



MEDIA PACK



Call 01 600 5523 | Email sales@fm104.ie

LET'S LOOK AT SOME FACTS...

- » 3 million people in Ireland tune into radio every day
- » Radio makes up 88% of all audio listening in Ireland
- » 77% of Irish 15-34s listen to radio daily
- » The average listener tunes in for more than 4 hours daily

Source: JNLR/Ipsos MRBI – 2017-2 JNLR Sales House Report

WE'RE #1

- » FM104 is the #1 Dublin Music Station with 338k weekly listeners
- » 193k people listen to FM104 daily*

| <i>We are...</i> | <i>Weekly Listeners</i> |
|------------------------|-------------------------|
| #1 in 25-34s | 98,000 |
| #1 in 20-44s | 219,000 |
| #1 in 35+ | 153,000 |
| #1 in ABC1s | 145,000 |
| #1 in Females | 186,000 |
| #1 in Males | 153,000 |
| #1 Housekeepers | 225,000 |

HIGHLIGHTS



Jim-Jim & Nobby wake Dublin up with a bang!
74k daily listeners



Andy's here to get you through your day
85k daily listeners



Ben gets Dublin home with hits and laughs
76k daily listeners



Tara plays Dublin's biggest hits every night
15k daily listeners



Keith provokes debate and antics - it's all live!
17k daily listeners



Sean has your weekly entertainment fix
34k daily listeners*

PROMOTIONS

Choose a promotion or let us create a bespoke solution for you



WEEKLY PROMOTIONS

| Time | Details | Rate | Prize | Promos/ Mentions |
|----------|--------------------|---------|--------|---------------------|
| 6-10am | Strawberry Special | €2k p/w | €2,500 | 14/20 |
| 10am-3pm | The 10-3 Show | €2k p/w | €2,000 | 18/20 |
| 3-7pm | The Jam | €2k p/w | €2,000 | 18/20 |
| 2-6pm | More Music Weekend | €1,500 | | 16/50 |

MAJOR STATION PROMOTIONS - Prize Value €20,000

Week 1 - Pre-promotion alerts listeners
» Pre-recorded promos and Live mentions

Weeks 2&3 - Promotion engages listeners
» Pre-recorded promos, Live mentions & liners

Week 4 - Post-promotion lets listeners know who won.
» Pre-recorded mentions

THE ROADHOG

Grab your customers' attention with our 64ft truck/studio



What You Get

- » Live broadcast across 2 shows
- » 6 pre-recorded On Air promos pre-broadcast
- » Minimum 3 live mentions per hour during broadcast
- » VW Beetle Bug personnel

Available Shows

| Time | Day | Details |
|-----------|----------|------------------------|
| 6 -10am | Mon-Fri | Strawberry Alarm Clock |
| 10am -3pm | Mon-Fri | The 10-3 Show |
| 3 - 7pm | Mon-Fri | The Jam |
| 7 - 9pm | Mon-Fri | Total Access |
| 12 - 3pm | Saturday | All Request Saturday |
| 3 - 6pm | Saturday | Hits and Sport |
| 12 - 2pm | Sunday | Hit 20 |
| 2 - 6pm | Sunday | Hits and Sport |

Total Cost per Broadcast - €3,000 (ex VAT)

VW BEETLE BUGS

Create a buzz for your business with our exciting promo team



HOURLY RATES (ex VAT)

€100 1x FM104 VW Beetle Bug

€300 3x FM104 VW Beetle Bug

€50 per hour for each additional helper



TESTIMONIALS

“

It was a **real success**
Your ads really helped with
reaching the right clientele

Tonya Murphy



Lisa Jameson



It's a **no brainer**”

FM104 reach more customers
than any other radio station

”

“

We've been advertising
with FM104 since 2004
The reason? **It works**

Marti Slabbert



Ciarán Mulligan



I would **highly recommend** FM104
to potential advertisers”

”

“

our **sales are up!**
Year-on-year sales are up
due to our FM104 ad

Michelle Carey



WEEKDAY SCHEDULE

| Mon-Thurs | | Daily Listeners* |
|-----------|------------------------|------------------|
| 6am | Strawberry Alarm Clock | 74,000 |
| 10am | The 10-3 Show | 85,000 |
| 3pm | The Jam | 76,000 |
| 7pm | Total Access | 15,000 |
| 9pm | The Phoneshow | 17,000 |
| 1am | Night Time Network | |

| Friday | | Daily Listeners* |
|--------|------------------------|------------------|
| 6am | Strawberry Alarm Clock | 74,000 |
| 10am | The 10-3 Show | 85,000 |
| 3pm | The Jam | 76,000 |
| 7pm | Freaks on Friday | |
| 9pm | The Phoneshow | 17,000 |

WEEKEND SCHEDULE

Saturday

6am

Saturday Breakfast

9am

Best of the Strawberry Alarm Clock

12pm

All Request Saturday

3pm

Hits and Sport

6pm

Block Party Mix

7pm

Total Access

Sunday

6am

Wake Up To The 80s

8am

Deireadh Seachtaine

10am

The Juice

12pm

Hit 20

2pm

Hits and Sport

6pm

Big Urban Mix

7pm

Total Access

10pm

Open Mic