

# Advertise with Pride

**pride**RADIO  
89.2FM | ONLINE



89.2 FM



[PRIDERADIO.CO.UK](http://PRIDERADIO.CO.UK)



"PLAY PRIDE RADIO!"

**Pride Radio is an inclusive radio station broadcasting across the North East on 89.2FM and throughout the UK on the free Pride World Media app, Tunein and smart speakers.**

**We've been broadcasting online since 2010 and FM from 2018. In that time we've grown a diverse audience who love our mix of live and pre-recorded shows, great music, lively conversation and listener interaction.**

**We are a proud, inclusive broadcaster who supports and works closely with our fantastic listeners, allies and the wider community**

**pride**RADIO  
89.2FM | ONLINE



89.2 FM



PRIDERADIO.CO.UK



"PLAY PRIDE RADIO!"

# Meet our fabulous listeners

## GENDER IDENTITY

Female – 55%

Male – 43%

Other – 2%

Age group – 25-55 years

94% are pet owners

63% are homeowners

## LISTENER INTERESTS

Culture – theatre, cinema, events

Social – restaurant and bars

Travel – up to 5 breaks per year

Fashion and Beauty

Electronics and Smart Tech

## EMPLOYMENT

Office worker, Managerial/Executive

Third sector & Healthcare

Leisure, Retail & Hospitality

Culture

Service Industry

Self-employed

**pride**RADIO  
89.2FM | ONLINE



89.2 FM



PRIDERADIO.CO.UK



"PLAY PRIDE RADIO!"

# AUDIENCE

## WEEKLY LISTENERS

**89.2FM - 52,575**

**DIGITAL/ONLINE - 80,940**

**COMBINED - 133,515**

**Newcastle, Gateshead, Sunderland,  
South Tyneside, North Tyneside,  
Durham, Chester-le-Street**

**Manchester, Leeds, Brighton, Birmingham,  
London, Glasgow, Cardiff, Southampton,  
Bristol, Liverpool**

Sources: Listener Survey 355 people March 2020; App Analytics; Streaming Analytics; Listener Statistics; James Cridland Research Formula (Radio Futurologist)

**prideRADIO**  
89.2FM | ONLINE



89.2 FM



PRIDERADIO.CO.UK



"PLAY PRIDE RADIO!"

# LGBT+ Consumers

\*UK Pink Pound Value - £80billion

On average, LGBT+ people earn up to £10k more per annum  
They have less dependents and more disposable income  
LGBT+ people make 16% more trips to the cash register and spend 8% more on transactions  
Same-sex households make 30% more shopping trips yearly

55% will buy from businesses committed to diversity and the equal treatment of the LGBT+ community

70% will pay a premium for a product or service and 78% will switch brands to those that are known to be LGBT+ friendly

**pride**RADIO  
89.2FM | ONLINE

Sources: World Travel Market; Olgivy and Mather, YOUNGOV, Department of Trade and Industry



89.2 FM



PRIDERADIO.CO.UK



"PLAY PRIDE RADIO!"

**Advertising with Pride  
Radio is simple, easy,  
affordable and effective.  
We've a range of packages  
to suit all budgets and  
great opportunities to  
promote your message**

**pride**RADIO  
89.2FM | ONLINE



89.2 FM



PRIDERADIO.CO.UK



"PLAY PRIDE RADIO!"

# And you'll be in great company when you advertise with Pride.

## REGIONAL CAMPAIGNS



## NATIONAL CAMPAIGNS



89.2 FM



PRIDERADIO.CO.UK



"PLAY PRIDE RADIO!"

# Let's get you on air

**Contact Debbie Craig**

**T: 0191 695 8892**

**E: [debbie@prideradio.co.uk](mailto:debbie@prideradio.co.uk)**

**Our listeners are waiting  
to hear from you**

**Pride Radio, Pride Media Centre, Unit 1,  
Stonehills, Gateshead, NE10 0HW**

**prideRADIO**  
89.2FM | ONLINE



89.2 FM



[PRIDERADIO.CO.UK](http://PRIDERADIO.CO.UK)



"PLAY PRIDE RADIO!"





**LOVE LOVE  
THE THE  
MUSIC. NORTH EAST.**