

# DEE RADIO GROUP



Chester's  
Dee 106.3



Dee on DAB



Cheshire's  
Silk 106.9

LOVE 80's  
LIVERPOOL

LOVE 80's  
MANCHESTER

MEDIA PACK

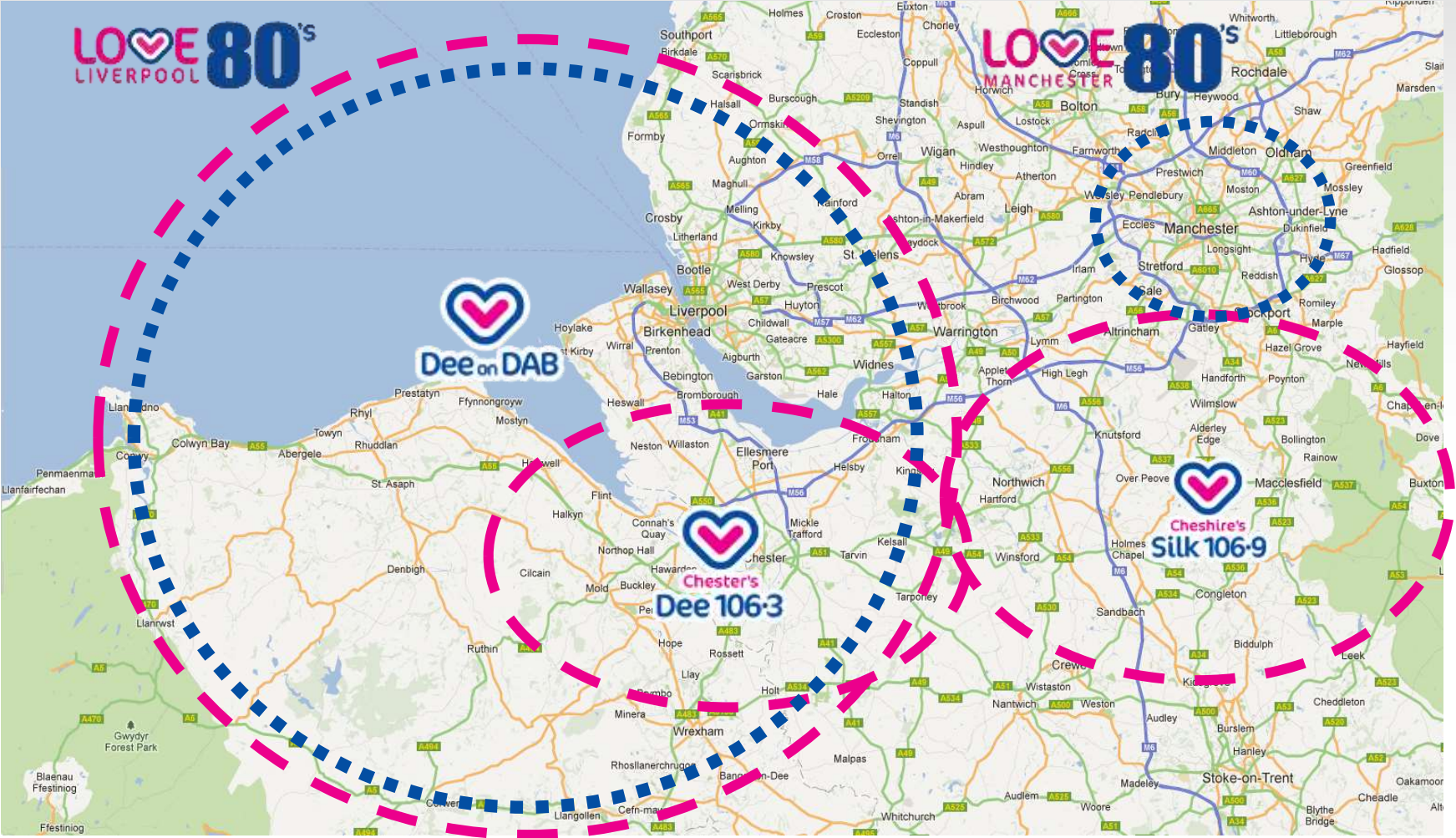
Includes Quarter 4 2017\*

Industry research



\* Ipsos / Rajar

# Broadcasting to over 3.5 million people





**Chester's  
Dee 106.3**



**Dee on DAB**



**Cheshire's  
Silk 106.9**

**Researched  
Population of 195,000**

**We have a total of 55,000  
listeners**

**54% are ABC1's**

**We Reach 28% of all people in  
and around Chester**

**41% of housewives with  
young children listen**

**Facebook 12,223 Twitter 19,175**

**Dee on DAB covers a wider population of 1,800,000  
Potentially 90,000 Adult listeners \***

**Researched  
Population of 186,000**

**We have a total of 30,000  
listeners**

**77% are ABC1's**

**We reach 16% of all people  
in and around East Cheshire**

**26% of housewives with  
young children listen**

**Facebook 5,001 Twitter 11,048**





Population of 2m adults across  
Liverpool, W. Cheshire, N. Wales

**\*16,393 verified unique online  
listeners**

**\*\*DAB audience 46,837**



Population of 1m adults across  
Manchester

**\*63,215 verified unique online  
listeners**

**\*\*DAB audience 180,614**

**Our target audience is:**

**Affluent adults aged 35-64, ABC1's, Housewives.**

**Reluctant adults, this Peter Pan generation includes a large number of  
empty nesters with high disposable income**

\* source RSS online streaming stats 18/9-18/12/17

\*\*audience modelled on 35% online (verified) vs 65% DAB, this is below UK radio average of 19% overall reach online



# Our Story



**We are 14 YEARS OLD having launched on 1st March 2003. We broadcast from studios in Chantry Court, Chester with a transmitter on The Steam Mill at the heart of the City Centre.**

Chester's Dee 106.3 is the independent local radio station broadcasting to Chester and surrounding areas including Ellesmere Port, Connahs Quay, Queensferry, Mold, Tarporley, Flint and Neston.

We are live and local 24 hours a day and provide listeners with great music and a vibrant, engaging, quality output featuring high profile presenters, celebrity guests and content of local importance.

We support local talent including Chester FC, Chester Racecourse, Chester RUFC, Cheshire Phoenix and many local charities.



