



Say it with Pride

***pride*RADIO**



Out, loud & Proud

This is Pride Radio

Pride Radio is a proud LGBT+ inclusive radio station broadcasting across North East England on 89.2FM, DAB and around the world on the free Pride World Media app, Tunein and smart speakers.

We are a not-for-profit community focused radio station and have been broadcasting since 2010. 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.

Pride Radio is an inclusive broadcaster. We work closely with the LGBT+ community, our fantastic listeners, allies and the wider community

And we've won awards for what we do. In 2021 we were named Station of the Year at the National Community Radio Awards and in 2023 we won a prestigious ARIAS award.

We've also won national awards for LIVE Event & Outdoor Broadcaster of the Year; Innovation Station of the Year & Community Media Outlet of the Year.



Supporting our community with Pride

Pride Radio is more than a radio station. With your help, we support LGBT+ organisations with free radio campaigns, helping them to reach a wider audience.

Here's how it works.

Every time we sell a radio campaign*, sponsorship or outdoor broadcast opportunity, we donate a free radio campaign to an LGBT+ charity or community group. This could be an organisation nominated by you or we can recommend a group who needs supporting. And, once the ad is made your company also gets recognised as part of the advert: *This message was sponsored by YOUR COMPANY NAME HERE.*

Since 2020, our clients have donated over **£75000** in free airtime.

Organisations who have benefited include:

- Newcastle Ravens
- Be North East
- Northern Proud Voices
- Fighting with Pride
- Switchboard LGBT
- MESMAC
- Report Out
- Rainbow Lottery
- Outdoor Lads
- Newcastle Panthers
- United with Pride
- The FED
- SHOUT!
- Shine
- Dyke Hikes
- Eyes Open
- AKT
- Northern Pride
- Durham Pride
- Sunderland Pride
- Northumberland Pride

When you partner with Pride Radio you support the wider LGBT+ community.



*based on eight-week campaign

Meet our fabulous listeners

Weekly Listeners – 179,007

89.2FM – 67,832. DIGITAL/ONLINE – 111,175

AGE GROUP

25-65 years

94% are pet owners

63% are homeowners

GENDER IDENTITY

Female – 55%

Male – 42%

Other – 3%

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/Executive

Third sector & Healthcare

Leisure, Retail & Hospitality

Service Industry

Self-employed

Social Media Followers – 20k

App Downloads – 30k

Tune in followers – 51k

Global Reach – 127 countries

Sources: Listener Survey 247 people April 2023; App Analytics; Streaming Analytics; Listener Statistics; James Gridland Research Formula (Radio Futurologist)



LGBT+ Consumers

The pink pound in the UK is valued at £80billion. Isn't it time you said hello?

- LGBT+ consumers are a loyal and valuable audience to engage with
- LGBT+ consumers have less dependents and more disposable income
- LGBT+ consumers make 16% more trips to the cash register and spend 8% more on transactions
- Same-sex households make 30% more shopping trips yearly
- 55% of LGBT+ consumers and allies will buy from businesses committed to diversity and the equal treatment of the LGBT+ community
- 70% of LGBT+ consumers and allies will pay a premium for a product or service from an organisation that identifies as a proud ally
- 78% of LGBT+ consumers and allies will switch brands to those that are known to be LGBT+ friendly
- On average, LGBT+ consumers take five city breaks/holidays per year
- The community spends more on tech, tourism, leisure, fashion, music and events

When you partner with Pride Radio it isn't just about reaching a new customer base. It's about changing the way you deliver your service or product to become more inclusive. It's about creating safe and exciting spaces for your team and customers to enjoy, changing outdated marketing practices and promoting your brand to a 21st century audience

Sources: World Travel Market; Olgivy and Mather, YOUNGOV, Department of Trade and Industry





Partner with **Pride Radio**

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 profits from each opportunity sold goes to supporting LGBT+ charities and community groups with free airtime.

Radio Advertising from only £495*

High impact, four-to-eight-week campaigns, full production, 30 second adverts, eight plays per day

Show Sponsorship from only £250 per month *

We've a range of exciting opportunities from weather, entertainment or show sponsor

Competitions from only £150*

Bespoke campaigns including social posts, presenter reads and interviews

Outdoor Broadcasts from only £995*

From LIVE links at your event to a complete outdoor broadcast with Pride Radio

*excludes VAT.

Our listeners are waiting to hear from you

We'd love to chat to you about how Pride Radio can help your organisation and how you can support the LGBT+ community.

Get in touch

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