

The background of the image is a photograph of a bridge over water, with a purple and pink color overlay. Two large, overlapping circles, one red and one dark blue, serve as a backdrop for the text. The word "pride" is in a lowercase, rounded font, while "RADIO" is in an uppercase, sans-serif font. Below "RADIO" is the text "89.2FM | ONLINE" in a smaller, uppercase, sans-serif font.

prideRADIO
89.2FM | ONLINE

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



89.2 FM



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"PLAY PRIDE RADIO!"

Meet our fabulous listeners

GENDER IDENTITY

Female – 56%

Male – 42%

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 – 57,832

DIGITAL/ONLINE – 101,175

COMBINED – 159,007

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

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

Sources: Listener Survey 247 people April 2021; App Analytics; Streaming Analytics; Listener Statistics; James Cridland Research Formula (Radio Futurologist)



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ADDITIONAL

Social Media Followers – 20k
App Downloads – 30k
Tune in followers – 51k
Global Reach – 127 countries

**TOP 15 Countries: USA, UK, Israel,
Canada, Germany, Spain, Australia,
Netherlands, Brazil, Russia, India,
Japan, Mexico, Italy, South Africa**

Average daily listener time: 51 minutes

FREE Pride World Media app available in app stores



Two additional stations
Pride World Radio & Pride Radio Decades

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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&COLLINS, 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**

**And you'll be in
great company**

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"PLAY PRIDE RADIO!"

We've partnered with great organisations

REGIONAL CAMPAIGNS INCLUDE



NATIONAL CAMPAIGNS INCLUDE



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Opportunities include:

Advertising Campaigns

Engaging, creative and effective. Ad campaigns on Pride Radio reach an audience who wants to hear from you and, with only six minutes of adverts per hour, you'll benefit from maximum brand awareness and great listener engagement. Spot advertising with full creative production starts from as little as £4 per spot.

Feature Sponsorship

You could be the sponsor of our Traffic & Travel, Showbiz News, Competitions or the Weather.

Show Sponsorship

Have your brand partnered with The Breakfast Show, Dance Weekend or Daytime Shows on Pride Radio

Digital Sponsorship

Sponsor the website, app or get involved with our social reach

Outdoor Broadcast

Have Pride Radio broadcast LIVE from your business or event



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"PLAY PRIDE RADIO!"

Finally....

Pride Radio is based at the Pride Media Centre, a multiplex of television studios, pod cast suites, radio studios, green screen facilities and an eight-person gallery capable of producing film and television productions.

Working with our partners, Pride World Media, we can produce all your audio, digital and film requirements.



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"PLAY PRIDE RADIO!"

We'd love to have a chat with you about how Pride Radio can help your organisation.

If you'd like to visit the Pride Media Centre for a look round, we'd be delighted to give you a tour and we'll make sure the kettle is on with some lush biscuits

Contact Kelly Scott
T: 0191 695 8892
E: kelly@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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