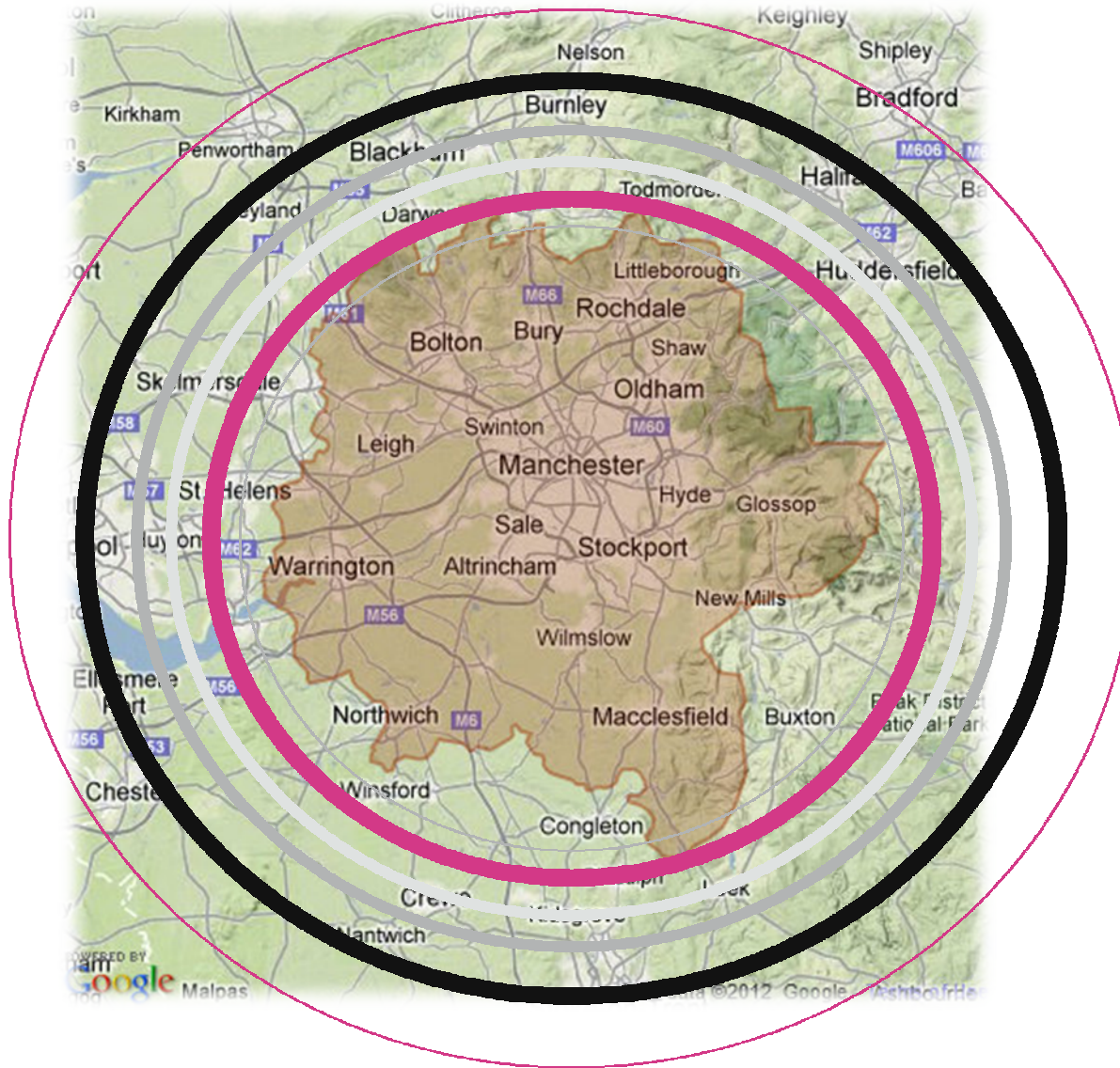


Castle Quay Castlefield, Manchester M15 4PR
0161 288 5000



With Key 103 & Magic 1152's weekly audience of 532,000 we can fill the Manchester Arena capacity 25 times!

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic 1152 = Bauer Manchester



AUDIENCE POTENTIAL : 2,445,000

Male = 1,211,000 Female = 1,234,000

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012.





