



MEDIA PACK

11/7/2023

THE MISSION

The KISS Network, made up of KISS FM UK, KISSTORY & KISS Fresh, entertains millions of people every week across the UK and is extremely influential amongst this hard-to-reach demographic. These young people are always onto the next thing, they want or already own the latest cool stuff and have multiple devices at their fingertips to facilitate this sense of immediacy. So how do we capture this fickle audience? By reaching them wherever, whenever, however, they want us which informs both our editorial policy and our commercial strategy.

From our youthful, peer-to-peer approach to our innate understanding of the changing nuances in youth culture, our ambition to never stand still with our content solutions delivers the latest trends across each platform. The strategy encompasses on-air and online, proving digital is as important as radio, social as important as live events, all working together to create the ultimate 360 destination to hear, see, share and discover.



THE KISS NETWORK

KISS is a leading multimedia brand for engaging 15- 34-year-olds across its multiple platforms. From on-air radio, social timelines, YouTube, TikTok, live events and live streaming, KISS connects with its audience through a multi-platform strategy of presenting content around the music and things they love wherever, whenever and however they want it.

KISS is the home of Jordan & Perri in the mornings, Tatum and Tyler West in the afternoons, and bringing the party vibes and energy with KISS Nights DJ's including DJ S.K.T, Ellie Prohan, Juls, Mollie Collins and Sam Divine, plus KISS Dance with Majestic and Anton Powers.

KISS is available on FM, DAB, Freeview, Sky, via your Smart Speaker ("Play KISS FM"), plus at KISSFMUK.COM, on the KISS KUBE App, on socials and at events.



KISS Fresh is targeted at the younger end of the KISS audience and is dedicated to black music and popular culture from KISS with its raft of talent representing all sides of life including Big Zuu, Elz The Witch, Henrie Kwushue, Esi, and Ellie Prohan.

KISS Fresh is available on Freeview, plus at KISSFMUK.COM, via your Smart Speaker ("Play KISS Fresh"), on the KISS KUBE App, on socials and at events.



KISSTORY plays the very best Old Skool & Anthems from RnB, Dance, Garage and Hip Hop with shows from DJs Wideboys, Scott Garcia, Steve Smart, Tinea Taylor and Justin Wilkes as well as KISSTORY Legends: Todd Edwards, Roger Sanchez and Judge Jules.

Beyond the radio KISSTORY is also hugely successful with sell-out events across the world including in London, Norwich, Bristol, Ibiza and Marbella.

KISSTORY is available on DAB, Freeview, plus at KISSFMUK.COM, via your Smart Speaker ("Play KISSTORY"), on the KISS KUBE App, on socials and at events.

KISS BREAKFAST WITH JORDAN & PERRI

Best mates Jordan & Perri get you hyped every weekday from 7am with massive guests, huge competitions, studio rave-ups, life-theories and of course what happened last night. Expect brutal honesty and lots of banter from the boys' huge circle of mates including all the things you didn't know you needed to know with Harriet Rose! The show has a group chat atmosphere and feels like a real conversation with news, opinions and everything our audience will want to know about the music they love.

KISS HYPE CHART WITH TINEA

Tinea takes care of weekday evenings Monday to Thursday from 7pm hosting The KISS Hype Chart – a countdown of the most talked-about KISS tunes of the day, from the newest releases to the biggest hits going viral on socials.

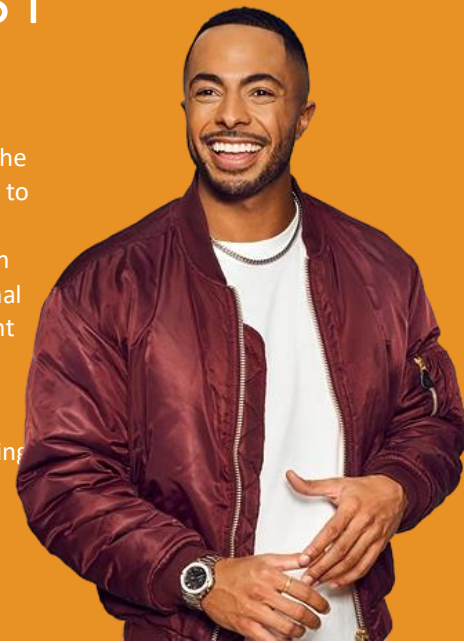
Tinea is also a daily KISSTORY host and is big on socials where you can catch her sharing her love of fitness, fashion and travelling.



