



  
the  
community  
alternative



Norwich's fastest growing radio station  
**broadcasting live** on 107.8fm



we've got Norwich covered  
**reaching 25,520** listeners every week\*



producing  
**more live** local programming



providing  
**cost effective** advertising solutions

\*on air and online listeners

part of  
**future**  
projects



## huge reach; over 25k listeners every week\*

- On a 10 mile radius on 107.8 FM from our state-of-the-art studio in NR5.
- Current weekly combined on-air and online listenership of 25,520.
- 75% of which live in the Norwich area providing excellent local coverage.
- 25% live outside this core zone as the signal can carry as far as Cromer.
- A regular online listenership of 10,000 per month!



## quality audience; locally focused & love music

- 60% of listeners are aged between 25 and 44 years.
- Male/Female split 60/40%. 71% of which are employed.
- Over 2,000 audience interactions a month! (email, text and messenger)
- A passionate online following (c.1,000 fans on facebook, c.2,000 on myspace.)
- Over 55% of listeners found the station through recommendation.



## advertising opportunities

- Spot advertising; any spot length up to one minute
- Online: advertising & editorial; branded pages; video posting and viral; surveys.
- Promotions: programme sponsorship; competitions and giveaways.
- Events: Onsite 'Sound Box'; Live broadcasts; 'Next Big Thing'.
- Programming; live debates; programme creation; podcasts and audio production.
- Research; online surveys; discussion boards.



## rate card

WEIGHT	Good for...	Weekly spots	Cost per spot*	Weekly cost	Monthly cost
Launch	Brands new to radio	42	£4	£168	£672
Heavy	For time-sensitive promotions	30	£4.50	£135	£540
Medium	Standard campaigns	21	£5	£105	£420
Light	Maintaining awareness	15	£5.50	£82.50	£330

- Can't find a package to suit you? Talk to the Future Radio team.
- We'll create a radio solution that works for your advertising budget; big or small.

\*All costs based on 30-second adverts. Cost does not include production.

## contact



For more information about our advertising packages, creative production or our 'friends of future' scheme please contact Tom on:

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