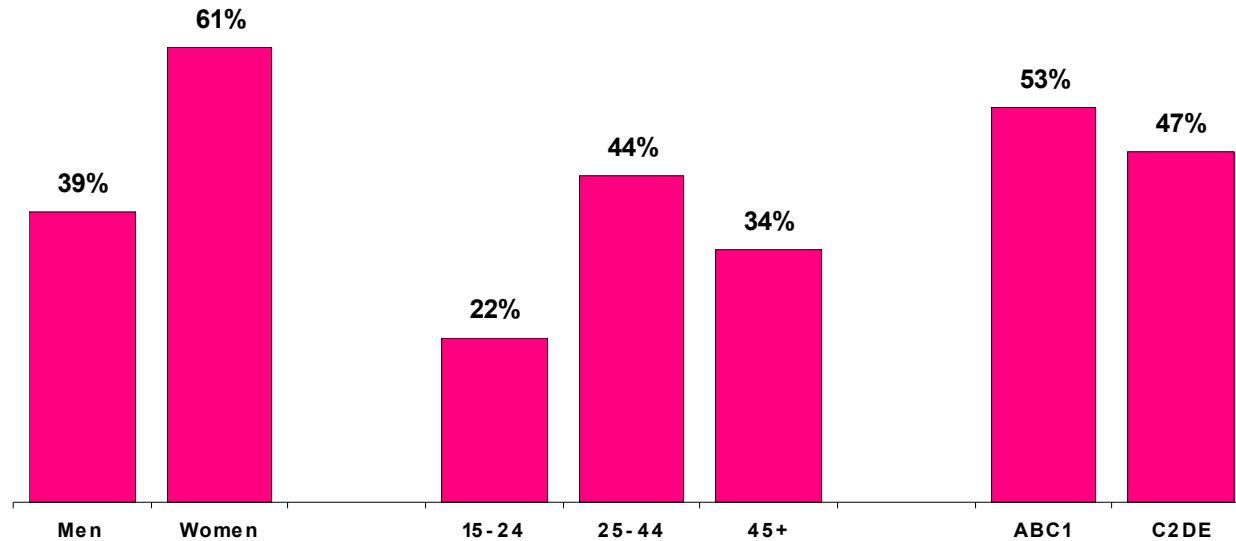
“Key 103 & Magic 1152 – Still Manchester’s Number One”

- **Key 103 and Magic 1152 retain their position as the commercial market leader in Greater Manchester with 532,000 listeners tuning into the stations each week.**
- **Key 103’s Mike and Chelsea is Manchester’s most listened to commercial Breakfast show with 320,000 listeners tuning in each week, and OJ Borg’s Home time show continues to grow, increasing the station’s share in the afternoon to 8.9% (from 8)**
- **In our core 25–44 demographic Key 103 remains number 1 for reach & share commercially, with a 17% higher share than Capital and 97.2% higher share for the demo than Smooth**



Combined Audience

Mixed of adult contemporary music with unrivalled news and sports coverage, phone-ins and local information



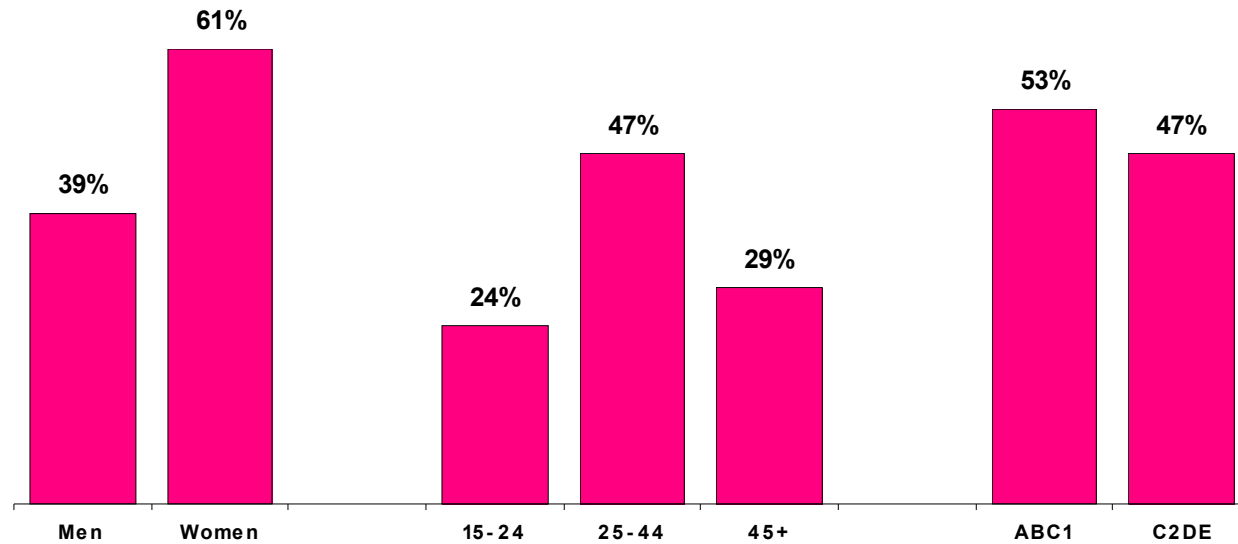
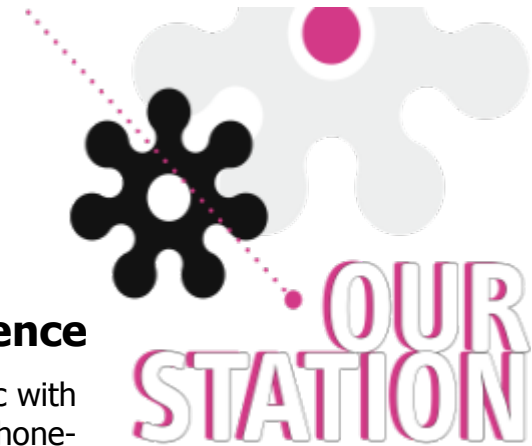
This shows a breakdown of our demographic here at Key103 & Magic 1152 to show a representation of the type of listeners we have and potential customers *you could have*. Breakdown by gender, age & social class in percentages respectively.

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic 1152 = Bauer Manchester



Key 103 Audience

Mix of adult contemporary music with unrivalled news & sports coverage, phone-ins and local information



This graph shows a breakdown of our demographic here at Key 103 to show a representation of the type of listeners we have and potential customers you could have. Breakdown by gender, age & social class in percentages respectively.

