



103.1  
**CentralFM**

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

**MEDIA PACK - Q2 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 it’s 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  
95,000 ADULTS 44%  
OF THE ADULT POPULATION IN THE  
FORTH VALLEY!

OUR LOYAL LISTENERS TUNE  
IN FOR OVER  
446,100 HOURS PER WEEK

OUR LISTENERS ARE:  
47% ABC1's  
89% MAIN SHOPPERS  
59% FEMALES 41% MALES



46K+ LISTENERS



9.6K+ FOLLOWERS



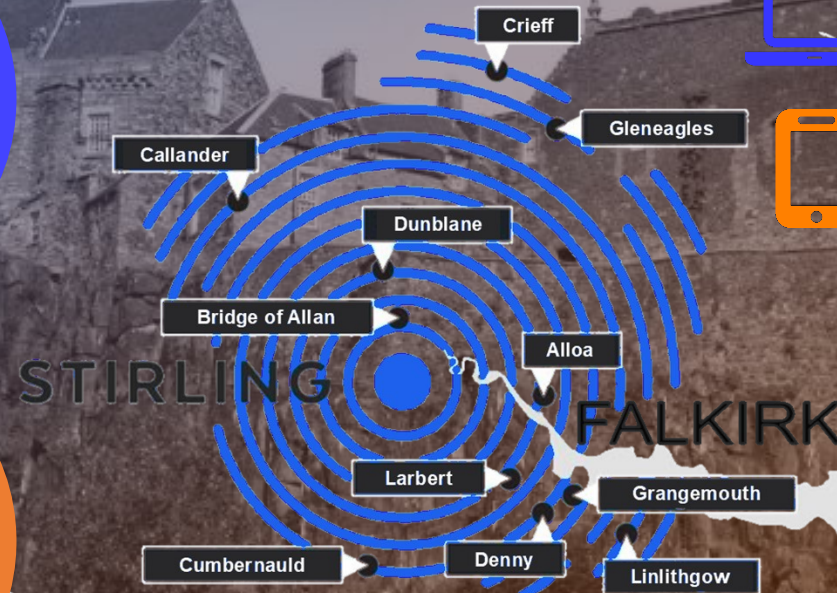
21K+ PAGE LIKES



19K+ PAGE VIEWS



6.3K+ APP USERS



\*Figures from Rajar 2019 Q2 based on listening figures in the Forth Valley TSA

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# HOW WE COMPARE? WEEKLY LISTENING & MARKETSHARE

Central FM - 46,200

12.4%

Capital - 47,200

7.7%

Heart - 36,800

4.6%

Smooth - 33,500

6.3%

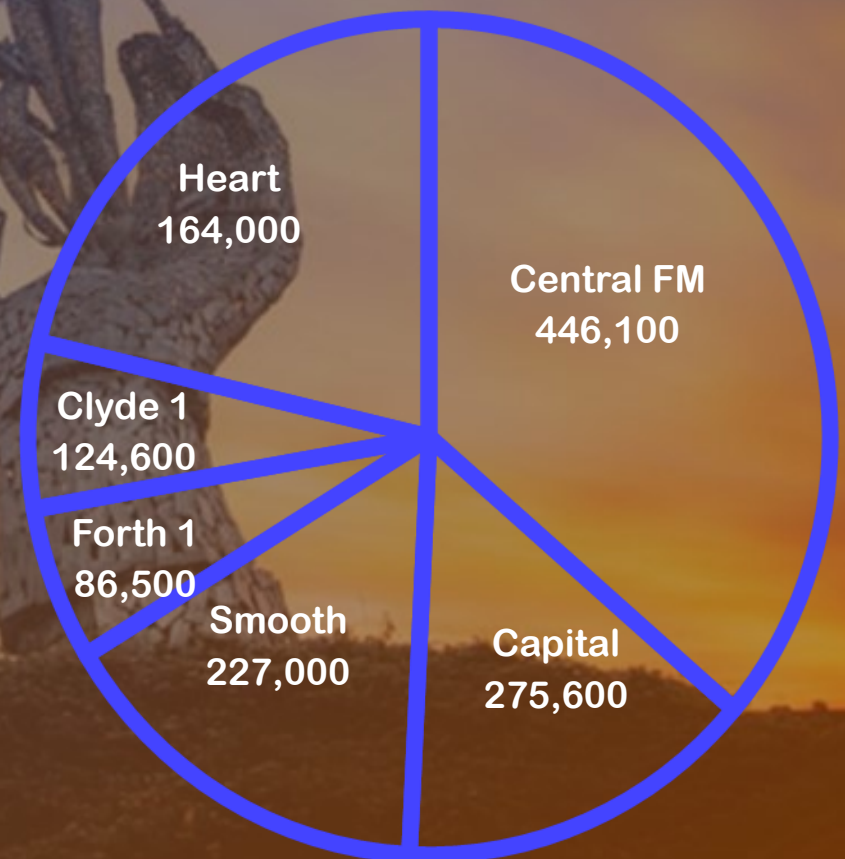
Clyde 1 - 25,800

3.5%

Forth 1 - 12,600

2.4%

## WEEKLY LISTENING HOURS



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