



106.2 + 102.7

MEDIA PACK

PEOPLE TRUST RADIO

WHY RADIO?

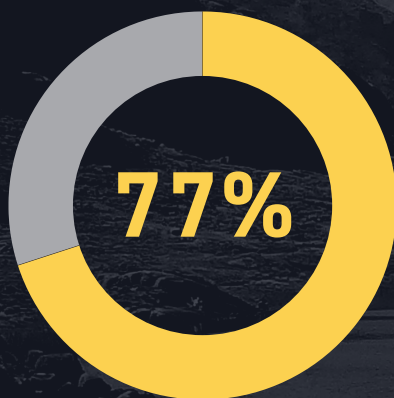
Radio is viewed as the most reliable medium of modern times, with **77%*** of the public stating they trust radio more than alternative channels and that commercial radio in particular helps them stay informed.

Commercial radio is a valuable channel for advertisers. With **90%*** of the UK listening to their favourite radio station every single day adverts can reach any demographic, and are proven to influence consumers' awareness, attitudes, and actions toward brands. Even TV driven campaigns achieve up to **20%*** greater cost effectiveness when complemented by radio advertising.

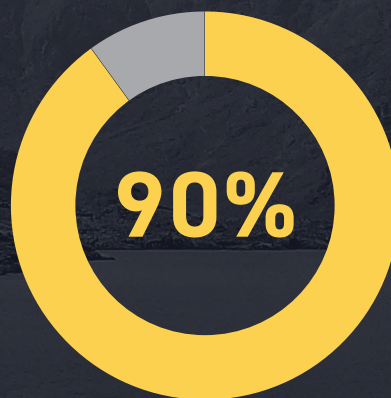
The question for advertisers isn't "Why radio?" it's "**Why not radio?**"

*Radiocentre





**TRUST RADIO
MORE THAN
OTHER CHANNELS**



**LISTEN TO THEIR
FAVOURITE RADIO
STATION DAILY**



**INCREASED COST
EFFECTIVENESS
WHEN CAMPAIGNS
INCLUDE RADIO**

WHO'S LISTENING?

YEAR-ROUND AUDIENCE

Living in a region that boasts one of the lowest unemployment rates in the UK (**1.2%**), the people of Skye and Lochalsh enjoy good job security and a healthy average salary. The area is self sufficient, catering for anything from the outdoors to house building needs but residents will travel for a wider choice of items - from clothing to cars and everything in between, the people of Skye and Lochalsh are looking for what you are selling. So wherever you are based, your newest customers could be here so why not let Radio Skye help them find you.

SEASONAL AUDIENCE

Skye is among the most popular tourist destinations in Scotland, welcoming over **750,000** visitors in **2017**. However, most tourists do not visit Skye alone and will travel to major cities or even tour the entire country. With free time and money to spend this is a seasonal audience with huge potential.

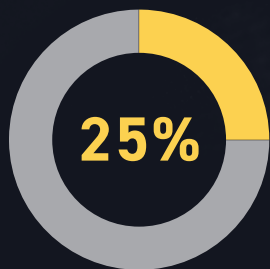
Our adventurous, roaming tourists are looking for inspiration, great experiences, as well as practical solutions to make their experience as enjoyable as possible...whether it be travel companies, visitor attractions, places to eat and drink or one of the many fine products made in Scotland. Let **Radio Skye** help make your business one they find.

DIVERSITY

Listeners to commercial stations like **Radio Skye** represent a broad cross section of the population, with the sector attracting a significantly more ethnically and socially diverse audience than the BBC. So if you are looking to attract a broader audience, then look no further than your local commercial radio station, **Radio Skye**.



Listener looking for you



OF HIGHLAND & ISLANDS
TOURIST VISITS



£72M
OVERSEAS TOURIST SPEND

>24,000
PEOPLE VISTED IN JUNE

↑ 5%
VISITS YEAR ON YEAR

WHY RADIO SKYE?

CAPTIVE AUDIENCE

Radio Skye is the only commercial radio station covering the Isle of Skye and Lochalsh, providing advertisers with an opportunity nobody else can; to capture the hearts and minds of the region's more than **13k** residents* and **750k** tourists**. As the only way for radio adverts to reach a uniquely captive audience of consumers, if you didn't use Radio Skye to advertise, Skye and Lochalsh didn't hear you.

LOCAL PRESENTERS AND ENGAGING CONTENT

Radio Skye offers the people of Skye and Lochalsh something no other station can; original and engaging content that is truly relevant to them. From native Gaelic programming to local news, sport, and chat shows; the value our listeners place on our authentic and interesting content gives credence to everything we broadcast, including our advertising. Nobody speaks to our community like we do.

NO RED TAPE OR LONG WAIT

As an independent broadcaster it is easy for us to tailor advertising and show sponsorship packages to your needs. Fast and flexible, we'll work with you to add value wherever we can; ensuring your message is delivered to our unique audience in the best way, at the best times.

*National Records of Scotland, 2013'

** Skye Connect

Unique captive audience

"I like to hear local information, familiar voices, comments or about people I know, and music I enjoy."