Key 103's typical listener profile: C1C2 (Lower middle class/skilled working class), single or living as married, working full time, own/buying home & have children in the house aged 0 – 15.

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012 & TGI Radio+ 2012

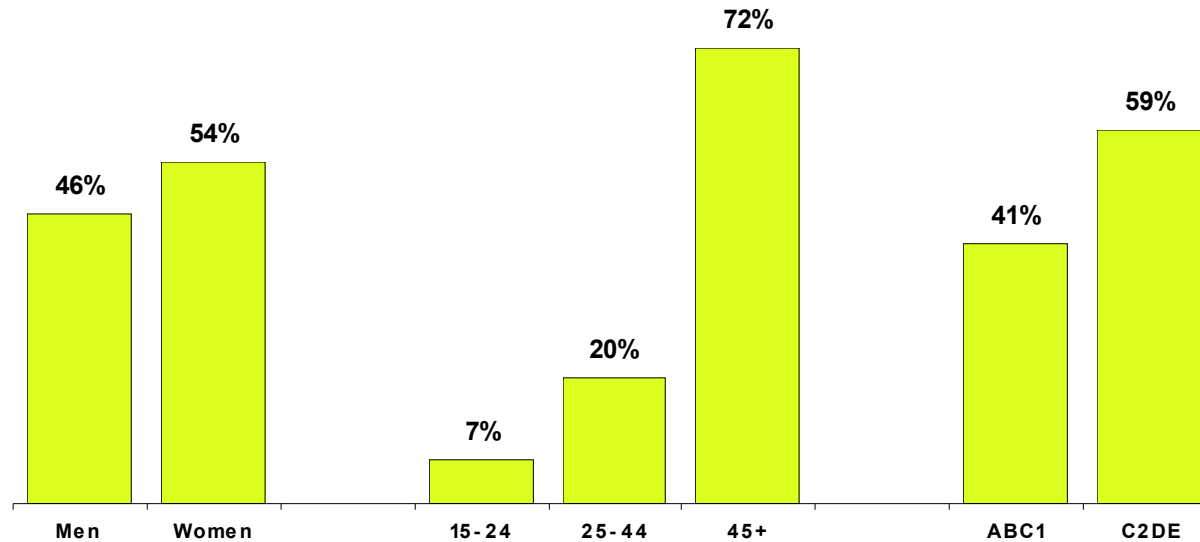




**OUR
SISTER
STATION**

Magic 1152 Audience

Mix of adult contemporary music with unrivalled news & sports coverage, phone-ins and local information.



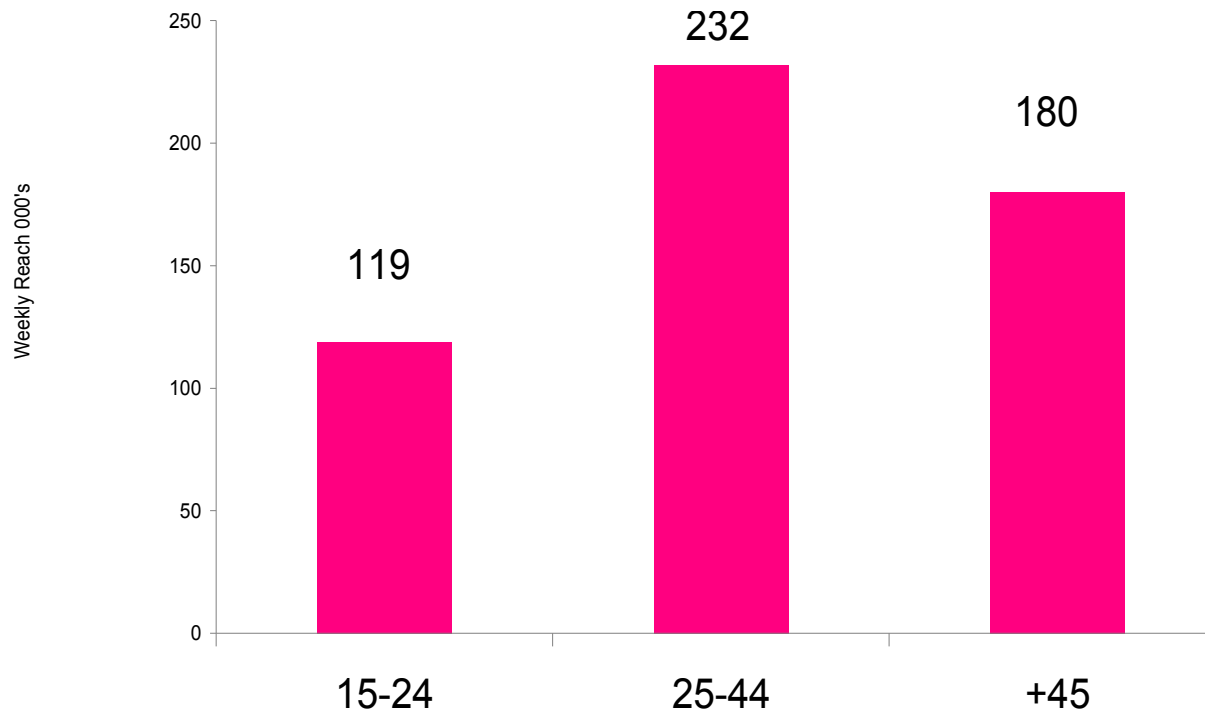
This shows a breakdown of our demographic here at Magic 1152 to show a representation of the type of listeners we have and potential customers *you could have*. Breakdown by gender, age and social class in percentages respectively.

