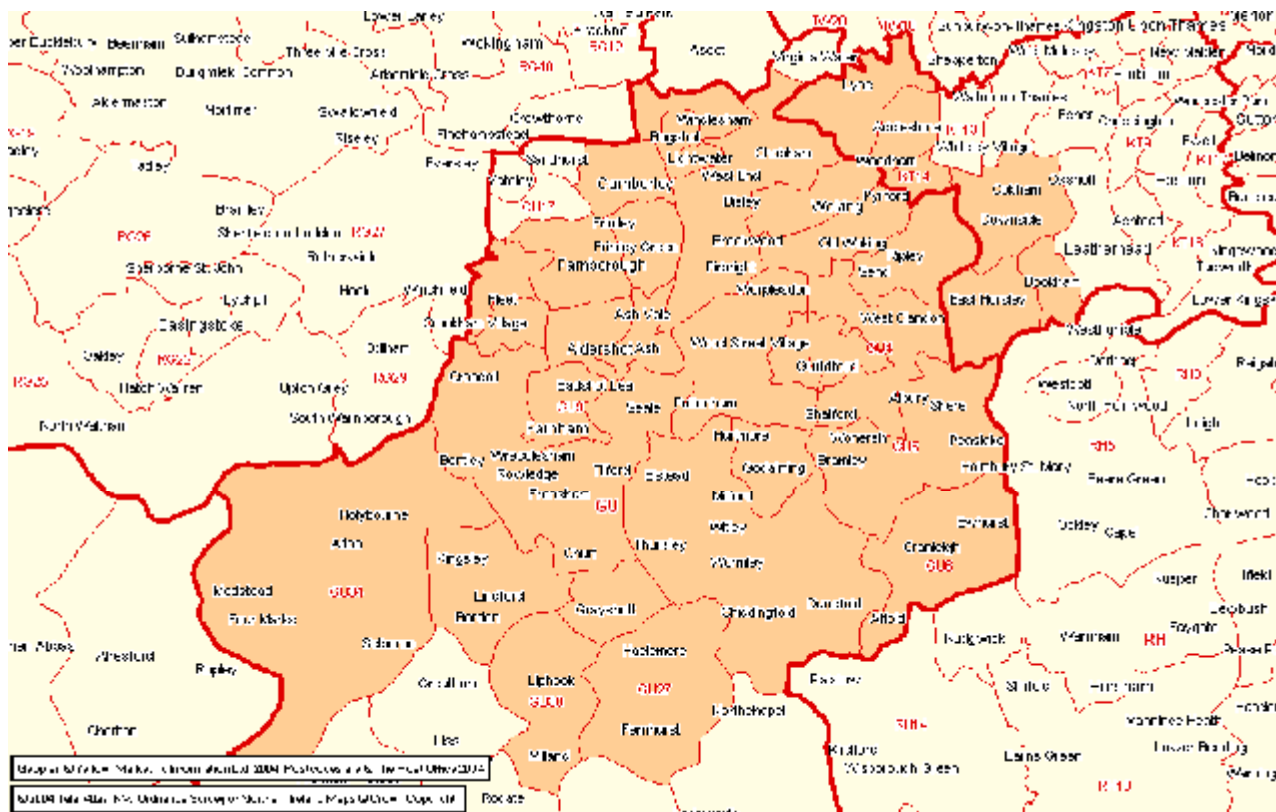




# the station 1

96.4 Eagle Radio broadcasts across Surrey & Hampshire – our official survey area is shown below and we can also be heard over a much greater area.



## The market place

- Adult population: 539,000 in the total survey area
- Weekly reach: 141,000 adults (age 15+)
- Weekly reach: 26% of total survey area
- Average listening hours: 10.1 per week

## Our audience

- Main focus on 30 – 49 year olds
- 56% Female and 44% Male
- 67% ABC1 and 33% C2DE





# why choose radio? 2

- **Efficient Targeting** – different stations attract different listeners and we attract the largest local audience for commercial radio.
- **Reach people at relevant times & places** – such as the school run, heading out shopping, surfing the net, heading out on Friday nights, and so on.
- **One of the lowest ad avoidance** – radio has one of the lowest levels of ad avoidance – people rarely switch stations to avoid an advert, although they turn the page in a paper easily.
- **Radio is intrusive** – what other medium can you be subjected to in the shower? Potential customers must stop and read a printed message unlike radio.
- **Radio drives response** – radio has always been a strong “call to action” medium, and this is even more true in a world where consumers access brands via the internet.

(source [www.rab.co.uk](http://www.rab.co.uk) and [www.radiocentre.co.uk](http://www.radiocentre.co.uk))





# why choose us? 3

We are always looking for new and innovative ways of getting out into our region with focus on creativity and uniqueness. Linking your business with promotions and events including Christmas Lights, Fireworks and Summer Activities creates the opportunity to generate genuine excitement and listener interactivity.



