

STATION OF THE YEAR **prideRADIO** community radio awards 2021

**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**

**And we are the proud title winner of Station of the Year 2021**

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89.2 FM



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# 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

**LGBT+ consumers are a valuable audience to engage with**  
**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, YOUNGOV, 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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# We've partnered with great organisations

## REGIONAL CAMPAIGNS INCLUDE



## NATIONAL CAMPAIGNS INCLUDE



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# Our lockdown promise

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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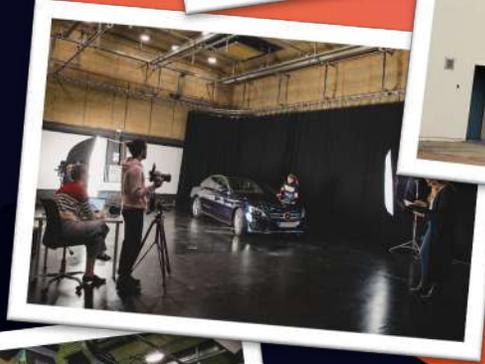


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# And did you know.....

Pride Radio is based at the Pride Media Centre, a multiplex of television studios, pod cast suites, radio studios, green screen facilities and a 30-seater screening suite.

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



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

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



**Contact our Sales Team – Kelly & Scott**

**T: 0191 695 8892**

**E: Kelly@prideradio.co.uk  
Scott@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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