Magic 1152's typical listener profile: married/living as married or separated/divorced, working full time, main shopper in household, renting home and no children in the household aged 0 – 15.



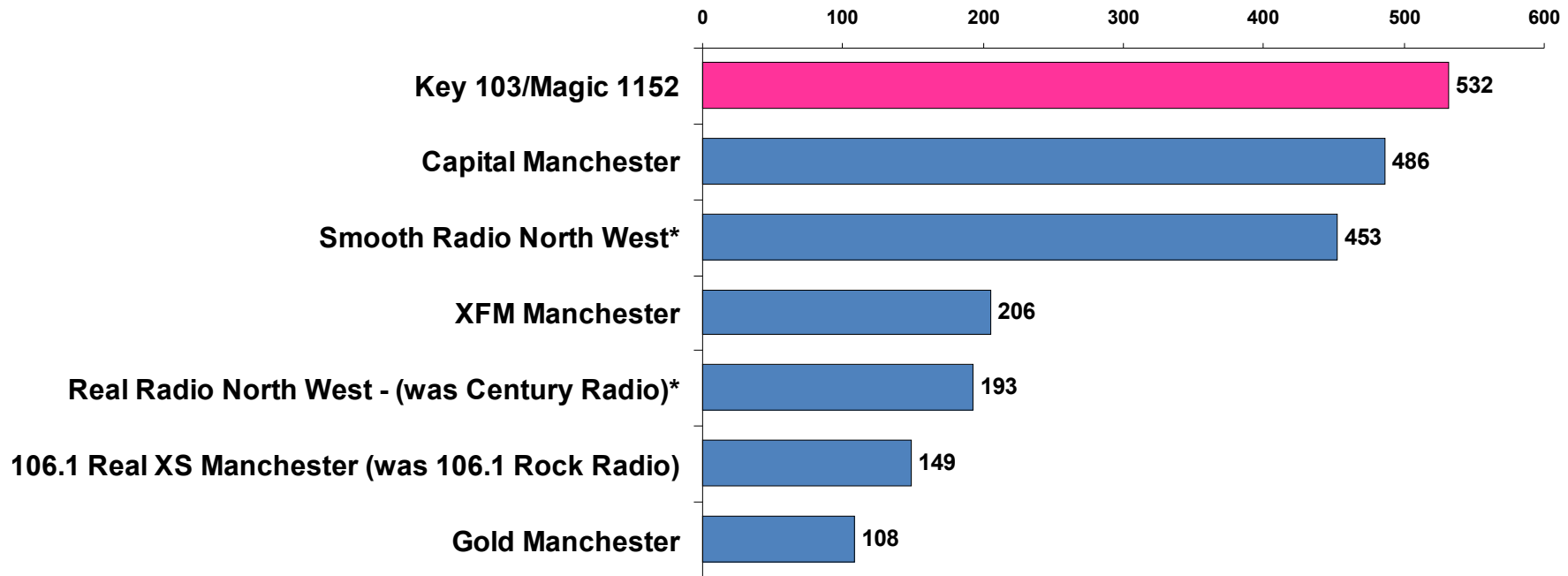


**LISTENERSHIP:
AGE BREAKDOWN**
KEY103 & MAGIC1152's WEEKLY REACH PROFILE



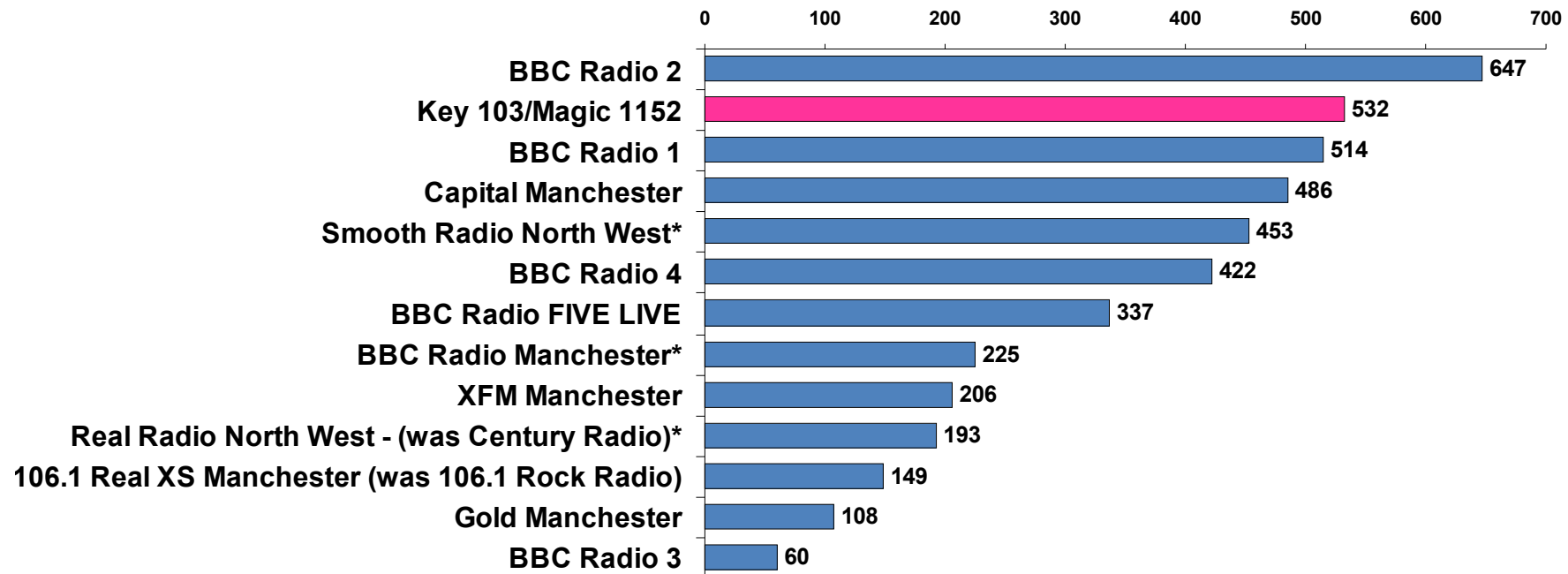
This shows the listenership of the station by age category breakdown.