The Love Crew is Eagle Radio's promotional team out on the streets of Surrey and North Hampshire. A lively, fun team of approachable locals who give listeners and clients a great experience every day.

Spot the Love Crew out and about in the Eagle vehicles giving out Eagle Radio merchandise. Egbert, our Eagle Radio mascot can make appearances at family events!



Eagle Radio's Love Tour 2009 – Our presenters broadcast their shows live from forty different client's premises in twelve towns, proving once again that Eagle Radio really is the station that loves Surrey and Hampshire. Featuring your business in promotional activity builds credibility and familiarity in the minds of listeners. By saturating the station during the week, brand name reinforcement is ensured.





# don't just take our word for it

# 4

•**Stephen – The Princess Royal Barracks (airtime campaign)**

"The Big Curry was a great success and organising an event such as this would not have been possible without the support of your radio station. The power and influence of local radio is awesome and the Eagle Radio advertising campaign contributed significantly to the big success of the Big Curry. The advert you created was exactly right for the event."



•**Sue – ALPS (airtime campaign)**

"I would like to thank you and your team for having such an impact on the Jobs Fair yesterday. We had about 300 people looking for jobs and about half of these heard the ad on the radio"

•**Rob - Paultons Park (sponsorship)**

"Cost effectively one of the stronger campaigns on radio we have run this year so far. Definite uplift in web traffic as a result"



•**Pat – Diabetes UK (sponsorship & airtime)**

"Thank you for all the effort you put into last Saturday. Your work helped to make it a resounding success"



•**Jerry – Wessex Property Services Ltd (airtime)**

"Thank you for your help with our recent recruitment day, it was a great success. Most of the applicants had heard the advert, they all gave positive comments, most said it was attention grabbing. We are still receiving application forms and will probably have over 500 applicants to sort through before we complete the campaign. The whole event was an overwhelming success and exceeded even my expectations!"



•**Clare – Godalming & District Chamber of Commerce (airtime)**

"We wanted The Godalming Food Festival to appeal to a wider audience and thought that Eagle and Countysound Radio would be the way to do this. Hearing the adverts for what we had worked so hard on was very special! The High Street was packed with visitors all day, it was wonderful to have such a great atmosphere in town, created by the extraordinary amount of visitors - this, I am sure is largely thanks to the awareness created by Eagle Radio. For events in the future Godalming will be sure to contact Eagle!"





# the station 5

County Sound Radio plays the 'best songs of all time', with music ranging primarily from the mid 50s through to the mid 70s. This music format is directly targeted to appeal to ABC1 adults aged 50 years and above. There is a major emphasis on local news and information, including celebrity interviews.

## The market place

- Adult population: 539,000 (Total Survey Area)
- Weekly reach: 12,000 adults (age 15+)
- Weekly reach: 2% of Total Survey Area
- Average listening hours: 3 per week

## Our audience

- Main focus on 50+ year olds
- 25% Male and 75% Female
- 62% ABC1 and 38% C2DE

At County Sound Radio we also have several competitions and programmes available for sponsorship!



## Eagle Radio & County Sound Radio Combined



## The market place

- Adult population: 539,000 in the total survey area
- Weekly reach: 153,000 adults (age 15+)
- Weekly reach: 28% of total survey area
- Average listening hours: 10 per week

## Our audience

- 42% Male and 58% Female
- 67% ABC1 and 33% C2DE





contact us

6

## 96.4 Eagle Radio & County Sound Radio

Dolphin House  
North Street  
Guildford  
Surrey  
GU1 4AA

Main switch board: 01483 300964

Visit us & listen online: [www.964eagle.co.uk](http://www.964eagle.co.uk)  
[www.countysound.co.uk](http://www.countysound.co.uk)

Managing Director: Paul Marcus

We are proud to be part of UKRD Group, which owns and operates 7 stations across the UK. This provides Eagle Radio and County Sound the strength and experience of a group, with the local focus and involvement of a locally based station. For more details visit [www.ukrd.com](http://www.ukrd.com).

## Meet Our Sales Team

**Chris Kimberley**

*Account Manager – ext 719*

**Claire Cable**

*Account Manager - 721*

**Emily Hay**

*Account Manager – ext 722*

**James Posner**

*Corporate, Community & Education – ext 717*

**Nicola Crew**

*Account Manager – ext 718*

**Russell Collier**

*Account Manager - ext 723*

**Emma Whittaker – Axon**

*Sponsorship & Promotions Executive – ext 725*



Proud to be part of the UKRD Group [www.ukrd.com](http://www.ukrd.com)