

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

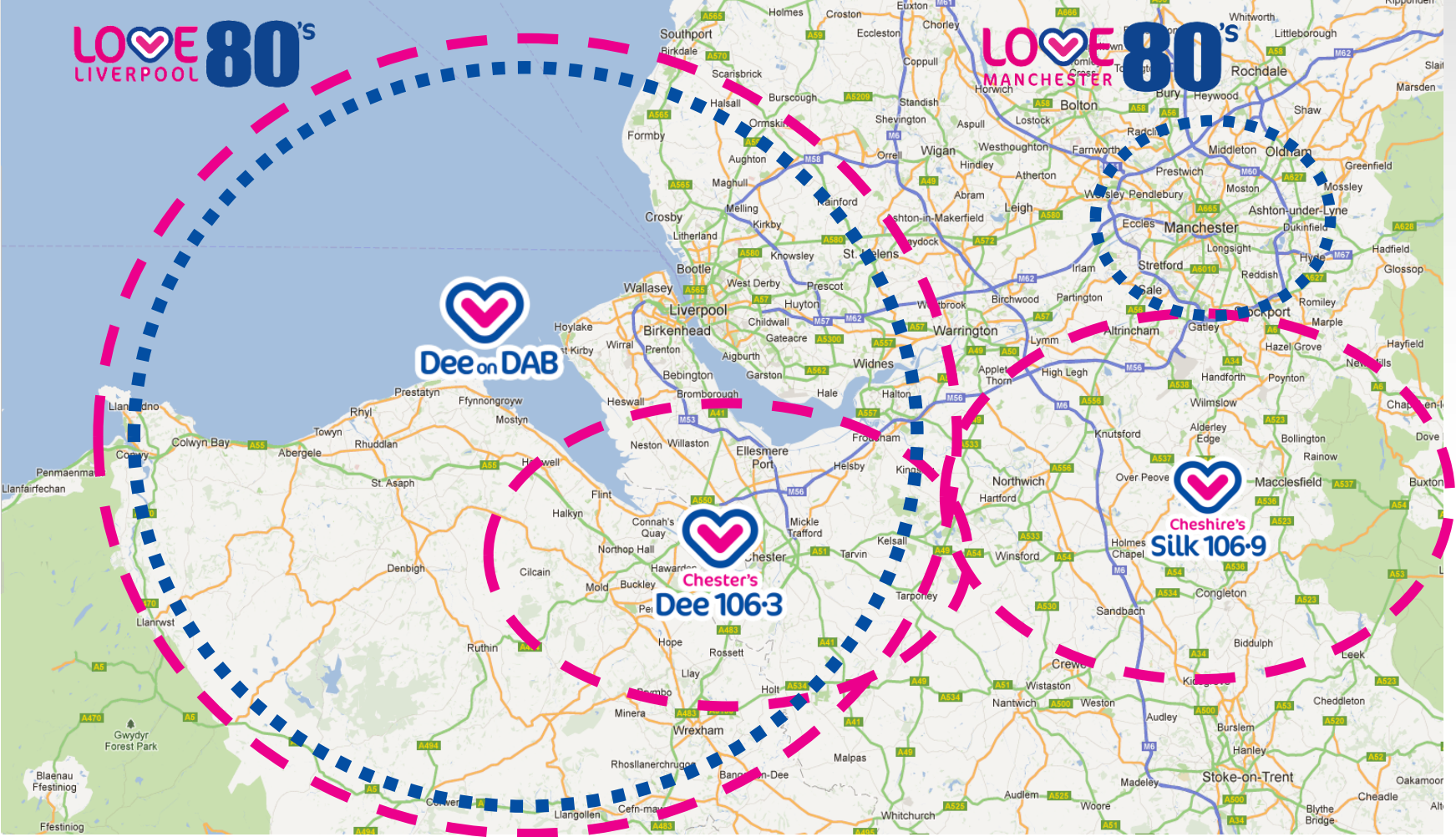
Includes Quarter 2 2018*

Industry research



*Ipsos / Rajar 12 months to June 2018

Broadcasting to over 3.5 million people





**Chester's
Dee 106.3**



Dee on DAB



**Cheshire's
Silk 106.9**

**Researched
Population of 196,000**

**We have a total of 63,000
listeners**

53% are ABC1's

**We Reach 32% of all people in
and around Chester**

**45% of housewives with
young children listen**

Facebook 12,433 Twitter 19,296

**Researched
Population of 186,000**

**We have a total of 23,000
listeners**

68% are ABC1's

**We reach 12% of all people
in and around East Cheshire**

**13% of housewives with
young children listen**

Facebook 5,318 Twitter 10,921

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



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



Population of 1m adults across
Manchester

Rajar researched population 1m
12 months to June 2018

Predicted 13 week cumulative reach
16,000 listeners, 57% ABC1

18,720 verified unique online listeners
by IP addresses**

Modelled audience

132,006 listeners*

66,003 verified unique online
listeners by IP addresses**

Our target audience is:

