

RADIO ADDS
BITE!



The benefits of local radio
With the Island's National Broadcaster



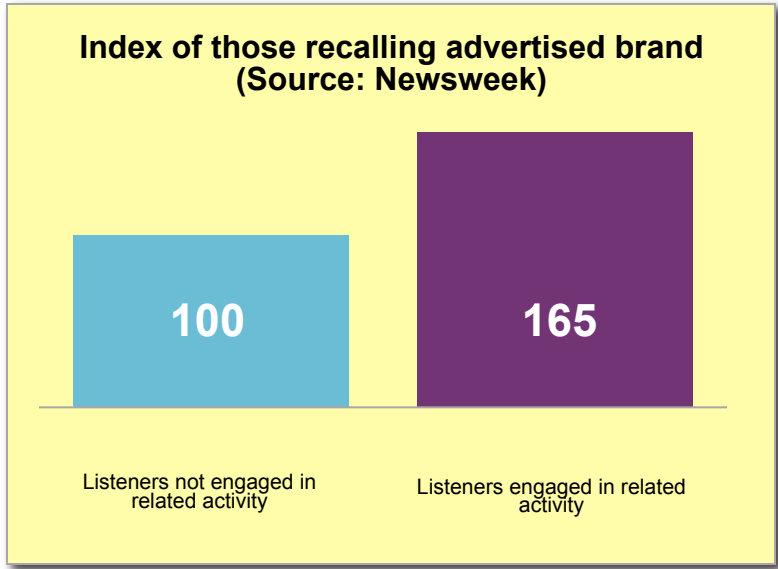
ADDING MANX RADIO TO YOUR SCHEDULE CAN MAKE ALL THE DIFFERENCE



Radio TALKS to people... at the right time, in the right place!

Ad recall is higher when listeners are involved in related activities - your ads can be run at the time when listeners will be most influenced by your message...

- A leisure centre advertises on Friday night when people are planning their weekend
- A car dealer uses the 'drive time' slots to reach people when they're using their car

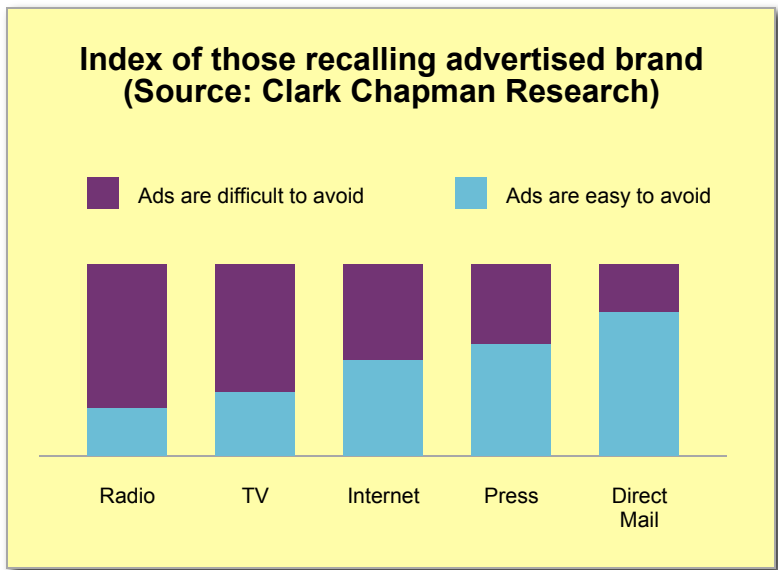


Radio reaches everyone...

Including new customers

It's easy to skip the ads we see in newspapers and on the TV, but radio advertising is harder to avoid.

