



THE BIGGEST HITS, THE BIGGEST THROWBACKS

MEDIA PACK



■ THE MISSION

It's all about nearness: a deep understanding of what makes people tick. Nearness isn't just about geography. It's about common connections and purposes. It's about speaking the same language, laughing at the same jokes, caring about the same things.

On-air, online and in our neighbourhoods, nearness and understanding helps us to deliver common bonds – connections that bring people closer. The Hits Radio Network is all about these connections and 'me too' moments that bring us closer to our audience than any other radio station.





THE LISTENER



The Hits Radio Network targets 25-44 year olds. They love music, they love life and they love to have a laugh. They're newly married, or in a long-term relationship, and 60% of them have kids.

They thrive on longstanding friendships, and place significant value on authenticity, honesty and fun. Most people have local friends and family and feel like they are part of their local community.

They choose the Hits Radio Network because they want local news and information that's important to them, and they want to have fun. The Hits Radio Network offers listeners an entertaining and fun escape, brought to them by authentic presenters who share the interests and values of their listeners, keeping them in touch, connected and feeling young.

Featuring a soundtrack of the biggest hits of the day alongside treasured throwbacks from the last 20 years, the network is bursting with huge tunes and big personalities, with a strong sense of community at its core. We live in our listeners' world and create a dialogue, not a monologue. We love to surprise, to entertain, and most importantly, we love music.



THE LISTENER



FAMILY:

Family matters! Most live with their family which includes their partner and young children, and over half of 30-somethings in the UK live with kids. If they don't live near their wider family, they place a high importance on them.

76% my family is more important to me than my career

74% use social media to keep in touch with family and friends

2/3 like to have a close circle of friends to support them in hard times

84% enjoy spending time with their family

WORK:

Work is important to them but family is firmly the priority nowadays.

59% work full time

1 in 2 look at the work they do as a career not just a job

Almost 2 in 5 find it difficult to balance work, children and a social life

53% agree job security is more important than money

HOME:

Home is everything and they are spending more time at home, due to changes in family commitments and jobs.

72% prefer a quiet night at home than going out

71% like to spend a lot of their free time at home

65% of people are proud of the area they live in

1 in 2 agree it is important the home is colourful and lively

SPARE TIME:

Growing up as digital natives they enjoy digital activities; gaming, watching TV and films, but they also enjoy being active outside. They still have a thirst for travel and like their social media to reflect their life experiences and activities.

83% use the internet as entertainment

60% agree they like technology that makes their lives easier at home.

62% are interested in other cultures

2/3 of people prefer to go abroad than holiday in the UK

HITS UK BREAKFAST SHOW JOINS A SUITE OF AWARD-WINNING, MARKET-LEADING BREAKFAST SHOWS AROUND THE NETWORK.



FLEUR EAST

Introducing Hits Radio breakfast show...

Informed by audience insight and world-class programming expertise, a refreshed Hits Radio breakfast show was launched in July 2019.

Aimed at a family-focused audience of 25-44 year olds and led by singer and TV personality Fleur East, it offers audiences a unique point of difference.

Joining Fleur is MTV presenter and comedian James Barr, who co-hosts one of the UK's leading LGBTQ+ award-winning comedy podcasts.



GEORGE BOWIE



BIG JOHN



STEVE & KAREN



BOOGIE IN THE MORNING



THE BIGGEST NAMES IN POP COME TOGETHER TO PERFORM ACROSS THE UK!

Previous line-ups have included Ed Sheeran, Craig David, Take That, Paloma Faith, Rita Ora, Liam Payne, Jess Glynne, George Ezra, Lewis Capaldi, Mark Ronson, Louis Tomlinson, James Arthur, Mabel, Zara Larsson and Robbie Williams, among many others.

The event audiences reflect that of our stations, with the core demographic being 15-44 year olds, with a strong belief in family and friends having a great time together. Commercial partners are fully integrated into all aspects pre- and post-event, and live across multi-platforms.

The audience is relaxed and engaged, which offers brands associated with these events positive connections and an impact that lasts long after the event has finished.



