

RadioToday

INDUSTRY NEWS

Radio Today is the home of the latest and most exclusive UK radio industry news. We work around the clock to keep the industry informed.

Radio Today is unique – it has no direct industry competition and is the first and only choice of radio news for most users.

Radio Today attracts 90,000 visits per month, made up of More than 3,000 unique visitors every day, creating almost quarter of a million page views.



PURE offers sub-£40 DAB radio

A new DAB radio set has been launched by PURE for under £40.

Tony Blackburn joins Radio 2

The bedside digital radio device is a slim, has gained the name Siesta Mi, pronounced 'alarms'. Tony Blackburn is getting a regular slot on Radio 2 - as host of the Saturday lunchtime Pick of the Pops show.



Marshall reveals Lincs change

Lincs FM breakfast presenter of 13 years, John Marshall, has announced he is moving to a new time-slot of 10am-2pm.



John started at the station presenting Sunday mornings and told his audience that he wanted to spend more time with his family.

...who finishes next month - and will start the ... 2010.

...taking up the reins of one of radio's most ... the UK's most listened to radio station. I'm very ... in two hours of fantastic, rarely heard music ... week."

eRADIO

100% radio ... bit of

Capital FM to replace Galaxy

Global Radio is to scrap the Galaxy Network, Red Dragon FM, Trent FM, Leicester Sound and Ram FM and rebrand all stations as Capital FM.



The new nine-station "Capital Network" will launch on January 3rd 2011 when all programmes with the exception of breakfast and drive will originate from Leicester Square, London.

Founder and Global Group CEO, Ashley Taber told RadioToday.co.uk that only a "handful" of presenters will lose their jobs as a result of this move, which he describes as one of the biggest events to happen in UK commercial radio.

Our visitors are your customers!

We have 5,000 registered users. Out of the 3,400 people who told us detailed information about themselves during sign-up, 70% said they work in the UK radio industry. The rest either want to enter the industry or have a strong interest in it.

Half are department managers, station managers, group managers or directors. The rest are staff, volunteers, freelance or consultants.

We know from the people we talk to in the business, that the UK radio industry is visiting **Radio Today** every day. A significant proportion of them make decisions about spending money on things. That's stuff like software, studio equipment, marketing materials, staff, jingles, consultants, training and events. They also make decisions about music - what to playlist, who to book for roadshows and even stadium gigs.

Whether you sell hardware or software; promote artists or studio facilities; or offer training or consultancy, **Radio Today** can get your message straight to the people you need to talk to. We've a variety of options and can tailor a campaign to your needs, be it for constant brand awareness, launching a new product or mounting a recruitment drive.

Advertising on RadioToday.co.uk makes perfect sense if your business targets the UK radio industry.

Sign up today!

Get in touch by emailing sales@radiotoday.co.uk or call us direct on **0844 500 7275**

RadioToday.co.uk
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VISITORS AND SUBSCRIBERS

Visits per day (approx, weekday)	3,000+
Visits per month	90,000
Page impressions per month	240,000
24 Hours in Radio newsletter (self-subscribed recipients)	2,900
Seven Days in Radio newsletter (self-subscribed recipients)	2,400
eRADIO weekly e-zine recipients	10,000

ADVERTISING AND SPONSORSHIP OPTIONS

Brand awareness

Banner or text advertising on the [Radio Today](#) website.
Various sizes and options are available - see price list for details.



Job vacancies

Online advertising, plus same-day notification to the entire industry via email and social networks.
No waiting until next week for publication!



Product/campaign push

An email to every one of our users with a direct sales or promotional message. Perfect to link the customer straight to your website!



Sponsorship

Use one of our regular features to raise awareness of your product or campaign.
Coverage of your business or product by linking your brand with us.

Recurring features

Constant contact with our visitors and subscribers with information relevant to them.
Ideal for record companies or prep services.

How can RadioToday work for me?

I'm a sole trader / small firm / voice over artist

Radio Today has loads of low-cost advertising options, starting from just £39 per week! Several of our spots can be booked for just one week, although if you want to build brand awareness and get a good response we'd suggest taking space for at least a month to try it out.

Anyone who is anyone in the radio business will be a regular visitor to **Radio Today** so if you're looking for that next big break for your production company, prep service or voiceover talents then there's a high chance you'll be picked up through your advertising with us.



I'm a major company that everyone already knows



Sony, Coca Cola and Apple are some of the world's biggest brands but they still spend billions of pounds every year on marketing. Even if you're at the top of your game it's important to attract new customers, enhance your reputation and highlight new product launches.



sponsored by RCS

A significant proportion of our visitors are decision-makers in radio stations. They can make the call to swap from using a rival's product to yours.