Research shows that people don't avoid radio ads like they do those in other media, which means radio is ideal for reaching out to new customer - the lifeblood of most businesses



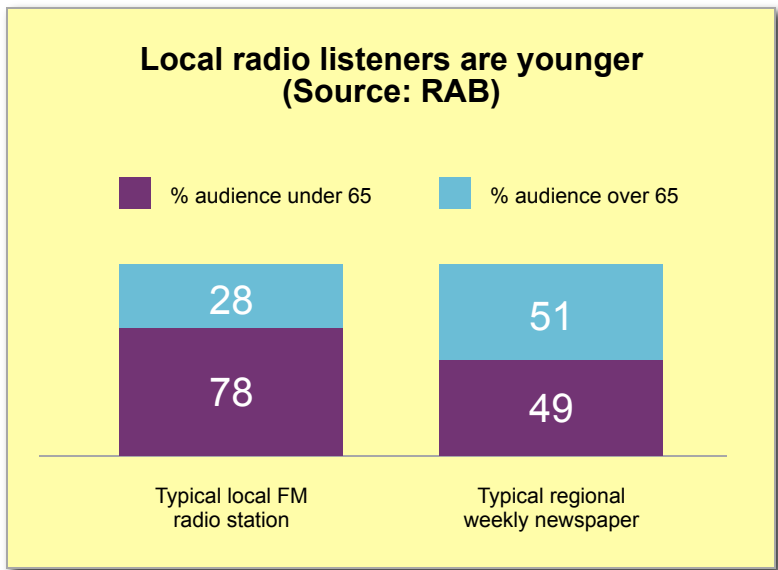
Radio reaches...

The right local audience

Naturally, listeners to a local radio station are local. More importantly, they are the 'right kind' of locals.

Compared to the typical local newspaper reader, commercial radio listeners tend to be much younger.

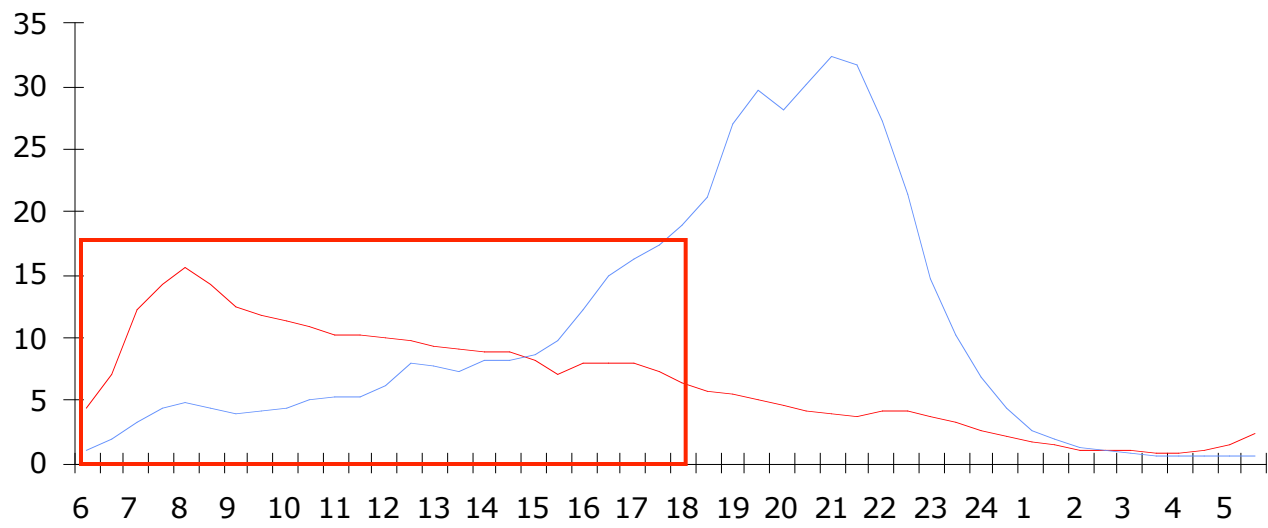
This means they are far more likely to have families and more money to spend.



Radio dominates...

At breakfast time, during the school run - in fact, throughout the 'RETAIL DAY'

% of adults viewing/
listening



— Commercial Radio — Commercial TV



More info?

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