



# FRESH

media pack 2019

# hello!

Nice to meet you! We're **Fresh**! We've evolved over several years, undergoing major changes along the way.



We started in early **2011** from a small bedroom in Coventry. Despite the odd name change, the aims and intentions for the station have always been the same. Our aim is to share our love for **new music** with the UK.

And have a bit of **fun** along the way...



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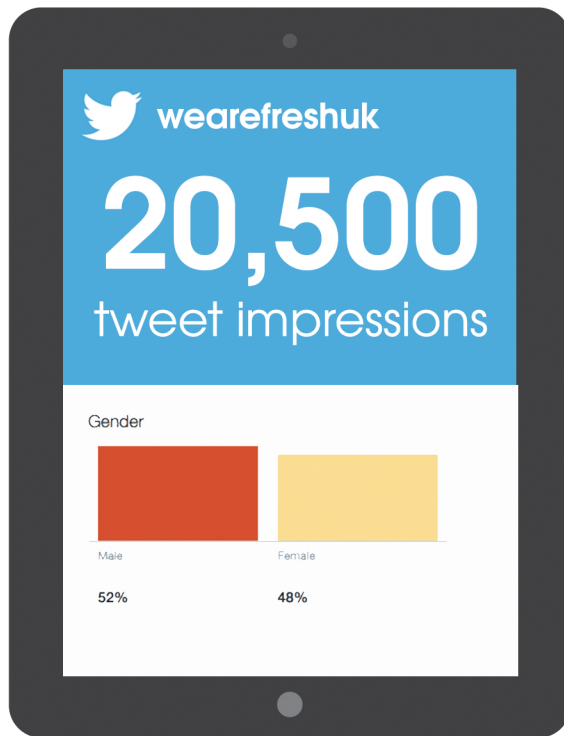
# about



**Fresh** is supported by a fantastic team who spend their time producing **amazing** radio for your enjoyment, as well as getting out and about into the **community** with our events team. Our team come from a range of backgrounds and we're happy to help budding journalists get their foot in the door with media and radio. We offer **support** to those looking at radio or journalism as a potential career.

# online

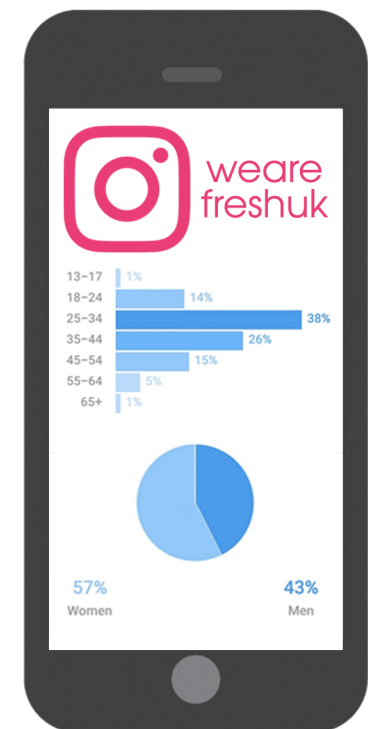
There is estimated to be approximately **44 million** active **social media profiles** in the UK.\* An estimated **38 million** of those users are using smart devices such as **mobiles and tablets**.



over a 28 day period



over a 28 day period



over a 28 day period

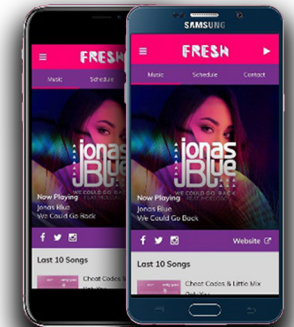
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# listen

We are live 24/7/365 from our studios in **Leamington Spa**.

You can catch us on **DAB** Digital Radio across various parts of the UK including the UK's second city, **Birmingham**. DAB accounts for **38.3%** of all radio listening, and **72.7%** of digital listening.  
Q4/18 RAJAR