Affluent adults aged 35-64.

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

*quarterly audience modelled on ratio 50% online (verified) vs 50% DAB (modelled), UK radio 19.6% listen online vs 49.1% listen on DAB

** source RSS online streaming stats 02/04-22/06/18



Our Story



We are 15 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 5 YEARS OLD Dee on DAB started broadcasting on 19th 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.



Cheshire's
Silk 106.9

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.

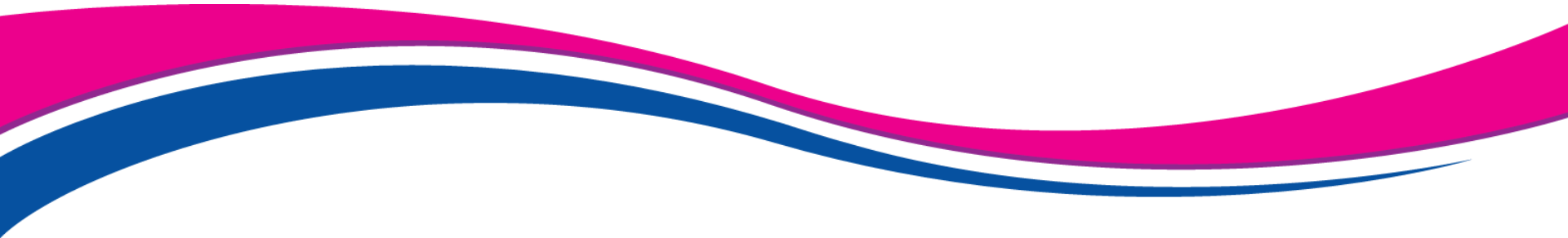
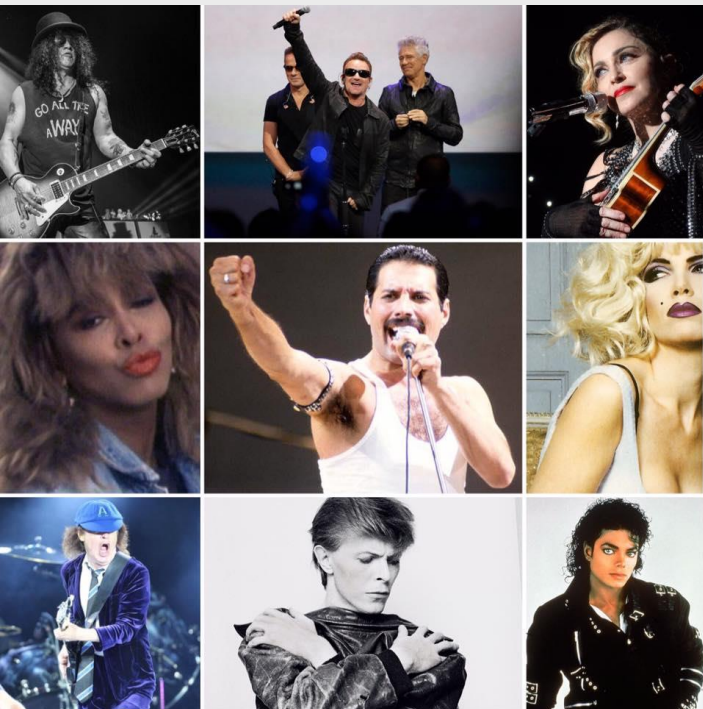
Both Love 80's Manchester and Love 80's Liverpool officially launched on the 5th August 2016 at Rewind the largest 80s festival in Europe.