# Our Story



We became increasingly frustrated that ‘ Broadcasters’ were turning their backs on the regions they served and providing services predominantly networked from London. Equally we think that **North East Wales, West Cheshire, and Merseyside** is a cohesive region arguably as much or more so than the North West. We wanted this ‘our own’ region to have DAB radio and so we’ve invested approaching £1 million on a DAB transmission network with three transmitters on St John’s tower in Liverpool, Wrexham Rhos and Moel-y-parc. **Now 4 YEARS OLD Dee on DAB started broadcasting on 19<sup>th</sup> April 2013**, with a love of music from the past 5 decades targeting 25 to 65 year olds, dedicated local news and traffic and travel reports, and our exclusive, specialist music shows each evening, available to listen again - on Mix Cloud.



# Our Story

**We are 20 YEARS OLD having launched in 1998, broadcasting from our studios on Moss Lane, Macclesfield with a transmitter on Sutton Common overlooking the whole of the Cheshire plain.**

Cheshire's Silk 106.9 is the independent local radio station broadcasting to Macclesfield, Wilmslow, Congleton, Sandbach, Knutsford and surrounding towns which can also be heard across the whole of South Manchester and North Staffordshire.

We broadcast locally 24 hours a day and provide vibrant, engaging, quality local radio featuring high profile presenters, celebrity guests, news and sport, great music and truly local, relevant speech content.

We are an award winning station holding a Sony Station of the Year and 3 consecutive North West Station of the Year accolades. We support many local charities, groups and organisations including Macclesfield Town Football Club.





**LOVE**  **80's**  
LIVERPOOL

**LOVE**  **80's**  
MANCHESTER

# Our Story

A carefully researched music format of 80's songs and artists and entertaining content that reflects the huge passion about the era - emerged as the leading potential format to engage an audience across the two Powerhouse cities of the North – Manchester and Liverpool.

Both Love 80's Manchester and Love 80's Liverpool officially launched on the 5<sup>th</sup> August 2016 at Rewind the largest 80s festival in Europe.

Their target audience is adults aged 35-64 – those that were on their way to discovering their favourite artists and songs, during the 80s. Now reluctant adults they are more affluent and informed listeners – all having in common their 'Love' for the 80s

We keep the music to a maximum – with more songs per hour and content that brings the 80's decade to life for our listeners!

Take a step back in time to the most influential decade .

