



103.1
CentralFM

**OFFICIALLY THE MOST LISTENED TO
COMMERCIAL RADIO STATION
ACROSS THE FORTH VALLEY!!!**

MEDIA PACK - Q1 2019

WHAT MEDIUMS DO PEOPLE TRUST?

Radio - 61%

Television - 51%

Print - 51%

Internet - 34%

Social Media - 19%

Radio directs traffic online

Radio has always been a strong “call-to-action” medium, and this is even more true in a world where consumers often access brands via the internet.

“In a noisy world, radio’s inherent simplicity is also its great strength. Figuring out what we want to say and how best to say it is the most human of exercises. It’s also why radio is so powerful...”

“Radio is as human as a phone call, as persuasive as a best friend. it can change your mood faster than the sun breaking through the clouds.”

Radio: The online multiplier

Exposure to radio advertising boosts brand browsing by an average of 52%

Radio is on average 4x more cost-effective at stimulating brand browsing online than other media combined



TO SPEAK WITH ONE OF OUR ADVERTISING
AND MEDIA CONSULTANTS CALL

01786 577024 FOR MORE INFO

“You can’t close your ears!”

IN A 13 WEEK CAMPAIGN WE REACH
97,000 ADULTS 45%
OF THE ADULT POPULATION IN THE
FORTH VALLEY!

OUR LOYAL LISTENERS TUNE
IN FOR OVER 396,300
HOURS PER WEEK

OUR LISTENERS ARE:
49% ABC1's
63% MAIN SHOPPERS
59% FEMALES 41% MALES



48K+ LISTENERS



9.6K+ FOLLOWERS



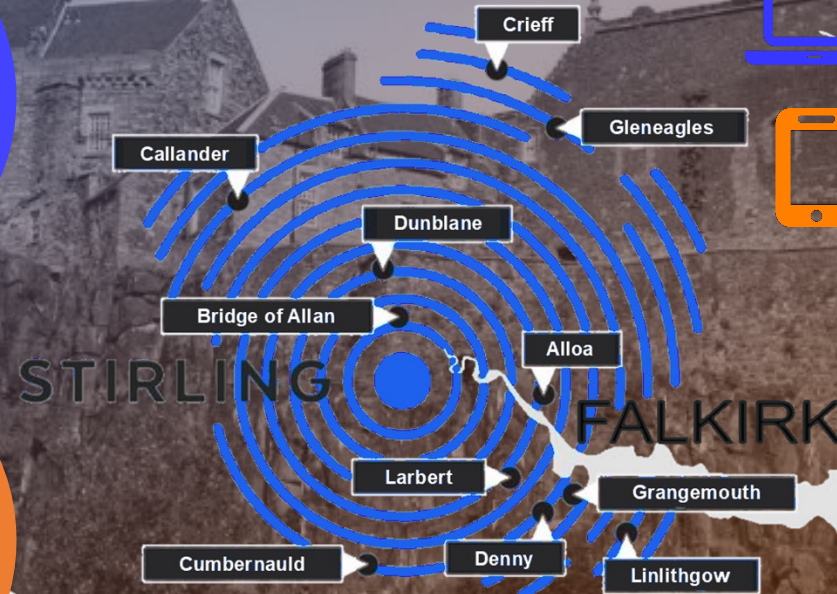
21K+ PAGE LIKES



19K+ PAGE VIEWS



6.3K+ APP USERS



*Figures from Rajar 2019 Q1 based on listening figures in the Forth Valley TSA

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HOW WE COMPARE? WEEKLY LISTENING & MARKETSHARE

Central FM - 47,700

11.6%

Capital - 45,200

6.2%

Heart - 34,200

4.6%

Smooth - 29,000

5.9%

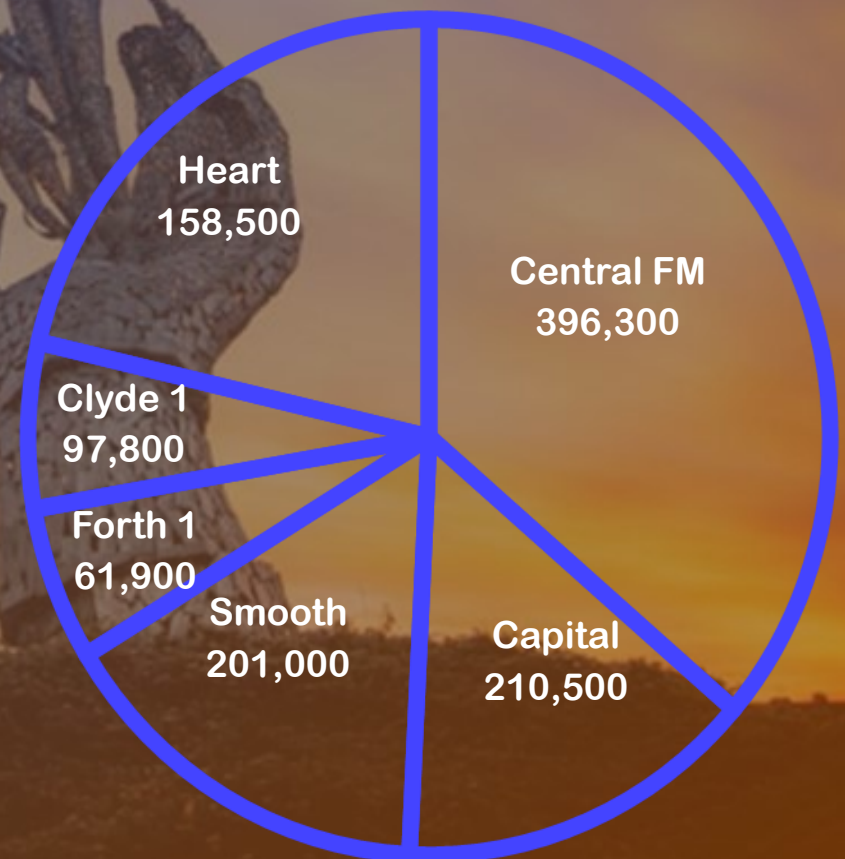
Clyde 1 - 21,400

2.9%

Forth 1 - 9,700

1.8

WEEKLY LISTENING HOURS



*Figures from Rajar 2019 Q1 based on listening figures in the Forth Valley TSA