

SPECIAL OFFER
20% OFF
advertised
rates!



listen online at www.prideradio.co.uk

We'd like to introduce you to our listeners.

We speak daily to a community that has more disposable income,
less dependants and spends more on leisure, holidays, home
furnishings, fashion, electronics and socialising.

Meet our fabulous LGBT listeners!



6,700

APP DOWNLOADS



252,000

ONLINE LISTENERS



7,000

SOCIAL FOLLOWERS



Lesbian, Gay, Bisexual and Transgender - if you're selling, we're buying.

Pride Radio North East is the only regional online radio station for the Lesbian, Gay, Bisexual and Transgender community. Based in the heart of Newcastle-upon-Tyne, we've been broadcasting since 2010 to listeners in the North East, UK and overseas - in fact over 252,000 fantastic listeners join us each month.

We broadcast over three stations: Pride Radio, Pride Radio 80's and Pride Radio Diva and can be listened to through our website, App and through partner sites. Our programmes, which are a mix of live and pre-recorded shows, feature great music, lively chat, competitions and lots of interaction. We hold debates, welcome guest speakers and broadcast a range of health messages. We also offer a platform for businesses and organisations to promote their services to a new, untapped audience.

Here are a few reasons why many organisations work with us to actively market to the 'Pink Pound':

£81bn LGBT 'pink pounds' worth to the UK economy

50% of LGBT consumers are more likely to buy products from companies that market to them.


60,000 couples Since 2005

have joined in civil partnerships and with the introduction of Equal Marriage in 2014, it is estimated that there will be 15,000 marriages over the next three years.

 **1/16 people** in the UK identify themselves as LGBT - that's 3.7m consumers

 **76%** of lesbians and gays earn above the national average income - between 25% to 41% more.
















Gay Friendly

60% of LGBT people, over 2m British consumers, are more likely to buy products from organisations they believe to be 'gay-friendly'

£7.1bn LGBT consumers spend £7.1 billion per year buying goods online.



And here's what we spend our money on:

<p>Dining Out</p>  <p>£5.8bn</p>	<p>Alcohol</p>  <p>£6.6bn</p>	<p>Fashion</p>  <p>£5.7bn</p>	<p>Electronics</p>  <p>£3bn</p>	<p>Home Furnishings</p>  <p>£2.9bn</p>
<p>Mobile Bills</p>  <p>£1.8bn</p>	<p>Takeaways</p>  <p>£1.8bn</p>	<p>Toiletries / Skincare</p>  <p>£2.13bn</p>	<p>Film, Music, Books</p>  <p>£3.9bn</p>	<p>Hairdressing</p>  <p>£2.4bn</p>
<p>Concert Tickets</p>  <p>£1bn</p>	<p>Alternative Health</p>  <p>£486m</p>	<p>Travel & Leisure</p>  <p>£4.7bn (£47m on honeymoons)</p>	<p>Cinema, Theatre & Art Galleries</p>  <p>54% once a month</p>	<p>Pubs, Clubs & Restaurants</p>  <p>75% Regular visits</p>

*Sources include: Stonewall, Gov.UK & Out Now 2008 Millivres Gay Market Study

Unbelievable Packages

We have great ways to get your message across to our listeners. You can benefit from one of our fantastic advertising campaigns, promote your company by running a competition or be the main sponsor of one of our shows.

Advertising Campaigns

Each advert is 30 seconds in duration, includes full advertisement production and will be broadcast for three or five weeks depending on which package you opt for. We'll help you produce your script, book the voice over artist and add all the effects as part of the rate.



Campaign 01

One thirty second advert played every hour.

Three week campaign

only **£395**

A total of 504 ads or four hours+ of airtime

Five week campaign

only **£595**

A total of 840 ads / seven hours of air time
(Includes one advert change)

Campaign 02

Two thirty second adverts per hour played prime time: 7am to 10pm - then hourly.

Three week campaign

only **£595**

A total of 819 ads or six hours+ of airtime

Five week campaign

only **£795**

A total of 1365 ads / eleven hours of airtime
(Includes one advert change)



Competitions

Engage our listeners with your product or service by running a giveaway competition. We'll produce a twenty second promotional trailer which will include the competition question, prize, entry details and your organisation's name. You'll also receive mentions from our presenters who will encourage listeners to enter.



We'll also post the competition on our social media sites and on Pride Radio's website with a link through to your site.