Love 80's play the biggest songs from Madonna, ABC, Duran Duran , Human League , Spandau Ballet, Queen and Michael Jackson..... With features like “ Back to the Future “ and Stand Out Tracks it's a must listen

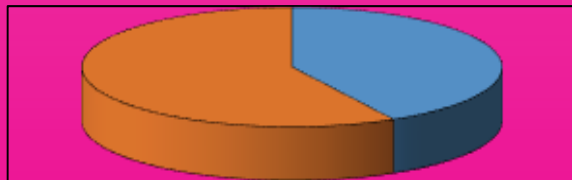






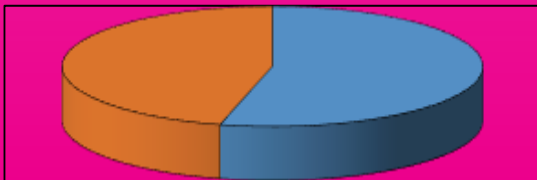
Chester's Dee 106.3 is a broad appeal station that is upmarket and popular across all age groups 15 to 65+

### Audience by Gender



Women 42%  
Men 58%

### Audience by Social Class



ABC1 54%  
C2DE 46%

### Audience by Age Group



15-24 10%  
25-34 16%  
35-44 20%  
45-54 22%  
55-64 10%  
65+ 22%



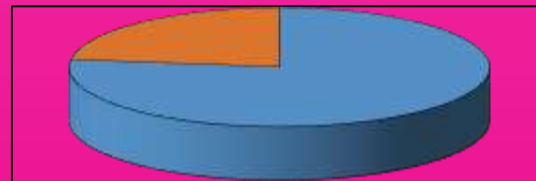
Cheshire's Silk 106.9 is a broad appeal station popular across all age groups. Very upmarket as the area it serves.

### Audience by Gender



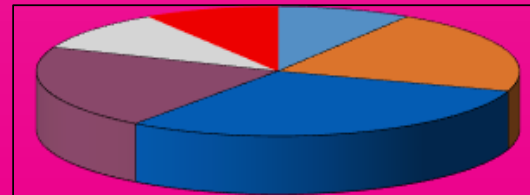
Women 53%  
Men 47%

### Audience by Social Class



ABC1 77%  
C2DE 23%

### Audience by Age Group



15-24 9%  
25-34 21%  
35-44 30%  
45-54 21%  
55-64 10%  
65+ 9%

# Total audience potential reach during a 13 week airtime campaign



- ✓ 13 week campaign will reach 34% of ALL MEN
- ✓ 13 week campaign will reach 25% of ALL WOMEN
- ✓ 13 week campaign will reach 28% of ALL ABC1's.
- ✓ 13 week campaign will reach 41% of ALL HOUSEWIVES with Young Children



- ✓ 13 week campaign will reach 16% of ALL MEN
- ✓ 13 week campaign will reach 17% of ALL WOMEN
- ✓ 13 week campaign will reach 17% of ALL ABC1's.
- ✓ 13 week campaign will reach 26% of ALL HOUSEWIVES with Young Children

# Presenters with plenty to say



**Jamie Stevens**  
Breakfast



**Mike James**  
Mids



**Gavin Matthews**  
Drive



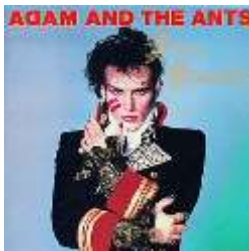
**Darren Shortt**  
Breakfast



**Andy Clewes**  
Mids



**Darren Antrobus**  
Drive



Stand Out And Deliver





# Why local radio

## Listeners trust their Local Radio Station...

### Increased Brand Consideration

My Local Station

Other Commercial  
Radio Listeners

62%

46%

Agree:

“ I am more likely to consider a company / brand I hear on my station ”



### Action taken after hearing about a brand on my station



Bought

42%

30%



Visited a store

52%

29%



Searched online

60%

46%



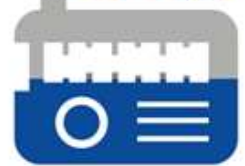
### Local Stations are more influential at a local level

My Local Station

Other Commercial  
Radio Listeners

85%

52%



Agree:

“ It feels like part of my area ”

Local Gets Vocal Research by d.fferentology for First Radio 2014

# Why our customers love us

“During the Euro’s we decided to show the matches on big screens at the racecourse quite last minute. We engaged with Dee 106.3 to work with us on a social media campaign. We were hoping for 100 people to turn up, we had over 300 and I believe this is a result of Dee 106.3 extending our message”

*Emma Blackmore, Chester Racecourse*

“We have been advertising with Dee 106.3 for over a year and continue to use radio advertising as it works so well! Dee 106.3 have been so supportive of our business right from day one and are constantly on hand when we need to promote new ideas, advertise our business, or even just for a quick catch-up”

*Ann & Kerri, Mad Hatters Tearooms*

I would just like to take this opportunity to thank all of the team at Dee106.3 for the very personal service you provide to local businesses wishing to promote their company to a wider audience. We have worked closely with Dee over the past 12 months and I can honestly say that we have seen a difference in footfall to our Dealership.

