

# prideRADIO

STATION  
OF THE YEAR



community  
radio  
awards  
2021

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

**We've been broadcasting since 2010 and 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 title winner of Station of the Year 2021 at the national Community Radio Awards.**

**pride RADIO**  
FM | DAB | ONLINE | SMART SPEAKER



89.2 FM | DAB



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"PLAY PRIDE RADIO!"



# Meet our fabulous listeners

## WEEKLY LISTENERS

89.2FM - 57,832

DIGITAL/ONLINE - 101,175

COMBINED - 159,007

## 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

Social Media Followers - 20k

App Downloads - 30k

Tune in followers - 51k

Global Reach - 127 countries

## EMPLOYMENT

Office worker, Managerial/Executive

Third sector & Healthcare

Leisure, Retail & Hospitality

Culture

Service Industry

Self-employed



Two additional stations  
Pride World Radio & Pride Radio Decades

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



89.2 FM | DAB



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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



89.2 FM | DAB



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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

**We've partnered with great organisations**

REGIONAL CAMPAIGNS INCLUDE

- FABIO'S ITALIAN RESTAURANT GIN & COCKTAIL BAR
- NEI
- North East
- emgsolicitors
- TOWN CENTRE AUTOMOBILES
- The FoodHouse
- Virgin money
- NU
- Gateshead Council
- MESMAC NEWCASTLE
- CLEAN WASTE CLEANING CO
- WYNHARD HALL
- BARCLAYS
- arriva
- great north run
- SUNDERLAND PRIDE
- Gateshead Carers
- NORTHERN PRIDE
- WYNHARD HALL
- BARCLAYS

NATIONAL CAMPAIGNS INCLUDE

- NHS
- manchester airport
- JERRY J FOR ELEVATED PEOPLE
- NORTHERN POWERGRID
- the gyn 2021
- TAIMI
- Terrence HIGGINS TRUST
- of your fit

prideRADIO 89.2FM | ONLINE

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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

**T: 0191 695 8892**

**E: [Info@prideradio.co.uk](mailto:Info@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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[PRIDERADIO.CO.UK](http://PRIDERADIO.CO.UK)



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