

**Absolute  
Radio** ▶▶

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**MEDIA PACK**





# ABSOLUTE RADIO

The Absolute Radio family of stations is made up of Absolute Radio, Absolute Classic Rock, Absolute Radio 60s, Absolute Radio 70s, Absolute 80s, Absolute Radio 90s, Absolute Radio 00s, Absolute Radio 10s and Absolute Radio 20s.

From landmark documentaries and intimate live sessions to festival exclusives and specialist programming, Absolute Radio is commercial radio's most ambitious and innovative brand.

We're famous for being the home of Dave Berry, Jason Manford, Frank Skinner and the No Repeat Guarantee. We champion the very best in rock music, from breaking new acts such as Lewis Capaldi and Sam Fender to favourites such as Coldplay and Foo Fighters, along with the best of legends like The Beatles, Bon Jovi and Queen. We don't do plastic pop pap - we do real guitars, real drums and real singers.

Absolute Radio. Where real music matters.

# ▶▶ ABSOLUTE RADIO AUDIENCE

Absolute Radio's listeners are 'Reluctant Adults' and are not like past generations. They have mortgages, families, careers and other adult responsibilities but also want to keep doing most of the things they did in their younger, 'carefree' years. To them, age is just a number. This is not about being childish, more about a defence against the dull! 'Adulging' is being done on their terms, as they turn their back on the societal norms of the past.

For our 'Reluctant Adults', music is a constant and it is integral to everything they do. Their lives have a soundtrack and not just background music. They're fans of Oasis, Arctic Monkeys and Foo Fighters, but also love some classic Fleetwood Mac and Rolling Stones. Our listeners are also interested in intelligent observational comedy and they love their football. Despite not being able to go to as many games, they watch more matches at home. They are tech-savvy and understand how the digital world can help them to access and share great content. They are more connected and more switched-on than previous generations.

This generation want to do more and see more. They have a hunger for seeing and experiencing new places. This manifests itself in travel, finding new friends and interacting with a wider world.

A passion for their career is key. What they want to do is more important than what they are expected to do. They are happy to change jobs to accomplish this, occasionally taking sideways moves in their constant battle to achieve a better work-life balance.

Reluctant Adults don't want work to be all-encompassing. They recognise the patterns of work taking over and don't want to fall into the trap of 'living to work'.

Look around you, Absolute Radio's audience are intelligent, irreverent people who want a content-rich and challenging radio station where "Real Music Matters".



**83%**  
**AGREE**  
"music is very important in my life"



**59%**  
**AGREE**  
"I do more exciting things than my parents did at my age"



**77%**  
**AGREE**  
"I like to travel to new places"



**72%**  
**AGREE**  
"I find happiness in having new experiences as much as buying stuff"

Source: 'Bauer Insiders' – online panel 2020



THE WICKES ABSOLUTE RADIO SPONSORSHIP DELIVERED DOUBLE-FIGURE REVENUE ROI FOR EVERY £1 INVESTED. AN INCREASE YOY WHICH OUT-PERFORMED ALL SPOT RADIO.



