

pride RADIO

FM | DAB | ONLINE | SMART SPEAKER



Out, loud and proud. We are Pride Radio

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

This was recognised in 2021 when we won Station of the Year at the National Community Radio Awards & at the prestigious ARIAS awards.

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STATION
OF THE YEAR



community
radio
awards
2021

THE RADIO ACADEMY
ARIAS
AUDIO & RADIO INDUSTRY AWARDS

2023 BRONZE
WINNER



89.2 FM | DAB



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"PLAY PRIDE RADIO!"

Meet our fabulous listeners

WEEKLY LISTENERS

89.2FM/DAB – 59,832

DIGITAL/ONLINE – 131,175

COMBINED – 191,007

AGE GROUP

25-55 years

94% are pet owners

63% are homeowners

GENDER IDENTITY

Female – 55%

Male – 41%

Other – 4%

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

LISTENER INTERESTS

Culture – theatre, cinema, events

Social – restaurant and bars

Travel – up to 5 breaks per year

Fashion, Beauty & Fitness

Electronics and Smart Tech

Top 10 UK Listener Areas: Tyne & Wear, Teesside, County Durham, Northumberland, Leeds, Manchester, London, Birmingham, Brighton, Glasgow

Top 5 countries outside UK: USA, Canada, Norway, Israel, Spain



Two additional stations
Pride World Radio & Pride Radio Decades

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Sources: Listener Survey 242 people May 2024; App Analytics; Streaming Analytics; Listener Statistics; James Cridland Research Formula (Radio Futurologist)

LGBTQ+ Consumers

*UK Pink Pound Value - £90billion

The 'Pink Pound' is a significant market opportunity that all businesses need to embrace. The purchasing power of the LGBTQ+ community is substantial; in the UK it stands at £90billion and it continues to grow. By aligning your values with inclusivity and actively engaging with this demographic, organisations can access a loyal customer base that is discerning in its choices and supports brands that reflect their own beliefs. It also helps to promote your companies EDI values.

- On average, LGBTQ+ people earn up to £10k more per annum
- They have less dependents and more disposable income
- LGBTQ+ 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 LGBTQ+ community
- 70% will pay a premium for a product or service and 78% will switch brands to those that are known to be LGBTQ+ friendly

Sources: World Travel Market; Olgivy and Mather, YOU&OV, Department of Trade and Industry

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"PLAY PRIDE RADIO!"

Advertising on Pride Radio: it's easy, quick, effective and affordable. And if you're new to advertising, we'll help you every step of the way.

CAMPAIGN'S INCLUDE:

- 30-second commercial advert which includes production (script, voice-over artist, licenses)
- Eight primetime spots (plays) per day from 7am to 7pm
- Two overnight filler spots from 7pm to 7am

Four-week campaign – Only £495+VAT

280 spots over the campaign

Eight-week campaign – Only £895+VAT

560 spots over the campaign

Twelve-week campaign – Only £1195+VAT

840 spots over the campaign

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GIVING BACK TO THE COMMUNITY

When you take out an eight or twelve-week radio campaign, we'll gift a free four-week radio campaign to a charity or voluntary organisation to support their work.

This includes five spots per day and production. We'll also include a tag at the end to say you've sponsored the ad.

It's a great way 'give back' to the community and it supports local causes.

To book your campaign:

Call 0191 695 8892

Email peter@prideradio.co.uk

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