

## FUN

Kent's Biggest Hits, music from the 90's, 00's and today.

Listen to the biggest celebrity interviews.

Great competitions and events, we give away over £100k worth of prizes to listeners in Kent each year.

## FAMILY

Our mix of music entertains Kent, with our target audience of 15-44 year olds. We provide relevant news, travel, weather and what's going on, every hour with our team of presenters.

## KENT

Radio made in Kent for Kent.

Broadcasting on 7 local transmitters, so the content served to each area is relevant.

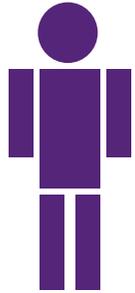


# Kent's radio station 233,000 listeners a week



Male  
107,000

Female  
126,000



46%



54%

Main shopper



80%  
186,100

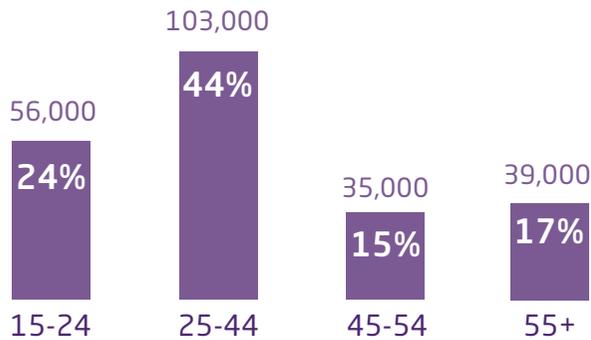
Main shopper with kids



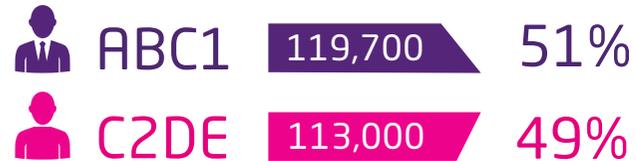
36%  
84,600



Age Breakdown



Social Grade



**82,900**  
more 15+ listeners  
in the last 12 months

**61,600**  
more main shopper  
listeners  
in the last 12 months

**614,500**  
more hours listening  
by men  
in the last 12 months



# Listeners - number of and proportion that are...

Adults 17+ with 1 or more cars in household



205,100  
88%

Adults 18+ living in owned home



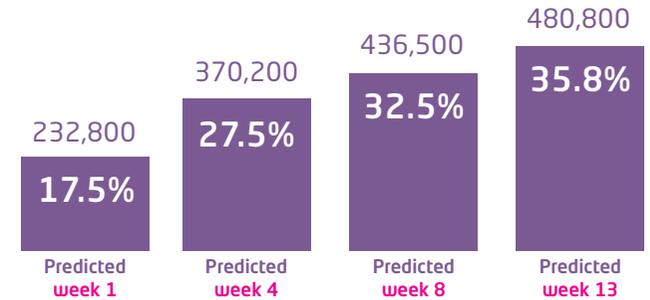
150,300  
65%

Adults listeners that listen to no other local commercial station



73,700  
32%

# More weeks, more listeners



Source // RAJAR/Ipsos-MORI/RSMB 6 Months Q2 2019



Bought

My local station

42%

Other commercial radio listeners

30%



Visited a store

52%

29%



Searched online

60%

46%



Increased brand consideration



Action taken after hearing about a brand on my station



Local stations are more influential at a local level



# 1

## Radio talks to people at the right time and place

Radio works in “real time” so ads can be run at just the time when people are most ready to be influenced by the message.

# 2

## Radio reaches the right local audiences

Naturally the listeners to a local radio station are locals. But more importantly they are also the right kind of locals. Compared to other media, commercial radio listeners tend to be significantly younger.

# 3

## Radio is a ‘local friend’ for listeners

Listeners typically describe their favourite local radio station as a friend, and that friendship can be used by advertisers to change the way local people perceive them - to keep ahead of the competition.

# 4

## Radio is the most flexible medium

Business conditions can change fast and radio is well set to meet those changes. Production of commercials is quick and relatively low-cost.