Talk to us today about our sponsorship options for linking your trusted brand to ours or about how we can build a long-term campaign to help you up your client base.

I'm a music publisher with songs to plug

Thousands of our daily visitors are senior managers in radio stations across the UK, programming music radio and making decisions on what goes to air. Thousands more are presenting shows - airing their opinions about the current trends and talking up the tracks they're introducing.

We can't think of a quicker and more cost-effective way to promote your artists or songs to such a significant proportion of the radio industry in one go than using **Radio Today**.

We can offer direct mailouts by email to our thousands of subscribers, or a prominent banner on the site to alert our readers to the latest pre-releases or introduce new artists.



I'm a radio company looking to hire the best talent

Some of the best on-air and off-air talent are happy and fulfilled in their current roles, so won't be actively looking for work on job websites or in the vacancies section.

But most of your rivals' best staff are visitors to **Radio Today** and they receive our daily and weekly emails.

Put your latest vacancies right in front of the best candidates' eyes by using **Radio Today** for your next recruitment campaign. Whether it's for on air staff or senior management positions, taking the message to them can be much more effective than waiting for them to come to you.



468 homepage banner

Industry standard 468x60 pixels banner on the home page above the main story.

Minimum one week booking.



Weekly £100
Monthly £350

160x60 tile banner

Advertising 160x60 pixels tile that appears on every page of the website in the right-hand column along with a maximum of six other adverts.

Minimum one month booking.



Monthly £400

270x250 medium rectangle

A unique position on the homepage just under the latest headlines.

Minimum one week booking.



Weekly £75
Monthly £250

Site sponsorship

Total ownership of everything Radio Today covers online and at events. Link your brand with ours in the biggest possible way.

Minimum three month booking.

This opportunity is currently taken by RCS until 30 September 2011.



Price on application

24 Hours in Radio sponsor

Sole sponsor of our daily email update sent to 2,900 subscribers at lunchtime Monday to Friday.

2x 468x60 pixels banners on the email along with a link to your website.

We'll also throw in a 160x60 tile banner on our website.

Minimum one month booking.



Monthly £400

Seven Days in Radio sponsor

Sole sponsor of our weekly email update sent to 2,400 subscribers every weekend.

2x 468x60 pixels banners on the email along with a link to your website.

We'll also throw in a 160x60 tile banner on our website.

Minimum one month booking.



Monthly £300

Mass email

We'll send a special message to our database of 10,000 subscribers with your html message which can include images, text and web/email links.

Branded as a message from Radio Today with a special message for users, it's ideal for product launches, one-off promotions or important job vacancies.

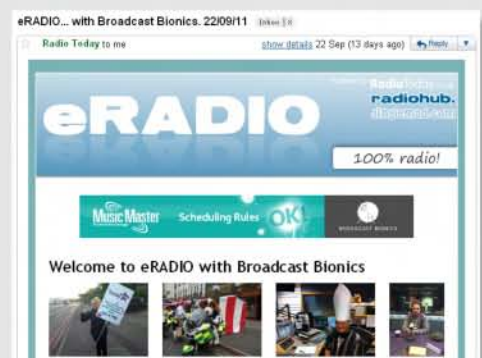


One-off price £250

eRADIO sponsor

Sponsor of our weekly radio newsletter sent to 10,000 subscribers every week on Wednesday at 9am. eRADIO has features, reviews, interviews, photos and events.

Includes your company name/product in the email title, headline and 2x 468x60 banners with hyperlink throughout.



Monthly £400

eRADIO banner

A 555x60 pixels banner inserted twice into our eRADIO newsletter at various points.



Weekly £50

Job package 1

- 760 x 60 pixels banner on Jobs page
- Text link/short description on homepage
- Listing in weekly eRADIO email

All link to hosted bespoke page on our site displaying your vacancies

Advertise up to 4 positions at once for a period of up to four weeks.



Featured Vacancy

Tindle Radio is looking for a Commercial Manager. Click [here](#) for more.

Package price £275

(Add a 'mass email' to this for £100 extra)

Job package 2

- Text link/short description on homepage
- Listing in weekly eRADIO email as 'featured vacancy'

Both link externally to your vacancies page.

Advertise just 1 position for a period of up to four weeks.



Package price £75

(Add a 'mass email' to this for £200 extra)

Smart text ads

A 30-character headline plus 100 characters to describe your services.

Appears on the homepage and all news pages.

Free listing in our daily 24 Hours in Radio email update between the latest news and upcoming events.

Radio Ads

[Character Voices](#)

Welcome to the world of Greeny Productions. Streetwise and character MVO available right now on 07981 025913.

[Flexitel](#)

Free 0844 / 0870 / 070 numbers for you or your radio station.

Monthly £99

Weekly £39