



**manx radio**  
the nation's station

**What's in it for me?**  
Information for advertisers

# Why use Manx Radio?

Audiences might hear other stations...  
but they **LISTEN** to Manx Radio!

- **55% reach**
- **28.1% market share**

**39,300 listeners can't be wrong!**

(source: RAJAR/Ipsos MORI /RSMB. Q3 2014 Isle of Man)



**manxradio.com**

# Manx Radio is...

## **Invasive**

You can cook, iron, garden, drive, drift off to sleep, jog, surf the net, even read the paper whilst listening radio. How many radios do you own...think about it?

## **'Mind Theatre'**

Radio creates a far stronger impression than press or TV advertising because what we 'see' when we hear radio is personal and unique to each and every one of us.

## **Low Avoidance**

We're far less likely to turn off the radio during an advert than we are to turn the page of a newspaper, or channel hop when watching the TV.

## **Driving Internet growth**

More and more people are using the internet to listen to radio.



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# We give you more...

- Listeners in high disposable income groups than other local stations
- Music coverage
- Guests, news and current affairs
- Sports coverage
- On and off-Island outside broadcasts
- Community involvement
- Island-based events
- Innovative commercial products
- Award-winning programming

**...than any other local station**



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# Making more of your budget...

- We give you access to more innovative products than any other local station
- We invest in the development of sophisticated, proven, cost-effective airtime products
- We offer a diverse range of advertising and awareness solutions to suit every type of business
- We can create bespoke radio solutions to meet specific business needs
- We give you access to some of the finest writers and producers in the broadcast industry
- We provide you with imaginative, creative, high-quality advertisements

**Sponsorship**

**NEWS** Link

**!IMPACTPlus™**

**MR+™**  
manxradio-plus

**CLASSIFIEDS**

**Airtime**  
PACKAGES



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# Effective creative...

Through our partnership with S2blue, one of the UK's most highly-respected radio advertising production houses, we give you:

- Effective radio campaigns and audio identities
- Experienced and professional script-writers
- Huge range of voice-overs, music-beds and vocalists
- Highly professional production values
- Musical copyright advice
- 24-hour turnaround from script to complete commercial production



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# Events...

We deliver more outside broadcasts than any other local station and actively support many high profile on-Island events each year - delivering additional benefits for our advertisers and listeners.

- Manx Radio Manx Life exhibition in conjunction with Mannin Media
- Radio T.T. - one of the world's biggest dedicated event stations
- We actively support the local music scene - Manx Radio Music Club
- We've helped bring leading international performers to the Island



*Katherine Jenkins*



*Doves*



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# Online innovation...

Manx Radio+ is our highly sophisticated, interactive online community, which gives members exclusive access to offers, downloads, chat and more.

- 'Intelligent Linking Media' across radio, web and print media
- The Manx Radio+ format has been adopted by several UK stations





# Online opportunities...

manxradio.com provides the Island's only source of daily news.

- Over 1 million visitors per year!
- The only place to get up-to-the-minute local news
- Listen live via the Internet
- 'Listen Again' downloads for voice programming
- Excellent commercial opportunities throughout the site




manxradio.com

# Community support...

The Dream Catcher Appeal is Manx Radio's own charity, which raises money for a host of good causes on the Island, through a variety of on and off-air events and activities.

- Support and sponsorship packages available
- On and off-air recognition for participating businesses
- Excellent PR and social media opportunities



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# More audience

Audience	Manx Radio	3FM
Monday to Sunday weekly reach	39,300	26,300
% reach	55	37
Average hours	10.6	8.6
Total hours	417	225.4
Market share %	28.1	15.2

(Source: RAJAR/Ipsos MORI/RSMB. Q3 2014 Isle of Man)

# More value airtime

Duration	ROS	Prime Time	Fixed Hour	6:30 - 9:30	Twilight
Seconds	£	£	£	£	£
10	12.00	16.00	26.00	34.00	
15	14.00	18.00	30.00	40.00	
20	16.00	20.00	34.00	50.00	
30	20.00	30.00	40.00	60.00	10.00
40	42.00	46.00	66.00	94.00	
50	36.00	50.00	74.00	110.00	
60	40.00	60.00	80.00	120.00	

# More value production

Commercial Production	Script	Voice	Music	Sound FX	Cost £
Standard	✗	✓	✓	✓	180.00
Standard Plus	✓	✓	✓	✓	200.00
Delux	✗	✓✓	✓	✓	210.00
Delux Plus	✓	✓✓✓	✓	✓	240.00
Premier	✗	✓✓✓	✓	✓	240.00
Premier Plus	✓	✓✓✓	✓	✓	280.00
Commercial Jingles					Cost £
Syndicated backing track					1600.00
Custom backing track					2500.00

# More value promotions

1-week (Mon-Fri) competition	Cost £
Full station	1,495
Breakfast	750
Chris Williams in the Morning	495
Talking Heads	495
The Supplement	495
The Back Page	495
The Late Show	495

2-week (Mon-Fri) competition	Cost £
Full station	2,495
Breakfast	1,195
Chris Williams in the Morning	795
Talking Heads	795
The Supplement	795
The Back Page	795
The Late Show	795

1-week (Mon-Sun) competition	Cost £
Bank Holiday Weekend	995
Saturday & Sunday	795
Saturday	395
Sunday	395

# More info?

## JOHN MARSOM

Direct line: 682611  
Mobile: 465456  
Email: [johnmarsom@manxradio.com](mailto:johnmarsom@manxradio.com)

## GENERAL ENQUIRIES

Direct line: 682620  
Email: [sales@manxradio.com](mailto:sales@manxradio.com)



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