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic
1152 = Bauer Manchester



The number of people (in 000s) listening for all commercial radio stations surveyed in the Key 103 TSA.

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic 1152 = Bauer Manchester. Stations marked with a * do not cover the whole TSA

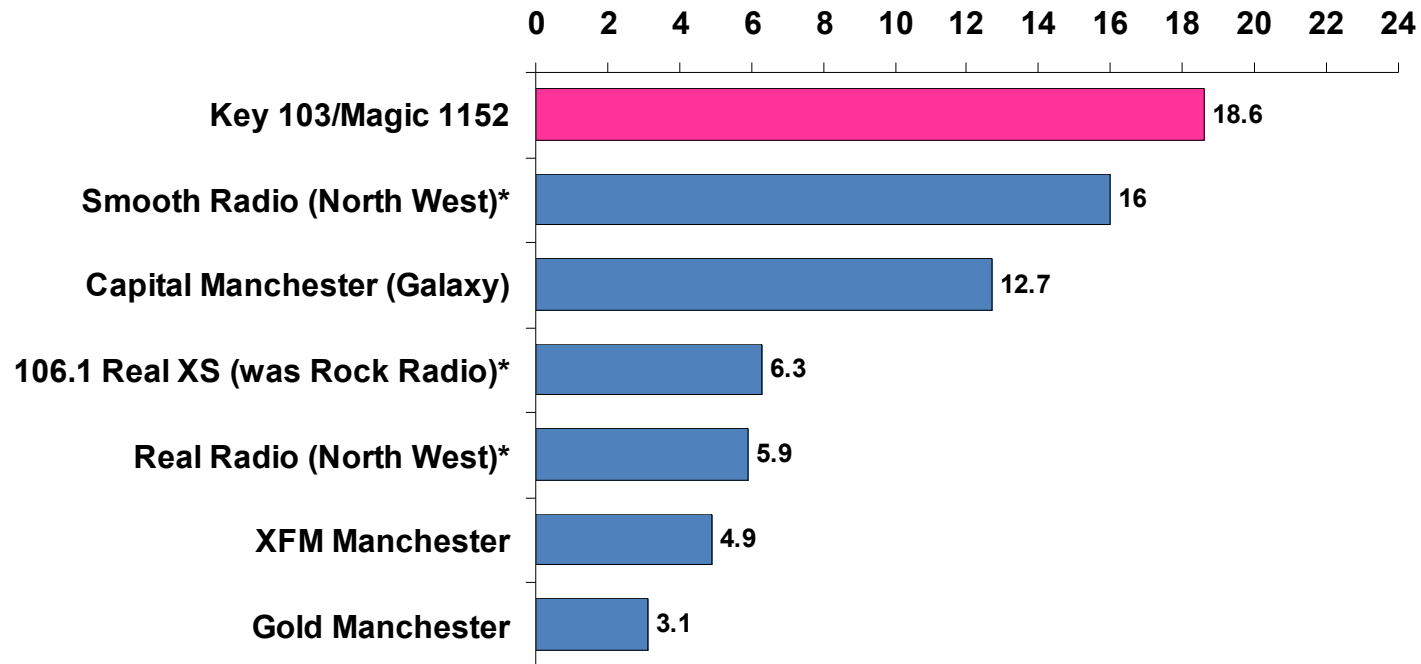


The number of people listening for all stations (inc. BBC) in the Key 103 & Magic 1152 TSA.

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic 1152 = Bauer Manchester. Stations marked with a * do not cover the whole TSA