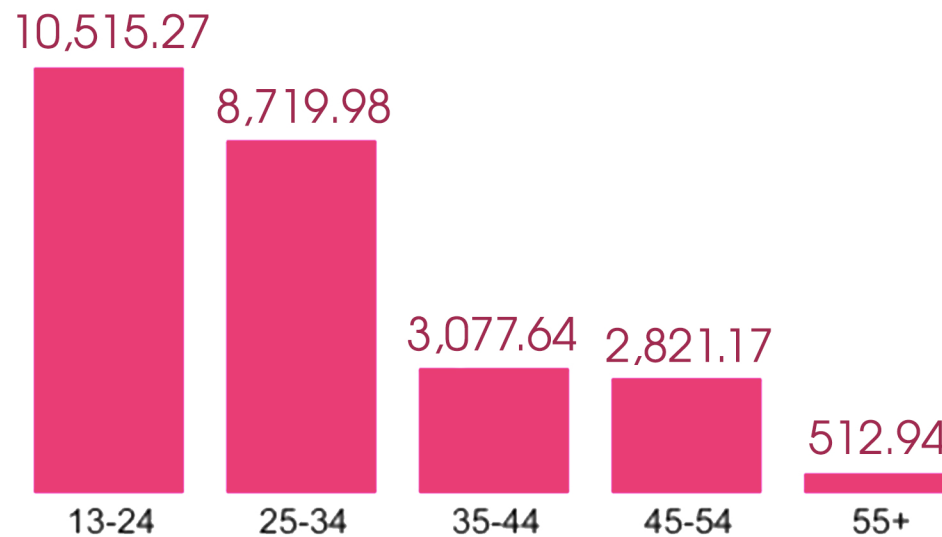
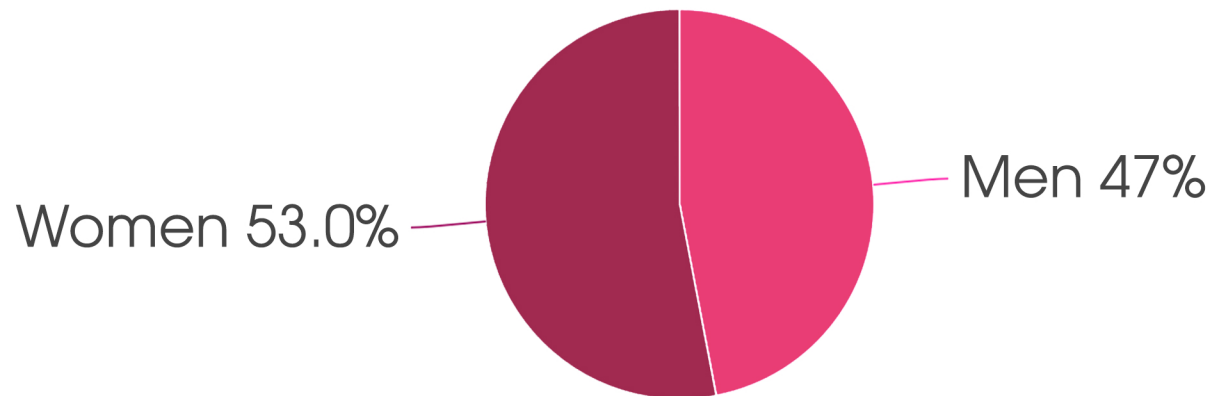
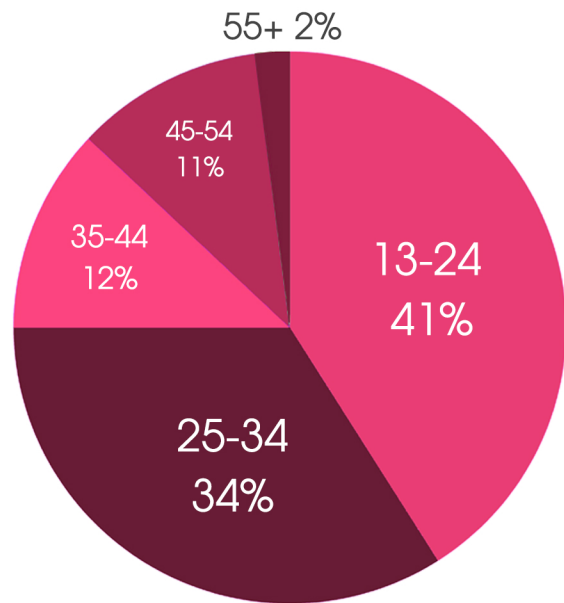
**9.4%** of digital listening is now done via **apps/online**. We believe online listening via apps and smart speakers is the way radio is going. Which is why we have a large online presence across social media and online via our **website**, **apps** and **smart speaker** devices.