*Glyn Davies Lindop Toyota*

“People are saying “I heard you on the Radio” .....A very good company with very good customer services and that’s what you want.....I’d recommend Silk for advertising”

*Andrea Clegg, Managing Director, Auriga Advocates, Crewe*

“(Silk is) more effective than magazines.....Once we saw the results from the first campaign we tried another and that was a similar response and it’s a really positive outcome”

*George Carr, Marketing and Communications Manager, All Hallows Catholic College, Macclesfield*

“Only yesterday somebody came into the shop and said that they’d heard the advert on the radio.....I think the results that we have had from it looking back over the last Six Years have been fantastic and I wouldn’t be without Radio Advertising now on Silk FM”

*Gayle Parkes, Owner, Pet Food Supplies, Macclesfield*

“What we are getting from Silk in terms of feedback and input and cost effectiveness is much better so we’ve scrapped other forms of advertising....Graham came back with what we wanted, better than we expected and it was up and running in a very short space of time”

*Tony Carter, Director, HT Legal, Knutsford*



# The right package for you

We pride ourselves in creating bespoke solutions for your business. Every campaign that goes to air is unique to each client, whether it is:

- **Airtime** – *to communicate your message or offer*
- **Sponsorship** – *to position your brand exclusively*
- **Promotion** – *to interact with our audience*
- **Outside Broadcast / Live Appearance** – *to bring an event to life to our audience, on air and off air*
- **Interactive, on line, social media** – *to engage with our listeners and encourage liking and following*

We will deliver the right package for you  
- at a highly competitive price!

## Why Radio?

- **Its intrusive- you can't close off your ears!**
- **It's local, emotional and personal**
- **It's one of the most effective ways to advertise**
- **It's flexible - start any day, any time**
- **It's immediate – today's news not yesterdays!**





# How you can reach us

**Chester's Dee 106.3**

**Dee on DAB**

**Love 80's Liverpool**

Reception: 01244 391000

Email: [studio@dee1063.com](mailto:studio@dee1063.com)

Web: [www.dee1063.com](http://www.dee1063.com)

Address:

Dee 106.3 2 Chantry Court Chester CH1 4QN

**Cheshire's Silk 106.9**

**Love 80's Manchester**

Reception: 01625 268000

Email: [studio@silk1069.com](mailto:studio@silk1069.com)

Web: [www.silk1069.com](http://www.silk1069.com)

Address:

Silk 106.9 Adelaide House Adelaide Street  
Macclesfield SK10 2QS



**DeeJobs.com**



**SilkJobs.co.uk**

Launched in 2013 DeeJobs.com and SilkJobs.co.uk have quickly established as number 1 must visit job sites.

Both sites are all about jobs from the area for the area.

They give recruiters the local candidates they want without huge wastage. Its also very cost effective from just £36 (inc Vat) per monthly post.

For candidates it makes looking for a local job simple without the need to plough through hundreds of irrelevant jobs.

The sites are promoted on the radio and have quickly built substantial web traffic and have many happy successful recruiters.

Check them out at [www.deejobs.com](http://www.deejobs.com) & [www.silkjobs.co.uk](http://www.silkjobs.co.uk)

# CheshireCountyTV.co.uk

## Our Latest Addition

### Cheshire County TV



Cheshire county TV is the newest local TV channel in the North west, everyday you can catch up on the biggest local stories in the region.

Use the player below to see the latest bulletin




### Today's Weather

- Central Cheshire**  
Light rain  
High: 6°C | Low: -1°C
- Macclesfield**  
Light rain  
High: 6°C | Low: -1°C
- Wilmslow**  
Light rain  
High: 7°C | Low: 0°C
- Knutsford**  
Light rain  
High: 7°C | Low: 0°C
- Crewe**  
Light rain  
High: 8°C | Low: -1°C

Accelerating next

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RRP  
**£ 1,302.64**