

Advertise with Pride

pride**RADIO**
89.2FM | ONLINE



89.2 FM



PRIDERADIO.CO.UK



"PLAY PRIDE RADIO!"

Pride Radio is an inclusive radio station broadcasting across the North East on 89.2FM and throughout the UK on the free Pride World Media app, Tunein and smart speakers.

We've been broadcasting online since 2010 and FM from 2018. In that time we've grown a diverse audience who love our mix of live and pre-recorded shows, great music, lively conversation and listener interaction.

We are a proud, inclusive broadcaster who supports and works closely with our fantastic listeners, allies and the wider community

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Meet our fabulous listeners

GENDER IDENTITY

Female - 55%

Male - 43%

Other - 2%

Age group - 25-55 years

94% are pet owners

63% are homeowners

LISTENER INTERESTS

Culture - theatre, cinema, events

Social - restaurant and bars

Travel - up to 5 breaks per year

Fashion and Beauty

Electronics and Smart Tech

EMPLOYMENT

Office worker, Managerial/Executive

Third sector & Healthcare

Leisure, Retail & Hospitality

Culture

Service Industry

Self-employed

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AUDIENCE

WEEKLY LISTENERS

89.2FM - 52,575

DIGITAL/ONLINE - 80,940

COMBINED - 133,515

**Newcastle, Gateshead, Sunderland,
South Tyneside, North Tyneside,
Durham, Chester-le-Street**

**Manchester, Leeds, Brighton, Birmingham,
London, Glasgow, Cardiff, Southampton,
Bristol, Liverpool**

Sources: Listener Survey 355 people March 2020; App Analytics; Streaming Analytics; Listener Statistics; James Cridland Research Formula (Radio Futurologist)

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LGBT+ Consumers

*UK Pink Pound Value - £80billion

On average, LGBT+ people earn up to £10k more per annum
They have less dependents and more disposable income
LGBT+ people make 16% more trips to the cash register and spend 8% more on transactions
Same-sex households make 30% more shopping trips yearly

55% will buy from businesses committed to diversity and the equal treatment of the LGBT+ community

70% will pay a premium for a product or service and 78% will switch brands to those that are known to be LGBT+ friendly

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Sources: World Travel Market; Olgivy and Mather, YOUNG&Rubicam, Department of Trade and Industry



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**Advertising with Pride
Radio is simple, easy,
affordable and effective.
We've a range of packages
to suit all budgets and
great opportunities to
promote your message**

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"PLAY PRIDE RADIO!"

And you'll be in great company when you advertise with Pride.

REGIONAL CAMPAIGNS



NATIONAL CAMPAIGNS



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Opportunities include:

Advertising Campaign

Four/eight-week primetime high impact radio campaigns with full production

Feature Sponsorship

Sponsor Traffic & Travel, Showbiz News or the Weather

Show Sponsorship

Partner the Breakfast Show or sponsor the whole weekend

Digital Sponsorship

Sponsor the website, App or both

Outdoor Broadcast

Have Pride Radio LIVE from your business or event

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"PLAY PRIDE RADIO!"

Finally.....Our lockdown promise to you

If the Government calls for further lockdown measures which means your business or service has to pause trading, we'll bank your radio advertising and start it again when you're ready to go.

It means you can advertise with Pride Radio safe in the knowledge that your campaign won't be affected.

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Let's get you on air

Contact Peter Darrant-Parkes

T: 0191 695 8892

E: peter@prideradio.co.uk

**Our listeners are waiting
to hear from you**

**Pride Radio, Pride Media Centre, Unit 1,
Stonehills, Gateshead, NE10 0HW**

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**LOVE LOVE
THE THE
MUSIC. NORTH EAST.**