# 5

## Radio builds long-term brand dominance

Because radio messages are repeated more often and have lower levels of avoidance, by the time a listener is ready to make a purchase, the retailer’s brand name and values are strongly established in their mind. This is particularly true for brands which invest in sonic identities or jingles.



# FACTS

## Trusted local news

We produce more trusted local news than any other radio station in Kent - 300 minutes each week.

## More content

kmfm produces hours of additional news, sports and celebrity podcast content too.

## Traffic & Travel

Our travel news is the county's most comprehensive and up to date. We broadcast an average of 160 minutes a week made with the help of CCTV, Kent Police, highways and from kmfm listeners.

## Prizes

In the past year, kmfm has given away over £100,000 worth of prizes. £30,000 in cash and another £80,000 in prizes.

## Events

We're out and about at local events such as concerts, sports events, light switch-ons, store openings...

## On the radio and TV

kmfm Breakfast Show and kmfm Weekends is simulcast on KMTV

## Customers

We work with around 220 customers each month.

## Growing your business

We've been instrumental in helping local businesses grow and get new customers; through incredibly good value targeted advertising, exciting sponsorship, promotions and competitions.



## Breakfast

Monday - Friday

06:00 - 10:00

Garry and Laura are Kent's alarm clock! Waking you up with 'Say It', 'Workplace 3', travel, news and all the laughs you need to start your day



## Daytimes

Monday - Friday

11:00 - 16:00

Andy has more hits for your workday and you can take control of the playlist on 'Total Request Lunch' from 1pm.



## Drivetime

Monday - Friday

16:00 - 19:00

Rob drives you home with more travel, more winning with 'Music Blaster' and an end of the workday party '5 o'clock Whistle'.



## Weekends

Saturday & Sunday

07:00 - 22:00

The soundtrack to the weekend includes Floorfiller Anthems, Winning Weekends and Tony Blackburn.



## Hit List

Sunday - Thursday

19:00 - 22:00

The biggest celebrities, mixed with the freshest new music in Kent; Emma Jo and Ben have the hottest show in Kent.



## We Love the 90s

Monday - Sunday

10:00 - 11:00

We Love The 90s gives you 1 hour of throwback tunes daily. From old skool to indie, R&B to pop: the memories will flood back!

**KMFM**  
KENT'S BIGGEST HITS

We talk directly to the Kent market with all our programming being created and broadcast in Kent.

With seven local FM stations and a countywide DAB service, you can geotarget your campaign to the areas you need, with no wastage.

We are available on streaming services Alexa and Google Home.

We have listeners close to your business and you could reach them for a lot less than you think.

Our airtime and sponsorships packages are designed for businesses of all sizes.

We offer a full creative commercial production service to complete your radio requirements and we will help you through every part of the creative stage.

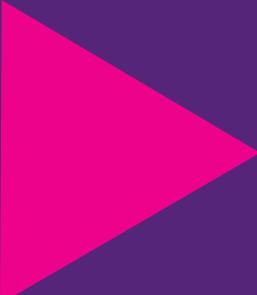
We have audio examples of the hundreds of local businesses that are finding kmfm working for them and even offer the chance to look around the studios and meet the guys who are on the radio and make it work.

**Not just a radio station:** We have incredible social media numbers with nearly 309,000 people following us on Facebook, Twitter and Instagram, search @kmfmofficial for more.

On kmfm.co.uk, we can also offer targeted digital opportunities to our online audience.

**Contact:** For more details E-mail: [talktome@thekmggroup.co.uk](mailto:talktome@thekmggroup.co.uk)  
Phone: Zoe Hall, Radio Sales Manager 07834 678091





## 7 local FM stations

kmfm for Ashford **107.6 FM**

kmfm for Canterbury, Whitstable and Herne Bay **106 FM**

kmfm for Medway **100.4 - 107.9 FM**

kmfm for Maidstone **105.6 FM**

kmfm for Shepway and White Cliffs Country **96.4 - 106.8 FM**

kmfm for Thanet **107.2 FM**

kmfm for West Kent **96.2 - 101.6 FM**

## 1 Kent DAB Digital Radio station