



**We are Brighton
We are RadioReverb
The sound of your city!**

**The sound of the local community,
with its team of over 60
home-grown broadcasters**



RADIOREVERB MEDIA PACK

Who are RadioReverb?

RadioReverb is Brighton's not-for-profit community radio station, broadcasting to Brighton and beyond on 97.2FM, on DAB+ and online.

Our team of home-grown broadcasters are 'the sound of your city', producing a vibrant mix of speech and music programmes that reflect our community.

RadioReverb first broadcast in 2004 for two weeks during the Brighton Festival. We were awarded a full community broadcasting licence by Ofcom in 2007. Since then we have built exceptional brand recognition, with 40% of residents knowing who we are.

RadioReverb was founded to be an accessible, sustainable & accountable radio for Brighton & Hove, bringing the kind of news, interviews and music unheard on any other local media, and focusing on social groups who are often unrepresented by mainstream media. Stylistically, think a cross between BBC 6 Music and a hyper-local Radio 4. There is no other station doing what we do locally!

What size is our audience?

Our independent research shows that our combined listenership (FM, online and DAB+) is around 40,000 per week or 160,000 per month.

24,000 connections to our website every month.

12,000 online listeners per month, with 5,000 subscribers on the TuneIn radio listening app.

750,000+ listens to our on demand shows - over 700,000 via podcast and 25,000 on mixcloud

Combined social media following of 13,000+ and an average monthly reach of 160,000+.

Partnering with us brings positive brand association as well as audience reach.



Who are RadioReverb's audiences?

71% of our listeners live in Brighton & Hove but our 'footprint' of potential listeners covers all of Brighton & Hove, north to Falmer and west as far as Worthing and Littlehampton. We also have an international audience that covers the USA, France, Spain, Ireland, and more.

43% of listeners identify as women and 40% as men.

72% of listeners are aged between 35 and 60.

45% of listeners work in the media or the creative sector.

77% listen to the radio on most days.

85% of listeners love that we're locally- and community-focused, and that our presenters are 'real people' who know the local area



Why do our listeners love us?

Our audience have cited some of their top reasons for tuning in to RadioReverb:

83% love hearing about local events, services and issues

71% actively use the station to find out about local events like concerts and festivals

68% love hearing about arts, culture and what's on locally

54% love that we play non-mainstream music

53% enjoy hearing about positive local news and stories

28% like hearing LGBTQI+ programmes.

How can RadioReverb help you spread your message?

RadioReverb has several different packages that can ensure your message reaches the widest possible audience across our FM, DAB+, online, and social media audience. They include:

Programme Sponsorship

Media Partnerships

Station Sponsorship

Why choose radio advertising?

According to analysis from over 500 national UK campaigns, radio pays back £7.70 in increased revenue for every pound spent – second only to TV overall, and highest in product categories where advertising is used to drive immediate results e.g. retail, finance, travel, automotive.

Radio boosts online browsing by an average of 52%. Results are immediate, with over half of responses generated within 24 hours of hearing a promotion.

Listeners are, on average, 48% more aware of companies that have been advertised on the radio and 12% more likely to consider them when buying. (Source: radiocentre.org)

Radio advertising is a unique and cost effective way to connect to your local audience.

89% of the population – 49.5 million adults – listened to live radio on average for 20.3 hours per week,

Source: Radiocentre.org

Programme Sponsorship

What do you receive?

Spoken promotion of your business, product or service. This kind of personal endorsement by a trusted personality is a particularly effective form of marketing.

Your logo on our website homepage which receives 6,000+ visits per week.

Your brand tagged in social media posts by both RadioReverb and the presenter of your chosen programme, and mentioned in the description of the on-demand programme.

Other arrangements, such as interview spots, features or listings read out by your presenter, are negotiable.

What does it cost?

From £15 per week for a weekly programme

From £20 per month for a monthly programme

(Each show repeats at least twice)



Exclusive Station Sponsorship

What do you receive?

A bespoke radio advert for your brand, played to our audience 21 times per week - over 1,000 plays per year.

Your logo on our website which receives 6,000 visits per week, and on our studio fronting in Brighton's Open Market.

Weekly posts to our social media pages with a combined following of 13,000+

You can make RadioReverb part of your CSR, marketing and communication planning. Other arrangements, like features, listings or interview spots, are also negotiable.

What does Exclusive Station Sponsorship cost?

£5,000 per year.

Media Partnerships

RadioReverb partners with local festivals, major events and seasonal activities.

RadioReverb has been a media partner of the Brighton Festival, producing a daily arts programme over the course of the Festival, and a podcast in full length and bitesize formats, supported on our social media channels.

The Brighton Festival Media Partnership has accrued over 30,000 listens to the Brighton Festival Podcast to date, and achieves over 80,000 impressions on our social media channels every year. This is in addition to the on-air and online access to our audience. Our continuing relationship with the Festival and many other local events is testament to their satisfaction.

A recent campaign with a local venue to promote their Battle of the Bands saw 83,000 impressions of their messaging on our social media channels, in addition to on-air and online exposure.

All Media partnerships are negotiated case by case so that we can work with you to create a package that addresses your needs.

How do I become a sponsor?

Please email office@radioreverb.com
to discuss becoming a RadioReverb Sponsor,
or to find out more without any
commitment.

We look forward to hearing from you!