One week competition

only **£295**

minimum of 336 mentions

Two week competition

only **£395**

minimum of 672 mentions



Show Sponsorship

Show sponsorship is a unique way to promote your message to our listeners. Our package includes four presenters mentions per hour during your sponsored show, extra sponsor mentions from other presenters who will promote 'what's on next', your sponsorship listed on our programme schedule and you'll also feature on six trailers per day promoting your show.

Example: "It's the breakfast show with Lee and Dotty in association with YOUR COMPANY HERE AND STRAP LINE MESSAGE"

Trailers: "Join us at breakfast for great music and chat in association with YOUR COMPANY HERE".

 You'll also appear on our programme listings on our Facebook and website.



Each sponsorship runs for one AMAZING month!

Weekday Show

Breakfast Show

7am to 10am

Join Lee & Dotty for a mix of great music, chat and a few surprises.

only **£695**

Jonathan Morrell

Top 10 of 10

Jonathan picks a different year each show and plays the best top ten tracks.

only **£395**

Evening Show

5pm to 7pm

Pop hits to drive home to.

only **£595**

Pride Classic

9pm to 10pm

The very best camp classics.

only **£395**

David Bourne Mix Tape

10pm to Midnight

David plays dance hits from across the decades.

only **£395**

Weekend Shows

Saturday

90s Rewind with Jonathan Morrell

8am to 10am

Hits from the nineties.

Sam on Saturday *10am to 12noon*

Soul, funk and pop with Sam Dickinson

Lunchtime with Ophelia B *12noon to 2pm*

Show tunes to cheesy pop, Ms B plays them all.

Tea with Peter D *4pm to 6pm*

News, chat, pop tunes and an entendre or two!

Non Stop Party Hits *6pm to 8pm*

Get the party started with our non-stop hits.

Camp Party Time with Ophelia B

8pm to 10pm

The best in disco and pop.

Mix Tape with David Bourne

10pm to midnight

The party continues with David Bourne.

SUNDAY

80s Rewind with Jonathan Morrell

10am to 12noon

Hits from the eighties.

Sunday Lunch with Lee & Dotty

12noon to 2pm

Lee and Dotty with two hours of chat, tunes and banter.

Any Show **£295** per month





Special Packages

Broadcast Partner at Middlesbrough Pride Saturday 27th September 2014

Middlesbrough Community Pride 2014 is a celebration of LGBT culture in the Tees Valley taking place in Centre Square, Middlesbrough, and we'll be there broadcasting live at the event as the official radio partner.

With interviews, music from the main stage and backstage gossip, our broadcast will really capture the atmosphere of this great Pride event.

As broadcast partner you'll be mentioned throughout the live event and you'll receive top billing by our presenters.

This unique package includes presenter mentions leading up to Middlesbrough Community Pride 'join us for our live broadcast in association with YOUR ORGANISATION HERE', mentions on the day throughout the twelve hour live broadcast, sponsorship of a two hour 'Best of' show programmed after the event and a three week advertising (CAMPAIGN 2) which starts straight after Pride.

This unique sponsorship package is
only **£1250**

FM & ONLINE

LGBT History Month Feb 2015 Newcastle Pride 2015 July 2015

Throughout February and July we'll be broadcasting live on FM through a special RSL (restricted service licence) which means we'll be engaging with a wider community through main stream radio. Listeners will be able to tune in to our broadcasts and enjoy our unique station as well as listen around the world online.

We'll be broadcasting for 28 days each month to a potential audience of over 700,000 online and FM listeners. To celebrate we've kept our prices low and, if you book airtime before 31st December 2014 for LGBT History Month or 31st May 2015 for Newcastle Pride, you'll get 20% off the published rate!

Campaign 1

One thirty second advert played every hour.
A total of 504 ads or four hours+ of airtime
FM & online campaign **only £495**

Campaign 2

Two thirty second adverts per hour played prime time – 7am to 10pm – then hourly.
A total of 819 ads or six hours+ of airtime
FM & online campaign **only £395**

Competitions

One week competition
(minimum of 336 mentions) **only £395**

Two week competition
(minimum of 672 mentions) **only £450**



Finally, Pride Radio North East is a not for profit Community Investment Company staffed by volunteers. By advertising with you us you'll be supporting our community station and the great service we offer. Pride Radio is here to support the LGBT community, promote diversity and give hope to those LGBT listeners whose only contact with the community is through the radio.

We believe that advertising on Pride Radio is extremely cost effective and will benefit your company.

Please contact Peter Darrant on

07939 610 947 | peter@dcs.works