> **13K**
RESIDENTS

> **750K**
TOURISTS



On air and online

WE DO DIGITAL

Staying in tune with the digital age, radio is now more accessible than ever through online listening, apps and social content and is a powerful part of any advertising campaign. At Radio Skye, we stream online via our website and via radio apps so it doesn't matter where our listeners are based, they can always tune into their local radio station via their phone, online or on their radio.

Our audience love to get engaged with our shows via social media and on our website. That's why our on air advertising is complimented by banner ads and social media posts promoting your business. We are all over social media either through Facebook, Twitter or Instagram with constant new updates and show information, so we know that a digital presence will add to your on air exposure and get your business heard to an online audience.

We also offer website advertising spaces at competitive rates meaning your business gets noticed every time people visit our site to listen live online, listen again or to check out our schedule. Website advertising is flexible and can be anything from one month to annual advertising, we always work to your requirements.



COMMUNITY LIVE

OUTSIDE BROADCASTING

Not all our content is made in the studio, we also take our state of the art broadcast van out to the many local events to broadcast live. Whether it's the shinty season commentary or Hogmanay parties, we are there, so why don't you be too with specialist spots for advertising throughout our outside broadcasting shows.

A' CUMAIL TAIC RI AR CÀNAN AGUS AR CULTAR - SANAS CHADH SA GHÀIDHLIG

Bidh 30% de shluagh An Eilein Sgitheanaich agus Loch Aills a' bruidhinn Gàidhlig agus tha cuid mhath eile ga h-ionnsachadh. Mar sin, chan eil dòigh nas fheàrr taic a thoirt dhan Ghàidhlig na a bhith a' sanasachadh sa chànan. Aig Radio an Eilein tha sinn gu mòr airson dà-chànanas a bhrosnachadh agus ged a tha prògraman sònraichte againn ann an Gàidhlig a gheibh taic bho shanasachadh sa chànan, tha sinn airson 's gum bi sanasachadh Gàidhlig a' nochdadh air feadh a' chlàir. Tha sinn den bheachd gum bi seo an dà chuid a' toirt taic do ar coimhearsnachd ionnsachaidh agus a' dèanamh cheanglaichean ri fileantaich nar measg. Tha sinn airson 's gum bi earbs aig luchd-èisteachd annainn a thaobh a bhith a' toirt spèis do chultar agus iomadachd sa choimhearsnachd.

Tha dà roghainn air a thabhann anns gach pasgan sanasachaidh air chuairt 50/50 no 60/40. Tha ar sanasan Gàidhlig air an eadar-theangachadh agus air an aithris gu h-ionadail le preseatantairan fileanta mus tèid riochd deireannach a chur orra.

SUPPORTING OUR LANGUAGE AND CULTURE - ADVERTISE IN GAELIC

30% of Skye and Lochalsh's population speak Gaelic and many more are learning so there is no better way to support the Gaelic language than to advertise in Gaelic. At Radio Skye we are supportive of Bilingualism and although we have specific shows in Gaelic which will benefit from Gaelic advertising, we are committed to having Gaelic advertising throughout our entire schedule. We believe it not only supports our learning community but connects on a different level with those who are fluent, it adds a layer of trust and a commitment to the community and its culture and diversity.

We offer both options in every advertising package with either 50/50 rotation or 60/40. Our Gaelic advertising is translated and voiced locally by one of our fluent presenters before produced into the final audio.

Guth an Eilean Sgitheanaich 's Loch Ailse



By locals for locals

HIGHLIGHT SHOWS

THE BREAKFAST SHOW

Our breakfast show connects directly with the local community with live interviews on issues that matter most plus local news, weather and traffic updates, there is no better way to find out what's happening in the local area.

DOL DHACHAIGH DRIVE TIME

Taking you home through the week with local interviews, news, weather and traffic updates plus great music too.

CAMANACHD LIVE

Award winning shinty commentary with news, results and live coverage of the shinty season.

SHONA & ADAM SHOW

Thematic music show showcasing their diverse tastes, it's always an education.

GINA MILLS

The noisiest show on Radio Skye, Gina brings the best of rock.

FRIDAY NIGHT TRAD

Gaelic & Scots music, showcasing new Scottish Trad talent.

STRANGE BREW

An eclectic mix of music, anything from blues to folk to trad.

PHAT CONTROLLER

Iain Copeland brings a jazz and world music to the airwaves of Skye and Lochalsh.

GREAT NORTHERN RADIO SHOW

Alt-indie music show broadcasting the best of independent bands.

CUILLIN CEILIDH

An evening of lively traditional ceilidh music.

OUR PROGRAMMING

We're on air 24/7, 365 days a year. With a program of over 40 shows per week there is something for everyone, by local broadcasters for local listeners. In addition to our regular schedule, we broadcast one-off special shows that add variety and highlight special community events. We are always ready to adapt to the needs of our local community and our schedule reflects that.

Head to our online schedule to find out more about all of our shows.

WHAT OUR LISTENERS HAVE TO SAY...

"Community focused with plenty of local content."

"Love listening to the breakfast and drivetime shows, great chat and interesting guests."

"Live shinty broadcasts are first class thanks to good commentator who knows his subject."

"Just love to listen when on holiday on Skye and online. Always great listening with plenty of useful information too."

"I like Alastair Ross's programmes both English and Gaelic"

"Radio Skye is essential listening for those of us who depend on the radio for our information and entertainment."