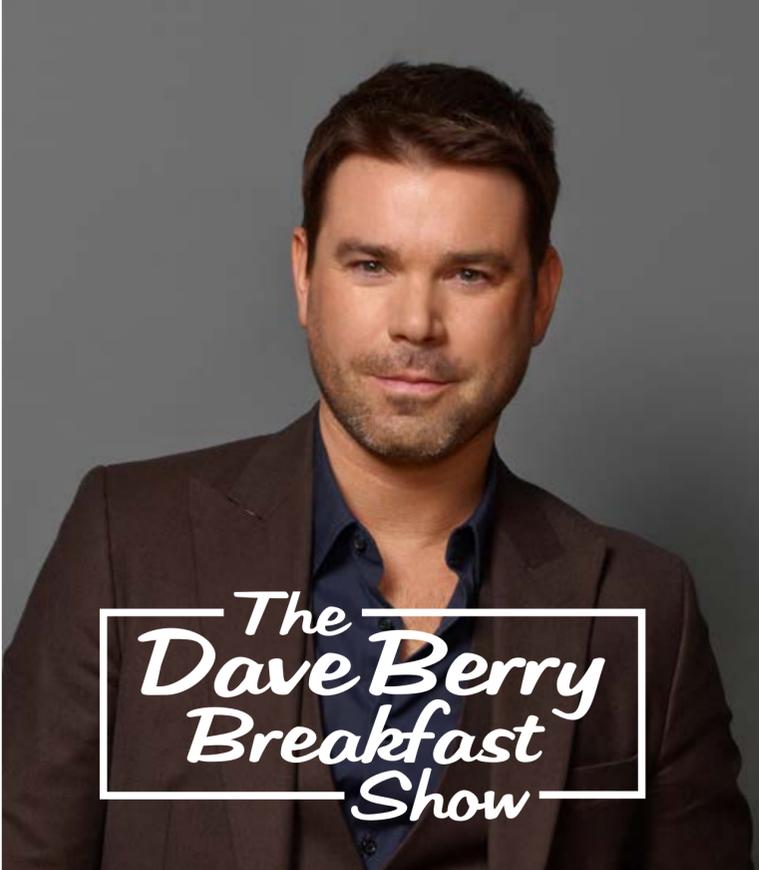
62% OF ABSOLUTE RADIO LISTENERS WOULD CONSIDER BUYING A SKY Q BOX AFTER HEARING THEIR ACTIVITY ON AIR



MORE THAN HALF OF ABSOLUTE LISTENERS WANTED TO FIND OUT MORE ABOUT SKY CINEMA AFTER HEARING THE CAMPAIGN.



AFTER SPONSORING BUSH & RICHIE'S, "THE HOMETIME FISH SHOP TOUR" SALES OF MALDON SALT'S NEW PRODUCT GREW A STAGGERING +87%



## The Dave Berry Breakfast Show

### THE DAVE BERRY BREAKFAST SHOW

Dave Berry and Matt Dyson wake up our listeners every weekday with the biggest guests, gigs and tunes. Breakfast Show listeners can also enjoy UK radio's first-ever tailored music service. Ground-breaking technology allows listeners to choose the music they want to hear on the breakfast show. From Absolute Radio 60s to 10s and Classic Rock, there are eight options. Put simply, one button is pressed and seven different songs play out across our stations. Each is matched for duration, mood, artist and tempo, meaning that when the microphone re-opens, there's no jarring and all of the services unite for the link.



## HOMETIME WITH BUSH & RICHIE

### HOMETIME WITH BUSH AND RICHIE

Andy Bush and Richie Firth combine for a Hometime show by the people, for the people. Listeners play a huge part in this show that's full of hilarious features and great music. It's the perfect listen for anyone stuck in traffic on their way home and is guaranteed to put a smile on the faces of everyone listening. The Hometime show plays across all of our Absolute Radio stations - from Absolute Radio 60s to 10s and Classic Rock.



### PROPER FUNNY

Absolute Radio boasts a wealth of award-winning comedy talent. We are the home of The Frank Skinner Show, Jason Manford, Dave Berry, Rock 'N' Roll Football host Matt Forde, Glenn Moore and star of the IT Crowd, Matt Berry. If that wasn't enough, we also have thousands of hours of on-demand comedy programming on our podcast channels too, enjoyed by millions every year.



## NO REPEAT GUARANTEE

We like to keep things fresh with our No Repeat Guarantee, which means you'll never hear the same song twice on weekdays between 9am and 5pm.

# PLATFORM OFFERING



## DIGITAL

We put digital innovation at the heart of what we do. With a sleek design, our website is fully responsive for every screen size and is focused on driving listening, putting all decade stations at the forefront along with a 'Listen Live' button. The No Repeat Guarantee and Rock 'n' Roll Football also get featured positions on the main station home page.