THE HOME STRAIGHT WITH TYLER WEST

Tyler owns the afternoon from 4pm with the UK's biggest afternoon music show. He keeps the rush hour moving with everything that's happening in the world that day, from the latest news or celeb spat, to the hottest tracks from the KISS playlist and chats with your favourite celebs! The Home Straight with Tyler West is all about breaking down the traditional barriers to radio with complimentary social content interacting with the audience across multiple platforms.

When not on air, Tyler is out and about representing KISS at film premieres, festivals and is an active social-media fan.



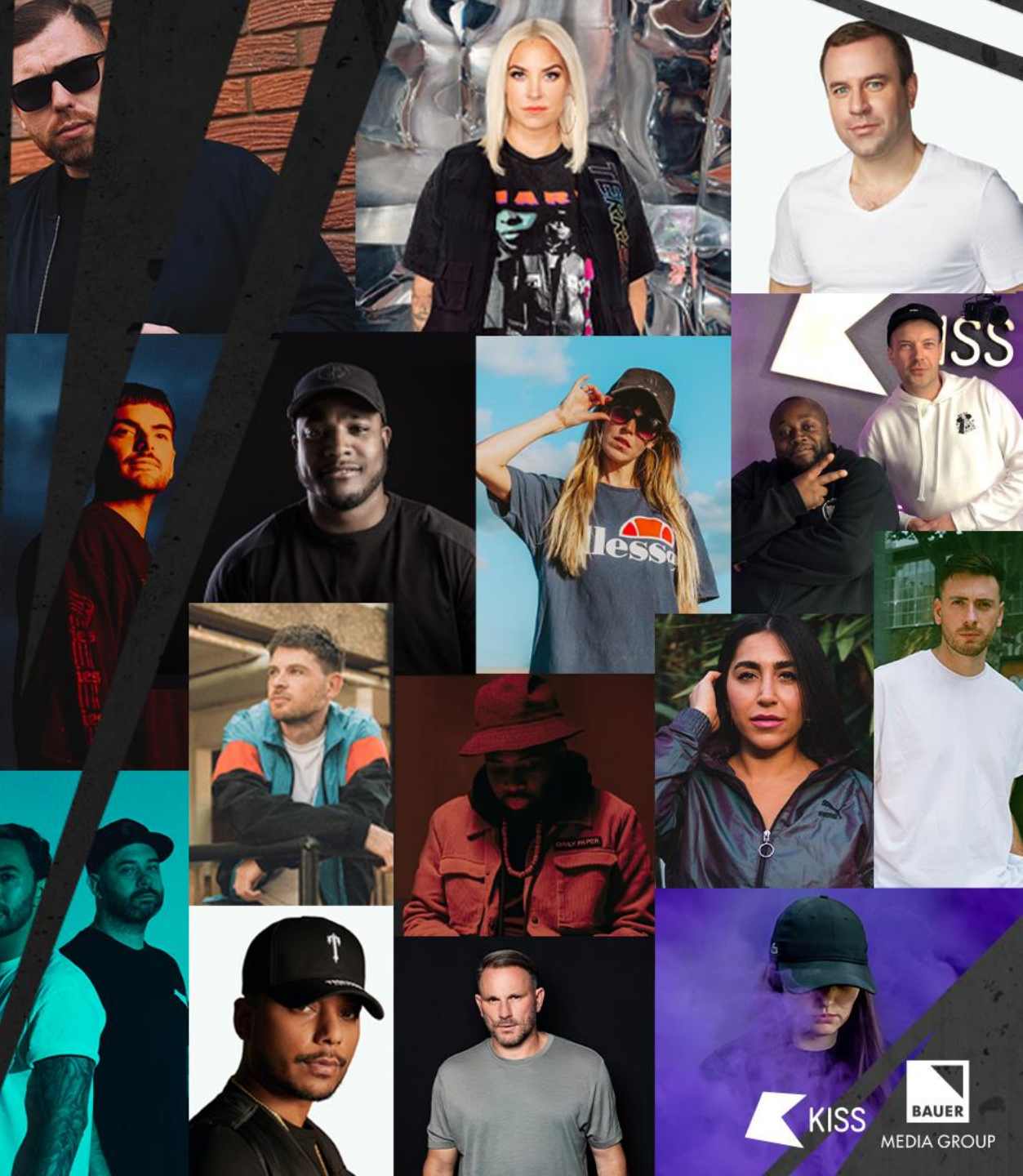
DAYTIMES WITH MICHEAL AND TATUM

Daytime is the home of Michael from 11am and Tatum from 1pm. Taking the audiences through the day with a blend of the latest tracks from the KISS playlist and at 11am it's the world famous KISSTORY, the essential hour of Old Skool & Anthems. Daytime is the real embodiment of KISS seamlessly bouncing from Old Skool hits to new music. It also allows KISS to diversify its audience profile, adding a slightly older, more ABC1 dynamic to its programming output.



