competitions on-air and on our social channels.

Our transmission area enables us to broadcast to a potential audience of 2.5 Million* adults (15-55) across the North West and North Wales.

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TUNE IN



DAB, 103.2FM



DOWNLOAD THE JUICE APP



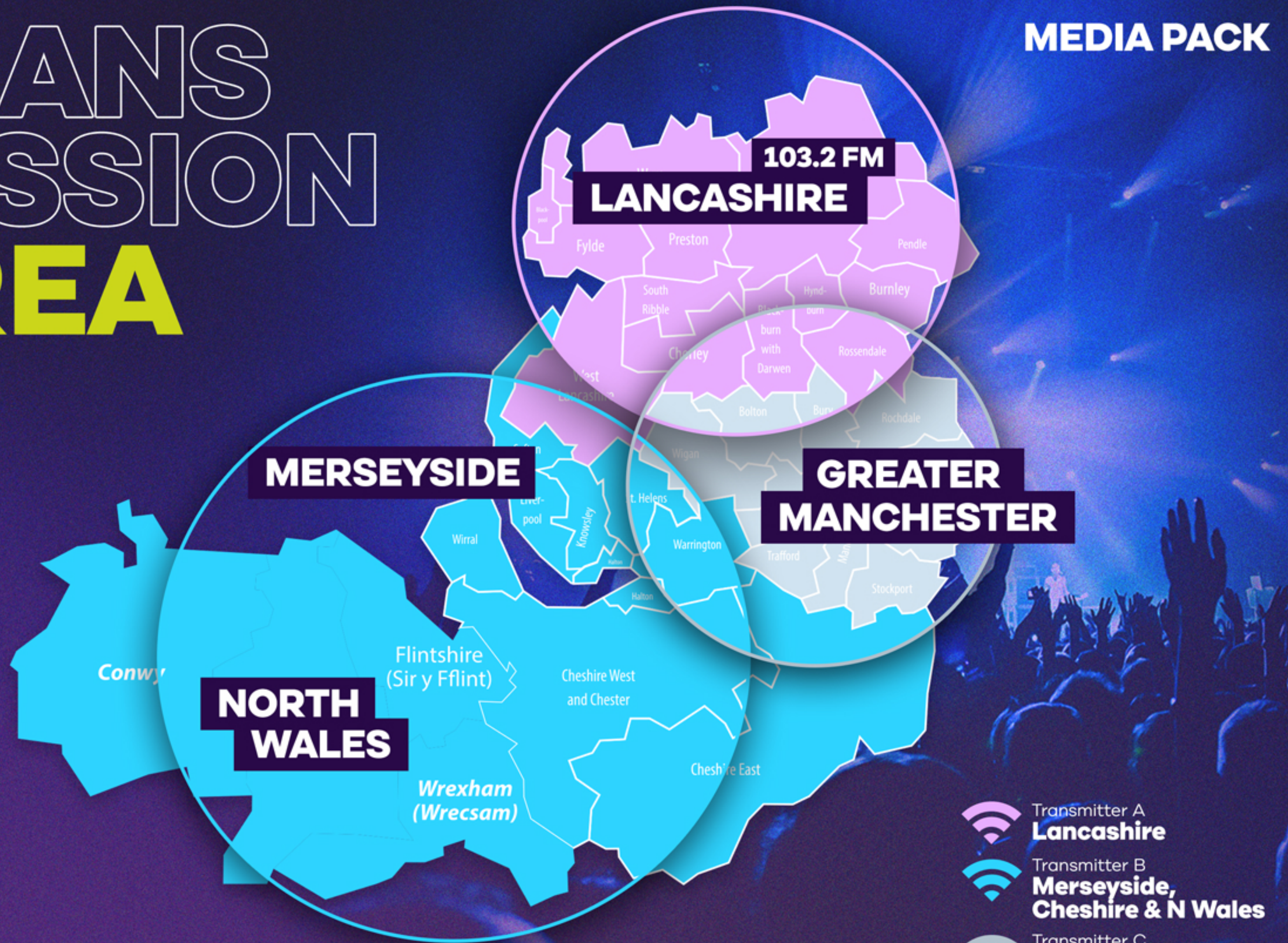
PLAY "JUICE RADIO UK"