Our free Absolute Radio app is available on Apple, Android and Amazon devices and is home to loads of incredible, on-demand content. You can listen back to exclusive interviews and live performances, as well as loads of brilliant podcasts and special, ground-breaking documentaries.



## ABSOLUTE RADIO LIVE

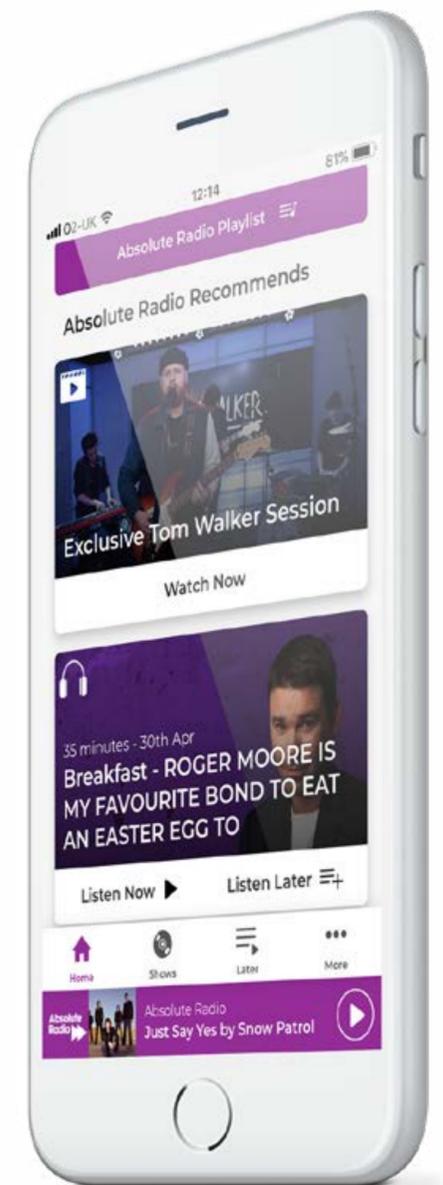
From the Isle of Wight festival to Abbey Road, from Hyde Park to St Paul's Cathedral, Absolute Radio Live is responsible for some of the most spine-tingling live music moments in modern memory.