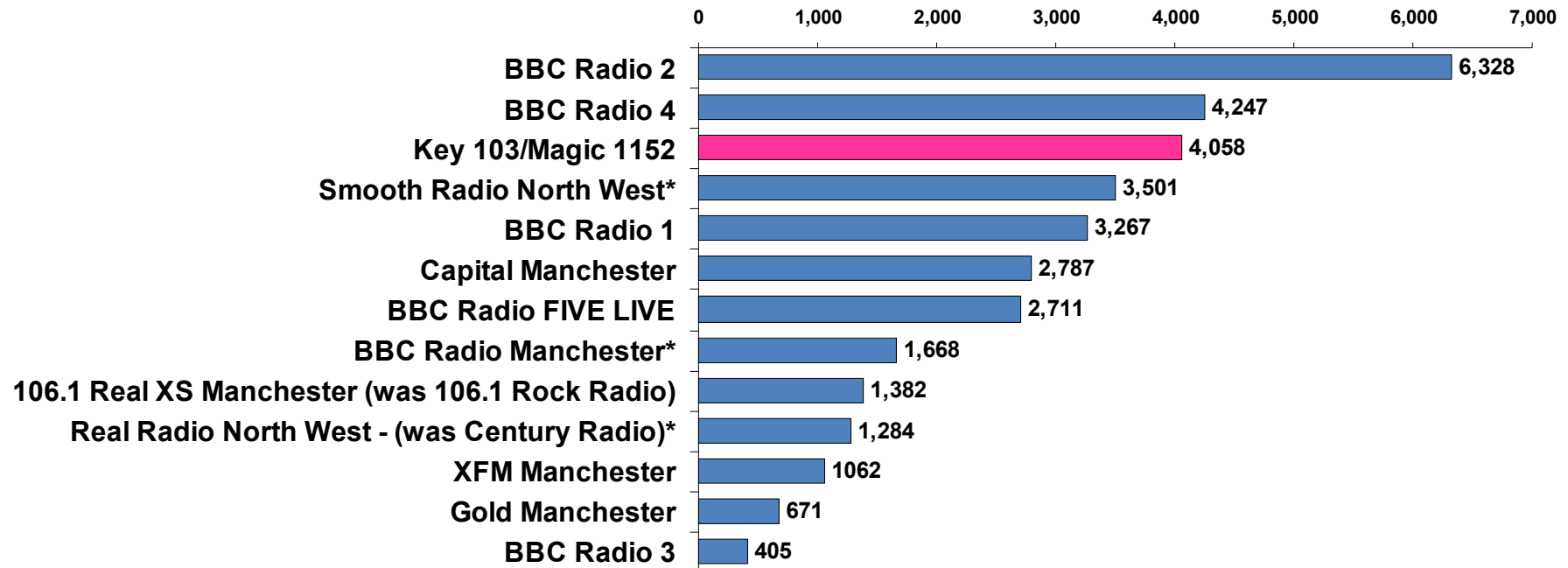


**COMMERCIAL
MARKET SHARE**
FOR KEY103 & MAGIC1152's TSA



The commercial share of listening in the Key 103 & Magic 1152 TSA.

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic 1152 = Bauer Manchester. Stations marked with a * do not cover the whole TSA



The total amount of time people listen for all stations (inc. BBC) in the Key 103 & Magic 1152 TSA.

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic 1152 = Bauer Manchester. Stations marked with a * do not cover the whole TSA

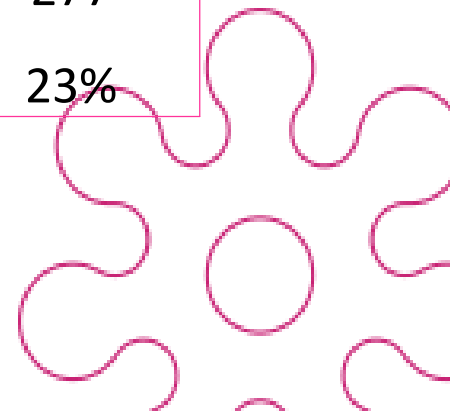
Key 103 & Magic 1152

Reach (000's)

	Adults 15+	15-24	25-44	45+
Population	2445	412	829	1204
Weekly Reach (000s)	532	119	232	180
Reach %	22%	29%	28%	14%

4 week Reach	823	191	353	277
4 week Reach %	34%	46%	43%	23%

Source: RAJAR, Key 103 TSA. 6 Months, PE Sep 2012. Key 103 & Magic 1152 = Bauer Manchester. Predicted cumulative reach





Airtime



Airtime delivers a consistent message and reaches specific target audiences. Campaigns can be planned and tailored to individual requirements and budget to produce maximum results.

Using airtime can entertain and engage our listeners with *your* campaign.



WHAT ELSE DO WE OFFER?

SPONSORSHIP



Sponsorship involves attaching the name of your brand to part of the station's output creating association with; shows, big station promotions or events. It is ideal for building brand awareness and can run in conjunction with commercial airtime to deliver a strong selling message.

PROMOTIONS



Promotions are interactive, competition based and station branded, they are usually short term and use on air and/or online activity to build excitement and listener interaction. Promotional activity is often used to increase positive brand awareness or to highlight a particular product/ service through audience participation.



ONLINE + VIDEO

Key103.co.uk received 452,811 visitors in Quarter 3 2012 alone spending an average of 10 min 32 seconds on site. We have a range of online inventory to cater to any particular advertising needs from sponsorships, homepage takeovers, competition pages and more, all the way to sponsoring our smart phone applications which reaches a further 59,864 people and counting.

We also have a VIP email database which we can send emails to on your behalf to over 90,120 people.

Videos can be created to your requirements and are featured online to help promote your campaign and deliver any key messages. We have the facilities to film footage that relate to your campaign that will engage over half a million listeners that our website attracts.



STREET TEAM

Our branded street team helps to drive footfall into stores and increase awareness of products. Distribution of literature and sampling around key locations encourages interaction with the public and gives a campaign greater depth. Activity creates great word of mouth and targets audience directly.



MEDIA BUS

The media bus enhances a campaign by bringing campaign recognition, visual and audio impact to an event. There are full recording facilities on board which enable you to produce podcasts – gaining immediate reaction and testimonial to your event. The bus can be brought to one of your events or can be set up in high footfall areas around Greater Manchester.