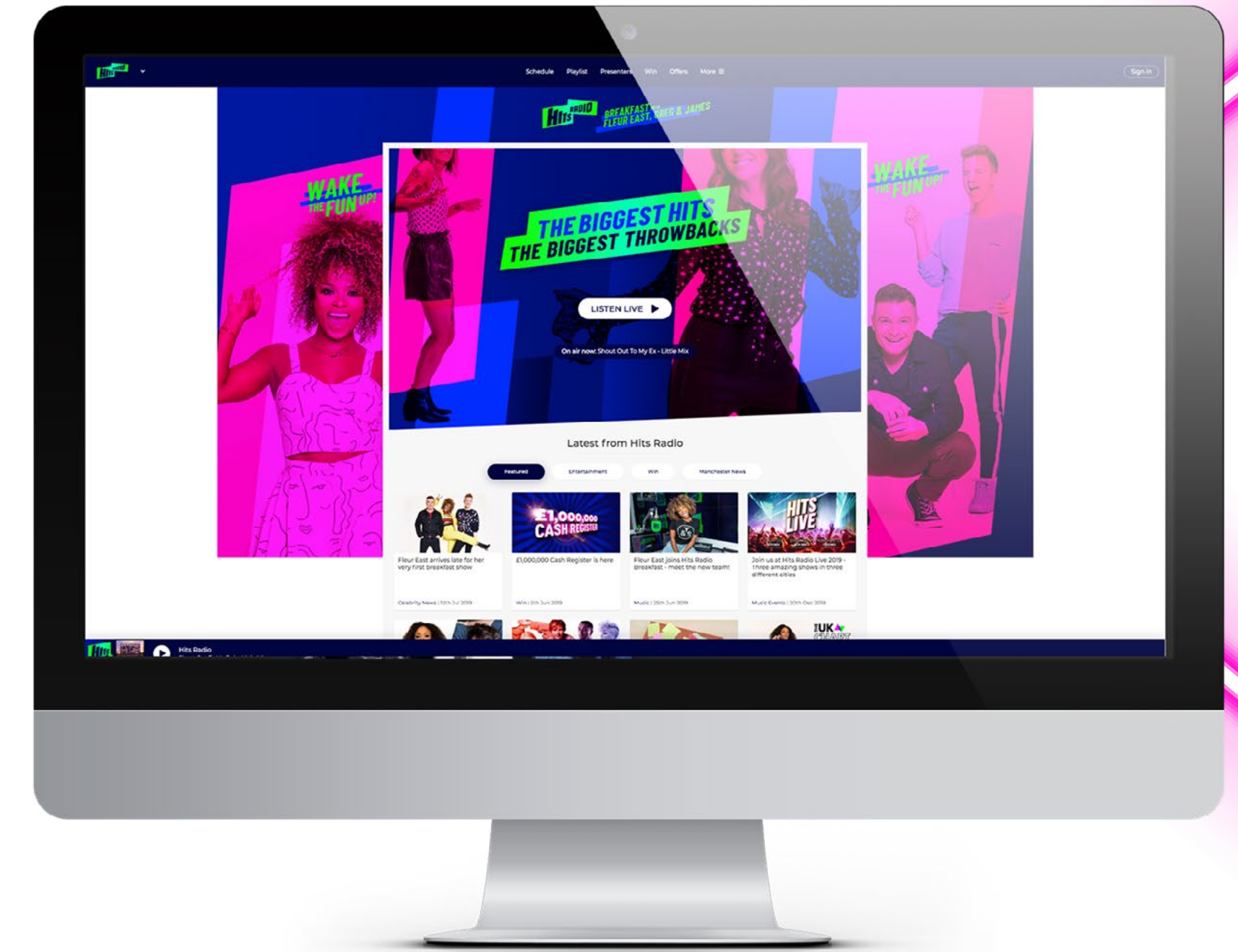
MULTI-PLATFORM OFFERING

HITS RADIO NETWORK ONLINE

Across the Hits Radio Network we engage our audience through multiple digital touchpoints. Our content strategy is simple: everything we do reflects our consumers' lives, not ours. Every email we send to our database, every Facebook post, every tweet, directs our listeners to our website, putting it at the heart of everything we do. This builds an attractive advertising platform for our clients as we're always creating fresh, innovative and topical content to entertain our audience.

We deliver the latest music, entertainment and local content that reflects the lives of our audience. We're the first to inform them of what's going on in their world, becoming their number-one trusted source for the hottest stories. We create digital campaigns that deliver results for our clients. We're experts in building brands, increasing databases and putting our clients' businesses in front of a large digital audience.

Our websites are responsive to ensure our content is easier to consume on smart phones, tablets and computers. We give our audience a positive user experience across all devices to ensure loyalty to our brands and repeat visits.



OUR APP

Our audience's lives are busy, so it is essential that we make our brands as accessible as possible. Our mobile apps allow our audience to engage with our radio stations while on the move. Through our apps, listeners can listen to the radio, interact with us on social media, watch our latest videos and be kept up to date with the latest news. They can also access their favourite shows via audio on demand, and get access to exclusive content and competitions.