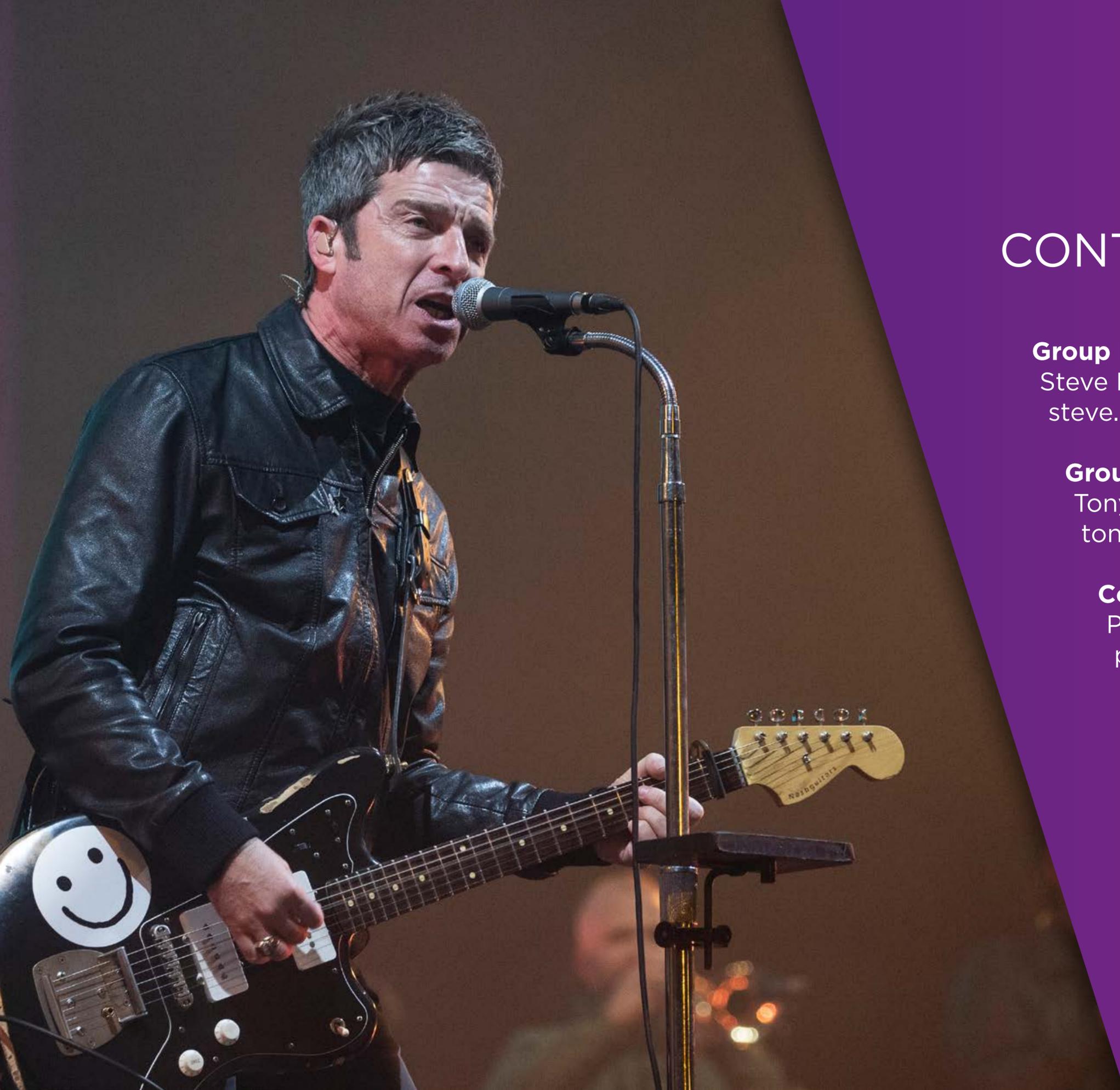
Coldplay played an unforgettable show for us at the London Palladium and Elbow, Liam Gallagher, Noel Gallagher, Biffy Clyro and Kasabian and Stereophonics have all performed gigs in out-of-this-world places for Absolute Radio. It's not just these landmark events where we excel though. We're also the official radio partner for the Isle of Wight festival, where we're on-site with exclusive interviews, live tracks and uninterrupted stage sets from star-studded line-ups.

Sometimes, there's no place like home. We open our doors for intimate sessions from stars such as Vampire Weekend, The 1975, Paul Weller and Richard Ashcroft, The Courteeners and Supergrass. Absolute Radio is proud to support both established legends and the future superstars of music.

## INSTREAM

Absolute Radio account holders hear fewer adverts, compared to listening through a normal radio. This InStream technology ensures users get more songs and allows advertisers to target ads based on age, gender and location.





## CONTACTS

### **Group MD, National Radio**

Steve Parkinson

[steve.parkinson@bauermedia.co.uk](mailto:steve.parkinson@bauermedia.co.uk)

### **Group Content Director**

Tony Moorey

[tony.moorey@bauermedia.co.uk](mailto:tony.moorey@bauermedia.co.uk)

### **Content Director**

Paul Sylvester

[paul.sylvester@absoluteradio.co.uk](mailto:paul.sylvester@absoluteradio.co.uk)

### **Marketing Director, National Radio**

Clare Baker

[clare.baker@absoluteradio.co.uk](mailto:clare.baker@absoluteradio.co.uk)

### **For all advertising enquiries**

[advertising@bauermedia.co.uk](mailto:advertising@bauermedia.co.uk)