DAYS @ KEY

The Days@Key103 sessions offer on-air and online production for a number of students where they can produce a live show, record and produce podcasts and commercials, edit using industry standard equipment and so much more. All of this is supported by professionals who work everyday in the media and who will pass on their own experiences direct to students.



MEET OUR BUNCH

WEEKDAYS



Mike & Chelsea

"Manchester's Number 1 Breakfast Show"
6 – 10am



Darren Proctor

"Home of the Top 10 at 10"
10am – 1pm



Fiona Shaw

"Manchester's hit music across the afternoon with Fi!"
1 – 4pm



OJ Borg

"OJ ends your day with home time"
4 – 7pm

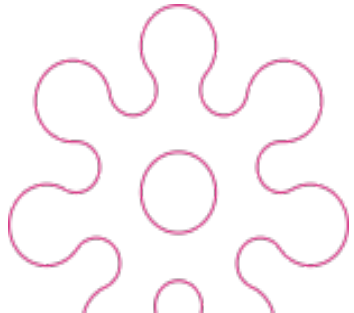


Key 103 News Team



Alex James

IN:DEMAND
7-10pm





Darren Proctor 10– 1pm
Darren counts down Top 40



Adam Brown 4am – 8am
Music and entertainment through the night



Dave Kelly 6 – 10pm
Weekend's biggest hits



Justin Moorhouse 8am – 12pm
Sunday morning banter



Alex James 12pm – 4pm
Sunday hits with Alex



Matt Spokes 1 – 4pm
Playing Manchester's Biggest Hits at the weekend



Paul Webster 10pm – 1am
Saturday Night Experience

SATURDAY

SUNDAY



James Everton 7 – 9pm
U:Demand - Playing all the hits U want to hear



Hywel & Jamie 9pm – 12am
More of Manchester's biggest hits



"Greater Manchester has the highest rate of severe child poverty in the UK with 1 in 4 children regularly going to bed without a proper meal, central heating and a full school uniform to wear in the morning."*



ADOPT US AS YOUR LOCAL CHARITY



- ❁ Key 103 Cash for Kids is a grant giving charity supporting children affected by poverty, abuse, neglect or distress.
- ❁ We work with over 350 organisations (Voluntary & Charitable) that support disadvantaged children from Women's refuges to Children's Hospices to support groups for Young Carers and clubs for children in poverty hotspots.
- ❁ Since Key 103 Cash for Kids was established we have distributed more than £2 million to local children. Every penny raised stays in Greater Manchester supporting your local community.
- ❁ We have achieved this thanks to the generosity of our listeners and the local business community.

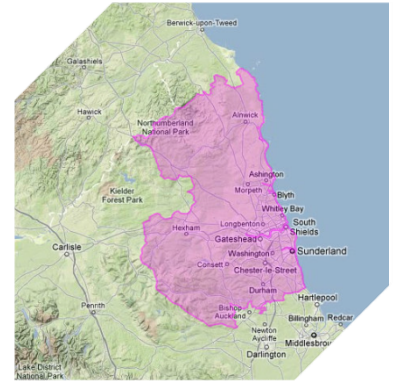
OUR SUPPORTERS.



* Save The Children Research 2011.



- As commercial market-leader, Metro Radio is very much in touch with 'love of life round here'. The station lives and breathes the local area through local news, views and information. Newcastle is a vibrant, modern, cosmopolitan city which is reflected on air
- Metro Radio plays the best era and genre mix from the last 30 years. It is a 'center lane' pop music station with pop rock and pop dance either side of the center lane
- Metro Radio is the official number one commercial radio station for Northumberland, Tyne and Wear and County Durham
- Launched on the 15th July 1974, Metro Radio broadcasts on four frequencies offering more music variety with the biggest and most engaging personalities
- The station is at the heart of North East life and in love with life around its area. Metro Radio news, sport and unique air borne traffic watch are always locally relevant, making Metro the Number 1 choice for people living and working in the region



TSA

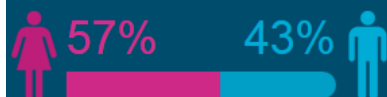
Newcastle upon Tyne, Alnwick, Amble, Rothbury, South Shields, Sunderland, Washington, Seaham, Stanhope, Wolsingham

Station Address:
55 Degrees North,
Pilgrim Street,
Newcastle,
NE1 6BF
0191 230 6100

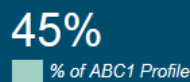
METRO RADIO LISTENER PROFILE:

Reach:	374,000	Average Hours:	6.5
Reach % in TSA:	24.8 %	Commercial Market Share:	16.8 %
Total Hours:	2,438	All Radio Market Share:	9.2 %

