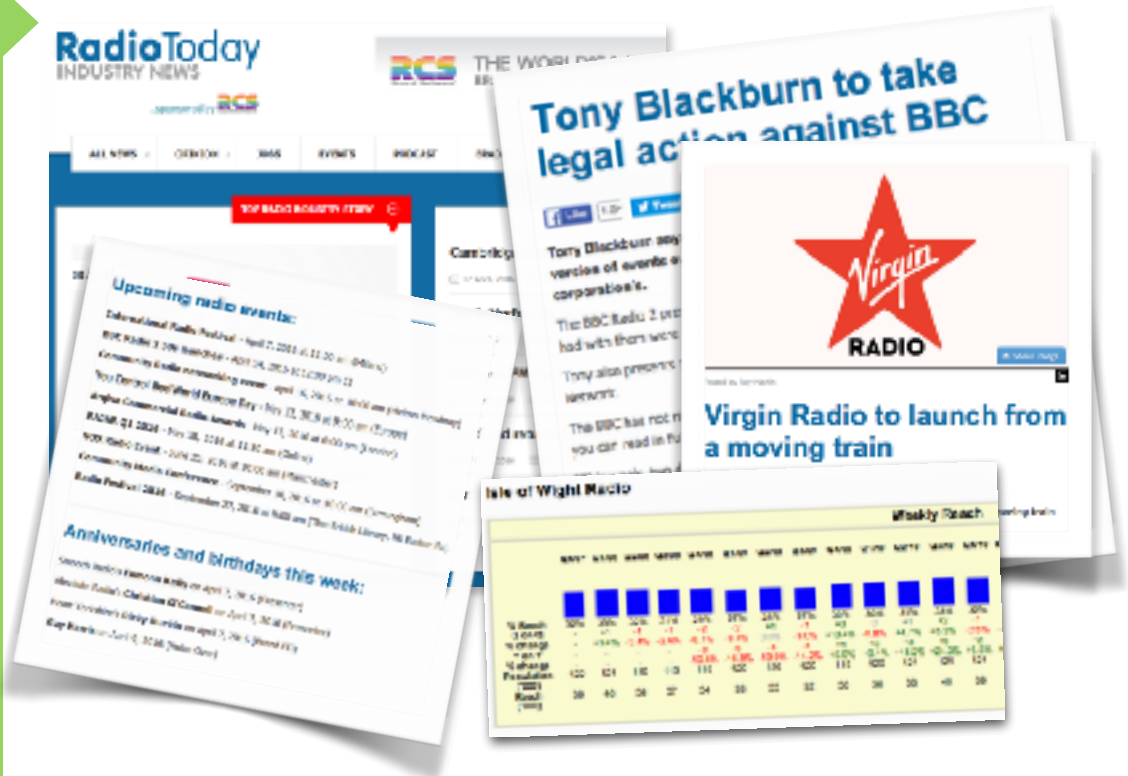


# We reach the radio industry



## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

RadioToday is the home of the latest and most exclusive UK radio industry news.

We work around the clock to keep the industry informed with station events, industry movements and who's doing what.

RadioToday is unique. We attend all major radio events, interact daily on social networks and ensure everyone who works in radio stays up-to-date with developments.

On average RadioToday attracts 100,000 visits per month, and always more than 5,000 people visit on a daily basis.

We have more than 10,000 registered users for our various newsletters – most of whom work in the radio industry - and more than 100,000 social network followers to date on Twitter, YouTube and Facebook.

RadioToday appeals to everyone including station managers, sales executives, producers and engineers.

And with RadioToday Featured Jobs, we reach those not looking at the jobs pages by mixing Featured Vacancies in our news.

