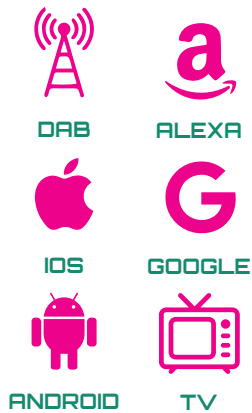


What Is Gen X Radio Suffolk?

GUIDE TO GENXRADIO

Ways to listen:



Our core demographic are 30-70 year olds.

Our average listening duration is over 65 minutes – four times the national average.

Radio is the most trusted medium for news – 77% trust radio compared to 15% trusting social media.

SOCIAL RESPONSIBILITY

Gen X Radio Suffolk is community focused. As well as offering free advertising to charity events, we involve ourselves in a wide range of local projects.

Gen X Radio Suffolk is the brainchild of local radio veteran, James Hazell, who has been serving the listeners of East Anglia for over 35 years. In that time, Suffolk has seen a dramatic demise of local commercial radio. Suffolk was one of the first to launch local radio in 1975 with Radio Orwell and we now have no commercial stations broadcasting from here. This not only presents a huge reduction in listener choice but financially prohibits small to medium sized businesses from the proven benefits of radio advertising.

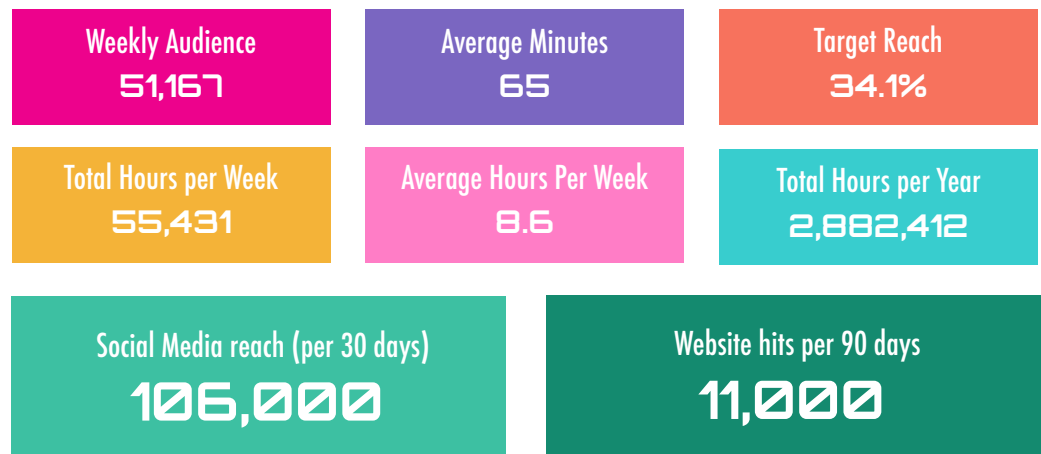
The mission of James and his team is to bring genuine and affordable local radio back to Suffolk.

The station is a lively entertaining mix of chat, news and debate, laced with the brilliant music of the last sixty years. And, of course, plenty of fun.

The radio station is a proud advocate of Suffolk. We support those who are making a positive difference to Suffolk life and we challenge those in a position to affect our county. We forge relationships with the county's listeners and businesses alike and provide a trusted friend and an engaging and entertaining platform for all.

The proud county of Suffolk deserves a radio station to be proud of. Our mission at GenX Radio Suffolk is to be that radio station.

Overview of Our Listeners (as provided by radio.co)



Investing in radio advertising can effectively promote your product or service in a memorable and compelling way.

Radio commercials grab listeners ears and gives your business an opportunity to market your business over and over again.

Why use radio?

£1.00

Investing in advertising

=

£6.00

Returned in Sales



77%

of the public state that they trust radio more than other media sources and that commercial radio in particular helps them stay informed.



90%

of the UK listening to their favourite radio station every single day adverts can reach any demographic, and are proven to influence consumers' awareness, attitudes, and action toward brands. Even TV-driven campaigns achieve up to 20% greater cost effectiveness when complemented by radio advertising.

ON AIR

38.7

million adults listen to commercial radio every week (source: Radiocentre 2023)



As well as our amazing reach in homes across Suffolk, we also appear in waiting rooms, shops and businesses across the county, meaning your message is being heard far and wide.

With a reasonable price tag and ability to reach a large number of people make it highly effective and a firm favourite with a broad range of companies who are looking to increase profits and raise awareness.

People listen to radio on a daily basis. In their homes, work and whilst driving which makes it a great way to reach a mass amount of people. Apart from television most forms of marketing media can not claim to achieve this while radio commercials can do this successfully at a fraction of the cost.

Industry research shows that listeners are far more likely to consider and act on a message heard on their local radio station compared to a regional or national one – this means we can help drive more visits to your business.

Radio is a friend. People use radio for companionship, comfort and emotional support which leads to listeners developing a relationship with their radio. This places the advertiser in the unique position of becoming a "personal recommendation from a good friend."



BRAND BUILDING



TARGETING



LOCAL



USE WITH OTHER MEDIA

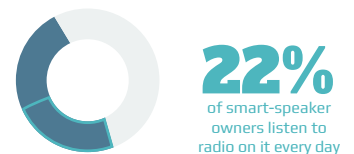
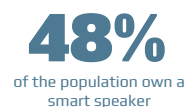
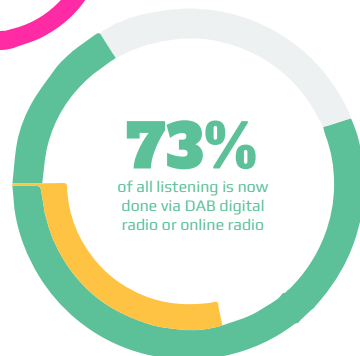
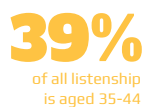
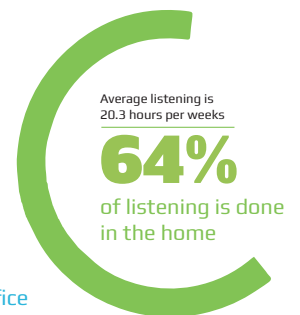
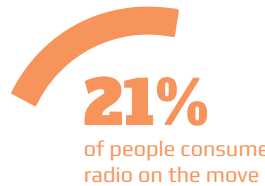
Radio sponsorship offers the chance to utilise a low entry cost per credit and provides a base awareness.

Advertising with Gen X Radio Suffolk also includes access to our very popular social media channels, offering a broad digital advertising solution alongside the more traditional broadcast route.

"ON BEHALF OF ALL AT KBB, THANK YOU SO MUCH FOR WHAT YOU AND YOUR TEAM DO. A MASSIVE THANK YOU FOR YOUR HELP THIS WEEKEND. WHAT A GREAT SUCCESS IT HAS BEEN!"
THE KBB CENTRE

"(WE) HAVE HAD LOTS OF CUSTOMERS SAYING THEY WERE REMINDED OF US BY HEARING OUR JINGLE ON GENX."
CHLOE - THE BED FACTORY

Facts about Radio Advertising



The question for advertisers isn't "Why radio?"
It's "Why not radio?"