**JUICE
RADIO**

TRANS MISSION AREA

MEDIA PACK



-  Transmitter A
Lancashire
-  Transmitter B
**Merseyside,
Cheshire & N Wales**
-  Transmitter C
Greater Manchester

OUR LISTENERS

Juice Radio's core audience is aged 21 to 45, A listener that loves to enjoy life to the fullest, they love to attend events and enjoying nights out, spending time looking good and socializing with friends. They tune in for an average of 3.7 hours per day, better than the industry average of 2.9 hours.

DIGITAL LISTENING DATA

- >43,089 APP DOWNLOADS
- >148,321 SMART SPEAKER CONNECTIONS
- >28,089 STREAM CONNECTIONS*

*app, on demand & smart speaker

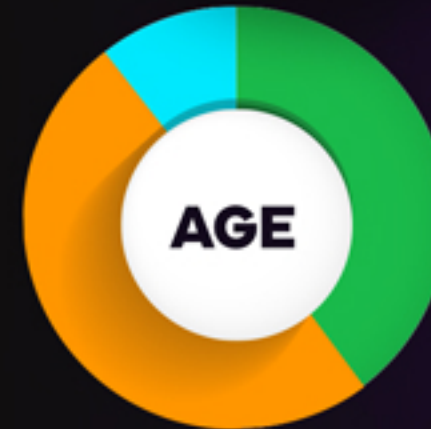
WE'RE BIG ON SOCIAL TOO
OVER 145,000 IMPRESSIONS

*NOV-DEC 2023 | FACEBOOK, INSTAGRAM, SNAPCHAT



61% FEMALE
35% MALE
4% OTHER

Listen to JUICE RADIO on a weekly basis across the North West



37% 21-35
42% 36-45
11% 46-55

Research shows our listeners are more likely to spend with businesses advertising on radio



3.7 HOURS OF LISTENING PER DAY

Our music rotation is huge and our playlisters only pick music we know our listeners love. That's why they listen for 3.7 hours per day. Longer than the industry average of 2.9 hours



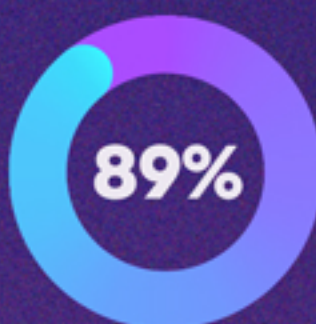
31% LISTEN ON MOBILE & TABLETS

More people are listening on the move, at the gym and outdoors. So all our shows are on-demand at a click of a button on the Juice App

WORK TOGETHER

LET'S WORK TOGETHER AND CREATE A CAMPAIGN THAT INCREASES YOUR BRAND AWARENESS AND CUSTOMER BASE

Airtime, Promotion, Sponsorship and Digital make up our advertising campaign opportunities. Let our creative team design a unique campaign for maximum exposure across our radio network.



89% of adults are tuning into radio every week in the UK



AIRTIME

Talk directly to your new customers with spot advertising. Increase your brand awareness and with the most trusted advertising medium in the UK.



PROMOTION

On air competitions, Outside broadcasts and product give-aways, we can create a unique promotional campaign that brings your brand to life on-air.



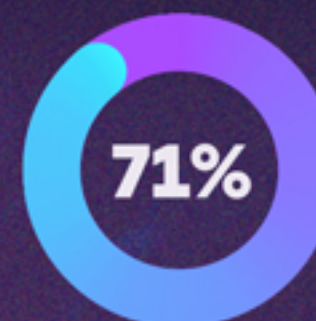
SPONSORSHIP

Get a more unique advertising spot with a range of sponsorship opportunities inc show sponsorship, station audio events and much more.



DIGITAL

31% of our listeners engage via digital and social. We offer web, app and social advertising campaigns to add to your on-air content for a bigger brand awareness.



71% of adults in the UK are tuning into radio via DAB Digital Radio every week.

*RAJAR Q4 2022

LET'S GET MOVING

MEDIA PACK

Let's Talk

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