KISS NIGHTS

KISS Nights runs in the evenings on KISS and hosts some of the world's biggest DJs and producers from the hottest music scenes with shows from DJ S.K.T, Majestic, Juls, Leftwing : Kody, DJ Q and Mark Knight's Toolroom Residency plus a super strong female DJ squad including Sam Divine, Mollie Collins, Shosh and Ellie Prohan.



THE LISTENER:



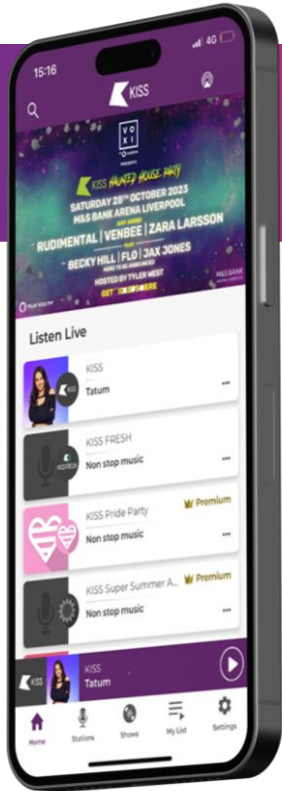
The KISS audience is a 15-34, 60/40 female to male split and united by their love of music and the cool stuff they're into right now. Travel, movies and tech really excites them, and we see more entries for tech-wins than any other commercial incentive. Plus, with over 250k active KISS KUBE App users, we're adding huge mobile and digital value by enabling our audience to interact with us on the go and listen live or again later.

Our audience is predominantly urban, but increasingly national with 65% now living outside London. They love to interact, with our social platforms reaching a potential 2.1m people, we seamlessly integrate Tik Tok, Instagram, Twitter, Facebook and YouTube into our editorial strategy.



LISTEN, WATCH AND ENGAGE

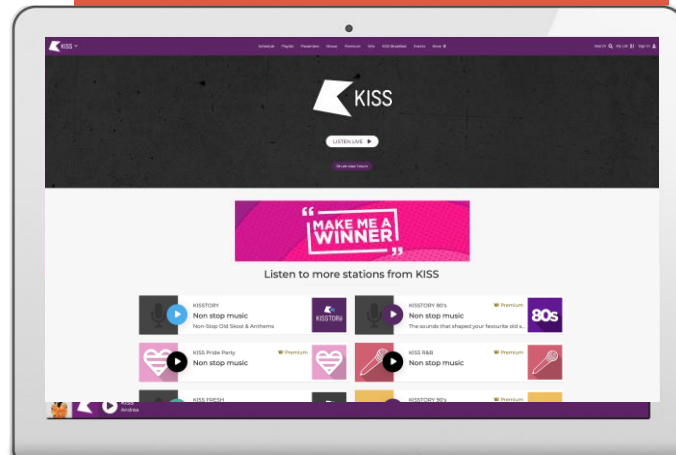
APP



The free KISS KUBE App allows you to listen live or replay all of the KISS stations on the go, including KISSTORY and KISS Fresh, plus get exclusive access to stations like KISS Dance, KISS Garage and KISS Bliss.

ONLINE

Listen live and get the latest from The KISS Network via KISSFMUK.COM where you'll find celeb news, reviews, chances to win big as well as the lowdown on our upcoming events.



LIVE EVENTS

KISS sees more than 400,000 people each year party at our exclusive events; KISSTORY is our biggest event strand with multiple dates each year in London, Ibiza and Marbella to Bristol and Norwich.

Summer is always a massive season for KISS as we go on the road to host and represent at key festivals and events including We Are FSTVL, 51st Festival and Sundown. If that wasn't enough, we also host a yearly sell out Halloween event The KISS Haunted House Party which in previous years has seen up to 11,000 dressed up fans dance the night away to big names like Stormzy, N-Dubz, Craig David, Jason Derulo and Little Mix to name just a few.



RADIO

Don't miss out on the latest from KISS via your radio or smart speaker just ask your smart speaker to "Play KISS FM", "Play KISSTORY", "Play KISS Fresh", "Play KISS Dance", "Play KISS Garage", or "Play KISS Bliss."



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