Q4/18 RAJAR

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# listeners

## 25,647 LISTENER SESSIONS

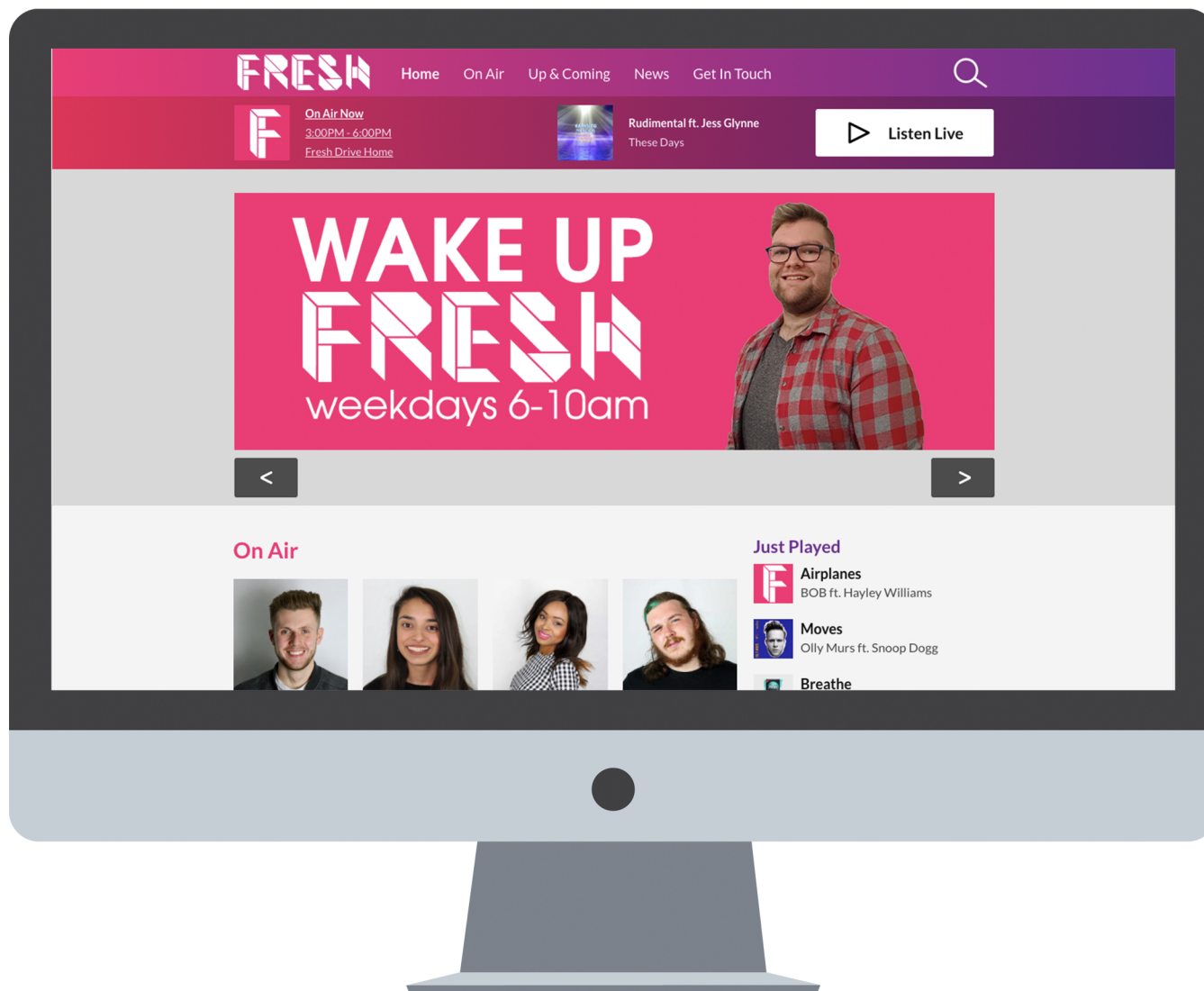


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# ads

We have many opportunities to **advertise** on our **website**, **social media** and **Listen Live Player**.



Head to [freshonair.co.uk/advertise](https://freshonair.co.uk/advertise) to see our full potential!

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# on air



Got a **business/event/charity**? Why not **shout about it**! Attract potential customers by **advertising** on the radio. You can't close your ears...

We have a range of On-Air advertising packages available at **competitive** rates. We will help and guide you from the first point of contact, to writing and producing your advert, to putting it out on air across the UK for everyone to hear!

If you would like more details about our advertising packages, head to **[freshonair.co.uk/advertise](https://freshonair.co.uk/advertise)** or give us a call on **0800 009 6348**, and one of our sales team will be happy to help.

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# sponsor



Want to make a real **imapat**?! Sponsorship is a great way of getting your brand heard and into peoples head. You as a business/brand have the opportunity to sponsor and become part of some of the biggest elements of a radio station... **Travel**, **Weather**, **Sport** and **Showbiz**. Unlike a song, these elements are guarenteed to be heard every half or top of the hour, and is a great way to **repetitively** remind listeners of you business/brand.

Another opportunity is to sponsor a **specific show**. The main contenders are of course **Breakfast** & **DriveTime**. But other's include evening programmes or our popular '**LunchTime Rewind**'.

For more details, call **0800 009 6348** or click **[freshonair.co.uk/advertise](http://freshonair.co.uk/advertise)**.

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# FRESH

## like what you see?

get in-touch with our team

[sales@freshonair.co.uk](mailto:sales@freshonair.co.uk)

0800 009 6348