93.6 globalradio

The official English speaking station on the Costa del Sol.

Media Pack 2016

93.6FM

www.global.fm

93.6 globalradio

The official English speaking station on the Costa del Sol.

About Us

93.6 Global Radio has been established on the Costa Del Sol since September 1997. Now heard on 93.6FM, Global Radio plays the biggest variety of hit music from 1970s disco anthems to the very best of today's chart hits.

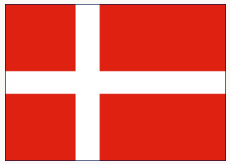
93.6 Global Radio broadly appeals to the 30 to 60 age group, with a core audience demographic of 41 to 50 year olds. As the only truly live and local station on the Costa Del Sol, we appeal to the widest possible audience base.

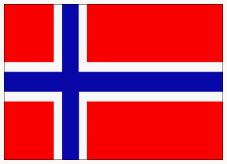
93.6 Global Radio provides the Costa Del Sol with live travel news at peak times during the day, the only station here offering this service. We also have the lowdown on all the local events, the best competitions, and world news throughout the day.

93.6 Global Radio broadcasts to the English speaking British ex-pat community. Official Spanish government figures show that there are 120,000 homes here owned by British people, and a recent report by the BBC suggests that there are in the region of **350,000** ex-pats living in the Global Radio service area. Global radio can also be enjoyed by the 1.6 million British tourists who visit the area every year.

93.6 globalradio
The official English speaking station on the Costa del Sol.

Costa Del Sol Community

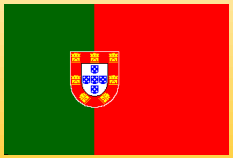


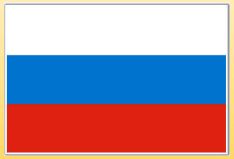


93.6 Global Radio is at the heart of the English speaking community on the Costa Del Sol.

Not just the British expats, but people from around the world who love life in Spain.

93.6 Global Radio brings together people from many nationalities who can communicate together through the English language, and enjoy our mix of music, information, and entertainment.





93.6 globalradio
The official English speaking station on the Costa del Sol.

93.6 globalradio
The official English speaking station on the Costa del Sol.

93.6 Global Radio

Total Audience Figures

93.6 GLOBAL RADIO reaches more people through broadcast content and social media than any other English speaking station on the Costa Del Sol.

The latest listening and digital engagement figures compiled by Radio Response show that 93.6 Global Radio continues to be the market leading radio station on the Costa Del Sol.

93.6 Global Radio - 29.54% 103,390 listeners*

Spectrum FM – 25.08%
T.R.E. - 22.05%
Central FM – 13.16%
City FM – 8.01%
Easy FM – 1.03%

**May 2016*

Whether on air, online, or all together – 93.6 Global Radio gives you access to the biggest audience on the Costa Del Sol.

93.6 globalradio
The official English speaking station on the Costa del Sol.

Commercial Radio

RADIO WORKS: Independent Research shows that Radio achieves the greatest recall of all media, with the strongest memory retention of brand and company.

RADIO REACHES MORE CONSUMERS: Radio is everywhere 24 hours a day, 7 days a week. Radio is heard in the home, car, shopping centre, garden, workplace and leisure centre.

RADIO IS INTIMATE: Radio is a one-to-one medium, with presenters seen as friends. This relationship makes your potential customers more receptive to your message. Coupled with the subliminal effect of radio commercials, it can often result in the listener responding to a commercial because a "friend told me so".

RADIO IS INTRUSIVE: Your potential customers may choose to open a newspaper or periodical; however they must actively choose to stop and read your printed message. Listeners choose to listen to a particular radio station; they do not get up to make a cup of tea, or 'flip' the page when the commercials come on.

RADIO IS ACTIVITY RELATED: Radio can reach your potential customer at the time that their activity is related to your product or service. Radio talks about buying a new car to consumers whilst they are driving, or about a new kitchen to someone who is cooking.

RADIO IS IMMEDIATE: Radio has the shortest lead time of all media. If you need your message across NOW – only radio can do this.

RADIO IS COST EFFECTIVE: Radio allows your message to be received by more people more often, thereby producing a lower cost per thousand than any other media.

EVERY RADIO COMMERCIAL IS A HEADLINE: Every commercial is heard in isolation – you will not be sharing the 'page' with any other advertiser. Only radio offers the opportunity for local companies to advertise alongside national brands without being overshadowed.

RADIO HAS LOW LEVEL AVOIDANCE: Only 16% of people surveyed by the RAB avoid radio commercials, compared with 68% who avoid adverts in print

93.6 globalradio
The official English speaking station on the Costa del Sol.

Your Business

We are here to get results from your advertising, our future growth is dependant on the growth and success of your company. We will help you create marketing plans which achieve results.

Advertising: 93.6 Global Radio will carry your message to more people, more often and more immediately than any other media. Radio offers the opportunity to raise your company profile, target specific markets and achieve increased turnover in the most cost-effective manner.

Sponsorship: 93.6 Global Radio offers a unique method of associating your company with our many public information services and programme features. Sponsorship is an exciting way to build a special relationship with our listeners through association with our radio brand, opportunities include:

- Weather Bulletins - News – Traffic Travel Reports – Shows
- Features
- Competitions
- Outside Broadcasts
- Live Reads

93.6 globalradio
The official English speaking station on the Costa del Sol.

Airtime Campaigns

Bronze Monthly Package

5 peak time spots rotated over 4 days a week

80 spots = €250 (spot rate €3.13)

Silver Monthly Package

5 peak time spots everyday

140 spots = €400 (spot rate €2.86)

Bonus off peak spot plays included free of charge

Gold Monthly Package

8 peak time spots everyday

224 spots = 600 Euros (spot rate €2.67)

Bonus off peak spot plays included free of charge

Includes premium website banner placement

93.6 globalradio
The official English speaking station on the Costa del Sol.

Commercial Production

Our team of creative producers will design an audio campaign to deliver the best possible results for your business.

A 30 second commercial will achieve the highest recall.

30 second commercial production cost is 120 euros
This includes a single voice over and library music with special effects if needed
Additional voices are 50 euros per voice

Radio advertising, done properly, works.

93.6 globalradio
The official English speaking station on the Costa del Sol.

93.6 Global Radio Music

Whenever you tune into 93.6 Global Radio you'll hear the best songs ever recorded!

Our top Global artists include:

Madonna
Olly Murs
Tina Turner
One Direction
Ed Sheeran
Whitney Houston
Queen
Michael Jackson
George Michael
Eurythmics
Adele
Pet Shop Boys
Duran Duran
Oasis

93.6 globalradio
The official English speaking station on the Costa del Sol.

93.6 globalradio
The official English speaking station on the Costa del Sol.

Contacts

Global Radio
Ctra. De Cadiz KM. 199
Torrenueva Playa
29649 Mijas Costa
Malaga
Spain

Reception:
952 599212

Studio:
952 587755 phone
674 466674 text / Whatsapp

Sales Enquiries:
952 599212 phone
info@global.fm

Programming Enquiries :
Dave James – dave@global.fm

93.6 globalradio
The official English speaking station on the Costa del Sol.