Advertise with Pride
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.
Meet our fabulous listeners

GENDER IDENTITY
Female - 55%
Male - 43%
Other - 2%

EMPLOYMENT
Office worker, Managerial/Executive
Third sector & Healthcare
Leisure, Retail & Hospitality
Culture
Service Industry
Self-employed

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
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)
LGBT+ Consumers

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.

*UK Pink Pound Value - £80billion

Sources: World Travel Market; Oligivy and Mather, YOUGOV, Department of Trade and Industry
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.
And you’ll be in great company when you advertise with Pride.
Let’s get you on air

Contact Debbie Craig
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Our listeners are waiting to hear from you

Pride Radio, Pride Media Centre, Unit 1, Stonehills, Gateshead, NE10 0HW
LOVE THE MUSIC. LOVE THE NORTH EAST.