

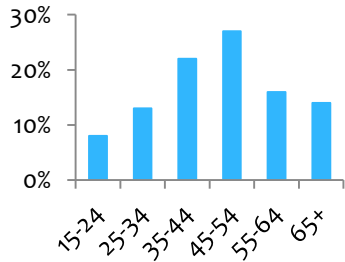


The Bay 102.8 FM

Feel Good Radio!

Executive Summary

Our Audience



- Targeted for 30+ audience
- 50:50 Male / Female audience
- ABC1 audience biased
- 25,000+ weekly reach
- 12%+ of all adults
- Growing audience - once chosen 30% then listen each week

Our Area

The station attracts a large audience across the Poole and Bournemouth .

Full service format, music and information aimed at a local people.

On air since November 2008



Call The Bay Radio Sales 01202 580200

Your Advantages

- Low spot rates mean we are the most cost effective for radio advertising
- We cover an area of 300,000 people
- 91% of local people listen to the radio each week
- Radio beats print as its a low advert avoidance medium
- We have flexible packages for high and low frequency advertising
- Airtime campaigns can be supported by web and our VIP Club members list

What Our Client's Say

"Our advert made us 10 times what we spent... in just 6 weeks "

"We found the bay radio to be very efficient and professional"

"Hats off all round to the Bay Radio"