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



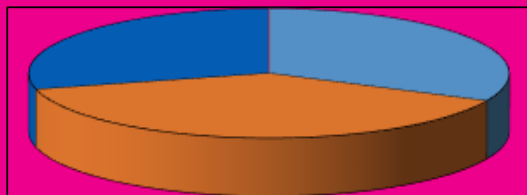
Women 46%
Men 54%

Audience by Social Class



ABC1 50%
C2DE 50%

Audience by Age Group

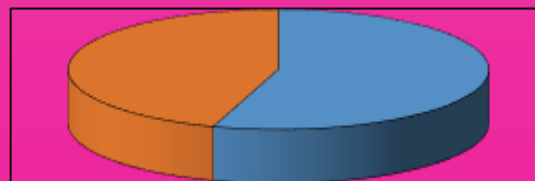


15-34 32%
35-54 39%
55+ 29%



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



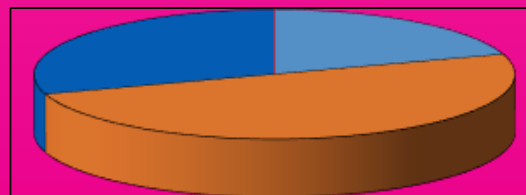
Women 55%
Men 45%

Audience by Social Class



ABC1 68%
C2DE 32%

Audience by Age Group



15-34 20%
35-54 50%
55+ 30%

Total audience potential reach during a 13 week airtime campaign



- ✓ 13 week campaign will reach 36% of ALL MEN
- ✓ 13 week campaign will reach 29% of ALL WOMEN
- ✓ 13 week campaign will reach 29% of ALL ABC1's.
- ✓ 13 week campaign will reach 45% of ALL HOUSEWIVES with Young Children



- ✓ 13 week campaign will reach 10% of ALL MEN
- ✓ 13 week campaign will reach 15% of ALL WOMEN
- ✓ 13 week campaign will reach 13% of ALL ABC1's.
- ✓ 13 week campaign will reach 13% of ALL HOUSEWIVES with Young Children

Presenters with plenty to say



Jamie Stevens

Breakfast



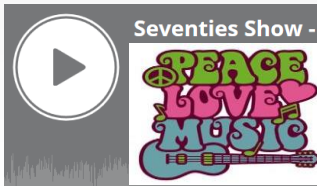
Mike James

Mids



Gavin Matthews

Drive



Darren Shortt

Breakfast



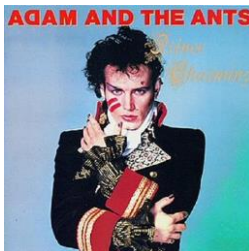
Andy Clewes

Mids



Darren Antrobus

Drive



Stand Out And Deliver



Why our customers love us

"I'm getting a really good package from Dee, and I know so many people are listening to it".

Janette Lever, Funerals from the Heart, Chester

"We've done some low key advertising, one hit shots like the Evening Standard and the Evening Leader, and it doesn't really compare – advertising on the radio is a different ballgame. It wasn't gradual, it was acute! It didn't just start gradually, it grew very rapidly, once we advertised on the radio. It was certainly touching the right client base, from day one".

James Powell, Chocks Away Diner, Hawarden Airport

"I remember a customer in the showroom discussing it with his Wife and she was saying, do we get to choose the registration number? And her Husband saying, yes, don't you remember the adverts? Its 64 plates, and they were both laughing, because it was quite a comical advert! And I thought, we've nailed it!"

Luke Regan, Dealer Principal, Cheshire Oaks Honda, Holdcroft Motor Group

"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



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%



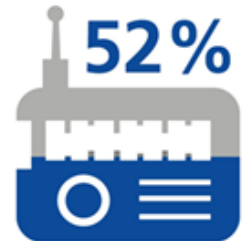
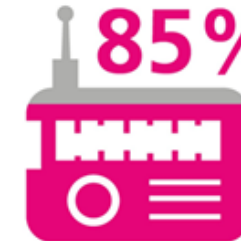
Local Stations are more influential at a local level

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

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 turn 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!**



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

Hewlett Packard Enterprise



Expandable and cost-efficient rack servers
HPE DL360 Gen10

RRP
£ 1,302.64

How you can reach us

Chester's Dee 106.3

Dee on DAB

Love 80's Liverpool

Reception: 01244 391000

Email: studio@dee1063.com

Web: 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

Web: www.silk1069.com

Address:

Silk 106.9 Adelaide House Adelaide Street
Macclesfield SK10 2QS