

Hull Kingston Radio Media Pack



About us



Welcome to **Hull Kingston Radio 107.4FM.**

An independent Radio Station established in 2013.

Hull Kingston Radio is the region's biggest community radio station.

Hull Kingston Radio's people focused media / radio services are the most effective single route of communication serving the broad range of communities across Hull and the surrounding area.

Hull Kingston Radio has over 60 volunteers, all people from the local area, providing a positive connection across the county and beyond.

Our programming strategy is simple; **we offer something for everyone!**

We were officially part of Hull 2017 and the only community radio station awarded City of Culture branding.

Why choose us?

Local Focus

We're very proud of the service we provide to our listeners, and offer **3 times more local content** than our closest competitors. We can therefore assure you that the people who listen to our radio station and visit our website are **the people you want to attract to your business.**

Accountability

We work hard to ensure your advertising campaign is **exactly right for you.** We are always available to **answer any questions** you may have during your campaign. We can **offer alternative advertising options** if you need any changes whilst your campaign is running.

Varied Audience

Due to the **diverse programming** we offer on Hull Kingston Radio we **attract a widespread audience.** This makes us a great place to advertise.

We can also bespoke design your campaign to match particular audiences based around specific programmes we know **attract your target market.**

Mixed Media Impact

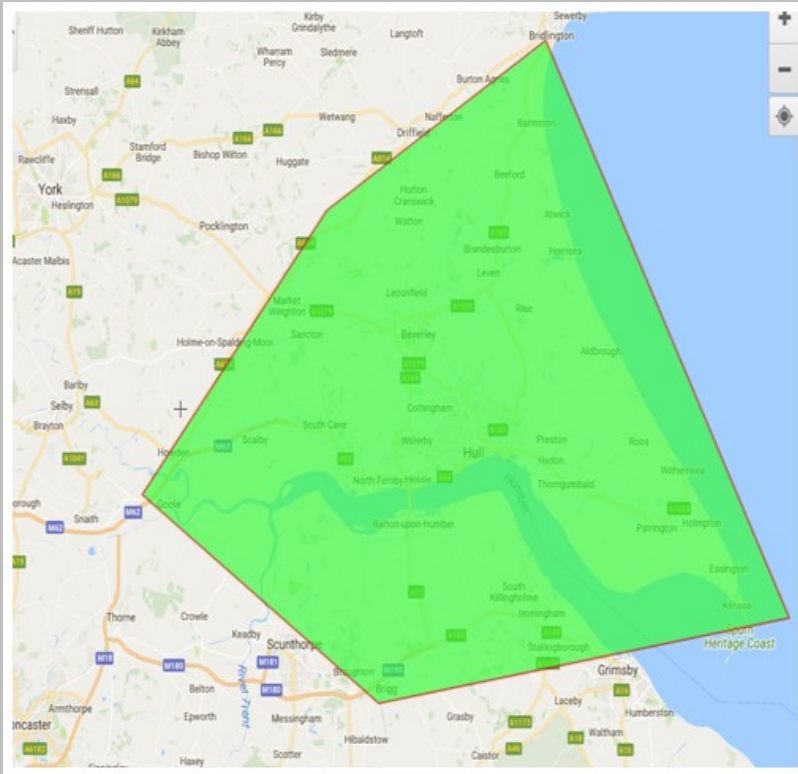
Hull Kingston Radio is **more than just a radio station.** We also offer fantastic advertising through our popular website. In addition we can also **draw upon our extensive social media following** and mailing lists to further promote your business or brand.

We have nearly 5,000 facebook likes, and 3,00 twitter followers.

Precise Coverage

Our FM radio service only **broadcasts to Hull, East Yorkshire and North Lincolnshire**, this ensures that your message **reaches the people most likely to use / visit your business.** Advertising with us is therefore **more effective**, offering a **precise and cost effective** option for local business.

Coverage Data



Our listeners have the choice to tune in via FM Frequency on their radio, or by downloading our app and listening on their mobile phone or tablet wherever they are.

Sources:

Census UK 2016, ONS Estimates 2011, ISPOS 2013.

Hull Kingston Radio

107.4FM broadcasts to Hull and East Yorkshire and North Lincolnshire on the FM frequency.

We are the largest community radio station in the area.



750,000
Population



143,000
Households



19311
Business Sites



We have more than doubled our online listener minute's year on year, in 2018 we averaged 300,000 listener minutes per month. (Online listeners account for a quarter of all overall listeners).

Our key demographic is the 25-55 age range, with a 52-48% male/female split.



5,700 likes.



2,796 followers.

On-Air Advertising

What is it?

We can create on-air advertising packages of **varied duration and frequency, suited to your budget**, which can be played at the best times for your target audience. All our adverts are produced to a **high commercial radio standard** by the **multi award winning Production Company Engine 7**.

Who will hear it?

We have a huge and ever growing online radio audience. In 2018, on average, we achieved over **300,000** online listener minutes per month.

We estimate our online listeners only make up 1/4 of our total audience, a further 3/4 are likely to tune in via our FM frequency. However someone listens they will hear your advert!



**Advertising
STARTS AT**

51p

PER PLAY!

What do I get?

Adverts are usually **30 - 50 seconds long**, but we can work with you to **create bespoke messages to target your audience**.

With our advertising **extra plays**, linking to our **social media** and **website** are **free as standard**.

The cost?

Advertising costs as little as **£29** a week / **£1500** for a year of advertising. You will get a minimum of 8 advert plays per day, 7 days a week.

A total of 2,912 over the year as minimum, plus plenty of extra's at no extra cost to you.

Show Sponsorship

What is it?

Sponsoring a Hull Kingston Radio show or feature is a great way to publicise your business on a regular basis whilst developing a positive public image. It's also ideal if you want to **align your brand to a specific target audience**.

Who will hear it?

We have a huge and ever growing **online radio audience**. We estimate our online listeners only make up 1/4 of our total audience, a further 3/4 are likely to tune in via our **FM frequency**. However someone listens, they will hear your advert!



STARTS AT LESS THAN

£11

PER WEEK!

With show sponsorship you get **sponsor tags** at the beginning of the hour, plus one before and after each advert break, totaling **7 per hour** during your chosen show.

We include the advert package, as free on some sponsorship packages. Ask us for details. **You will also get social media coverage.**

Show sponsorship costs from as little as **£11 per week**. With feature Sponsorship (eg Business News, Sports News, Entertainment News, What's On Guide), the tags are placed either side of the feature. Price depends on the number of times a feature is played during the week.

What do I get?

What's the

Contact Us

All our advertising opportunities and packages can be varied, mixed and matched – if you want to discuss an idea / proposal just ask! We are friendly and approachable and you are always welcome.

Hull Kingston Radio offers a 'positive medium' to carry your message. We are committed to providing the most innovative and cost effective advertising solutions around, opening up the opportunity to advertise via radio / media more widely than ever before whilst also offering outstanding customer support 'as standard'. We have vast experience working with private, public sector and third sector clients, and can work with you to achieve realistic results / positive impact, no matter what your budget!

Hull Kingston Radio is run as 'not for profit' to put resources back into the local area, supporting people with quality services and new opportunities.

Email pete.mills@hullkingstonradio.com

Telephone **01482 715105**



facebook.com/hullkingstonradio



@hkrfm

www.hullkingstonradio.com

Unit D The Freedom Centre / Hull / East Yorkshire / HU9 3QB

Hull Kingston Radio Ltd is a not for profit company / Company number: 08714544