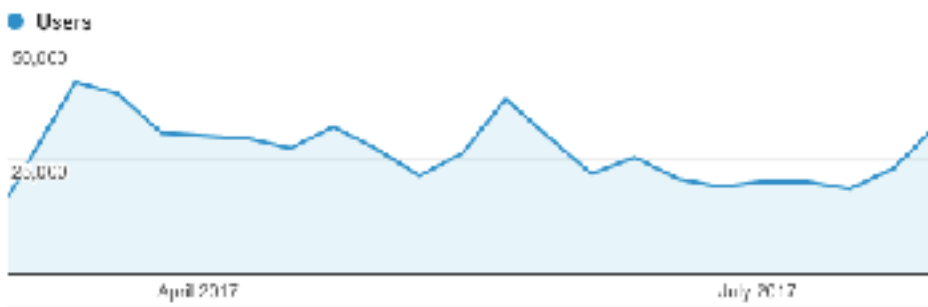
This means people who are not necessarily looking for a new job become aware of any exciting opportunities you may have.

RadioToday also operates the only radio station targeted at the radio industry itself. inRadio promotes radio and provides entertainment for those working in or interested in radio.

**10,000**  
registered users

**5,000**  
daily unique visitors

Lots of numbers and a nice graph shows a million people visited RadioToday.co.uk last year



## Brand Awareness

Continuous placement on our website via banners or sponsorship means your logo or message is in front of the radio industry each and every day of the year.

## Product Push

An email to all our subscribers and posts on our social networks means radio people will know about your new or existing products or services instantly.

## Our Audience

We've got everyone covered from the CEOs and Managing Editors right through to the volunteers looking for their big break in radio.

## Unique Association

People trust RadioToday so association with us can only help your brand become more well known. And we also publish wall planners and organise radio events too.

## Everywhere:

We publish our news all over the internet, not just on our website.



More than 75,000 likes on Facebook with interactions from all sections of the radio industry.



More than 25,000 followers and hundreds of retweets and favourites



Our unique mailing lists have been built up over the last 10 years since the launch of RadioToday.co.uk and boast almost 10,000 active email addresses of people who work in, or want to work in, radio.

## SPONSORSHIP

Solo sponsorship of our regular features puts your brand right next to ours. Ask about opportunities we have in addition to these (current availability shown):

Complete site sponsor: £850 p/m  
 Daily newsletter (24 Hours in Radio): £600 p/m  
 Weekly newsletter (Seven Days in Radio): £400 p/m  
 Weekly e-magazine (eRADIO): £400 p/m  
 Event coverage (RadioTodayLIVE): £300p/m  
 Weekly Podcast: £500 p/m

Advertorial (Editorial written by client): £500



## BANNERS

Industry standard banners are available site-wide. Either on all pages or selected categories.

Tile 125x125 (all pages): £400 p/m  
 Homepage Banner (630x120) Section 1: £350 p/m  
 Homepage Banner (630x120) Section 2: £300 p/m  
 Homepage Banner (630x120) Section 3: £250 p/m  
 News Category Banner (630x120): £150 p/m  
 Square 320x320 (all pages): £350 p/m  
 Square 320x320 (homepage only): £250 p/m

Footer Full Width: (all pages) £150 p/m

#eRADIO banner: £35 p/w or £100 p/m  
 Podcast audio advert: £35 p/w or £100 p/m



## MAIL OUTS

We can send your text, logo or pre-made flyer to our 5,000 opt-in email subscribers for a one-off fee of £499.

You'll reach people working in radio directly via their inbox, complete with a link to your website or social media page.

This is perfect for job vacancies, product announcements or new music releases.



## FEATURED VACANCY

We can target the people you want to hire - including those who aren't looking at the "jobs page" by integrating your vacancy inside our news feed.

### OPTION ONE - £99

A link to your site on our homepage and in bold at the top of the free jobs page, plus Twitter & Facebook

### OPTION TWO - £199

As Option One but with inclusion in daily newsletters.

### OPTION THREE - £299

As Option Two but with a solo mail-out to our job-seeking database of users (7,000 people).

# contact

*We're based at Tomorrow in the heart of MediaCityUK. Our neighbours include BBC local and national radio, along with numerous independent production companies.*



We'd love to hear from you if you have any questions about these options or additional opportunities. Please contact:

**Managing Editor: Roy Martin**

**Call direct: 0161 262 1004**

**Email: [roy.martin@radiotoday.co.uk](mailto:roy.martin@radiotoday.co.uk)**

**Thanks for your interest in RadioToday!**