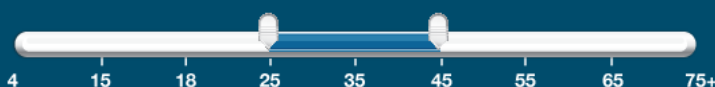
GENDER RATIO



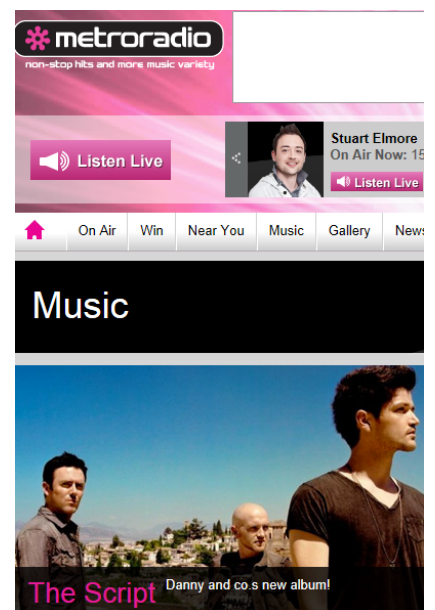
ABC1 PROFILE



TARGET DEMOGRAPHIC AGE



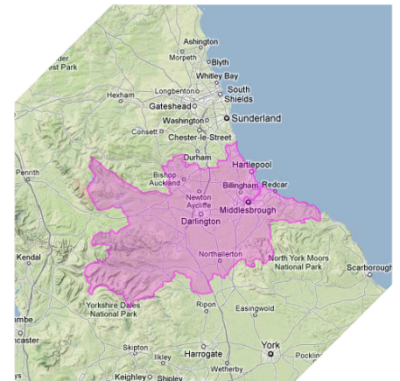
Source: RAJAR Q2 2012; profiles based on hours



www.metroradio.co.uk



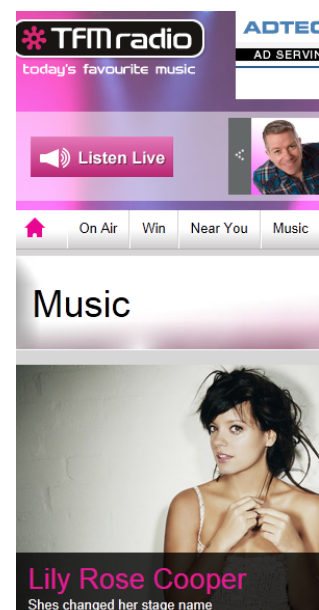
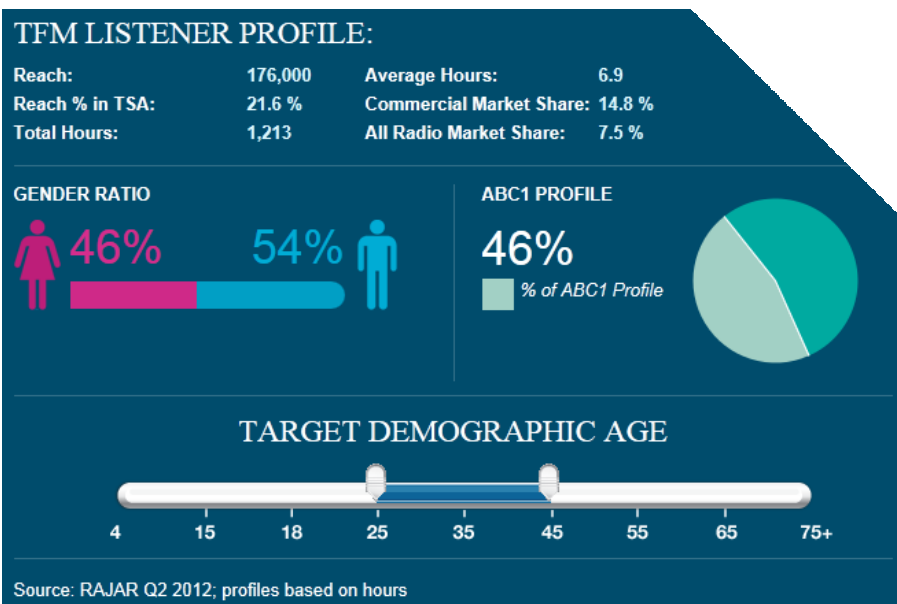
- TFM radio is THE station for Teesside, County Durham and North Yorkshire - we breathe it, live it, and celebrate it daily. We play today's favourite music - something we believe in. Above all we are passionate about EVERY song we play and are entertaining and informative
- Launched in June 1975, TFM broadcasts on 96.6 in Teesside, County Durham and North Yorkshire, including Darlington, Hartlepool, Stockton, Middlesbrough, through to Castleton and Northallerton
- Award winning format focusing on the most important things in the lives of our listeners. Playing the best variety of hits and embracing the pride and sense of community people have from living and working in the North East
- TFM radio news, sport and traffic and travel are always locally relevant, making TFM part of the fabric of Teesside, County Durham and North Yorkshire
- Hosts two of the UK's biggest free music events, Middlesbrough Music Live and TFM Live



TSA

Peterlee, Spennymoor, Hartlepool, Ferryhill, Bishop Auckland, Shildon, Newton Aycliffe, Stockton-On-Tees, Middlesbrough, Brotton, Loftus, Great Ayton, Stokesley, Yarm, Darlington, Hurworth-On-Tees, Barnard Castle, Middleton-In-Teesdale, Richmond, Hawes, Leyburn, Bedale, Northallerton

Station Address:
 Radio House
 Yale Crescent
 Thornaby
 Stockton on Tees
 TS17 6AA
 01642 888 222



www.tfmradio.com

**WE THINK
POPULAR.**



MEDIA GROUP

MAGIC 1170

MEDIA INFORMATION

MAGIC 1170
RADIO HOUSE
YALE CRESCENT
STOCKTON
TS17 6AA
TEL: 01642 888 222

WE THINK POPULAR.



MEDIA GROUP

TFM RADIO STATION INFORMATION

TARGET AUDIENCE: 44-59 YEAR OLDS.

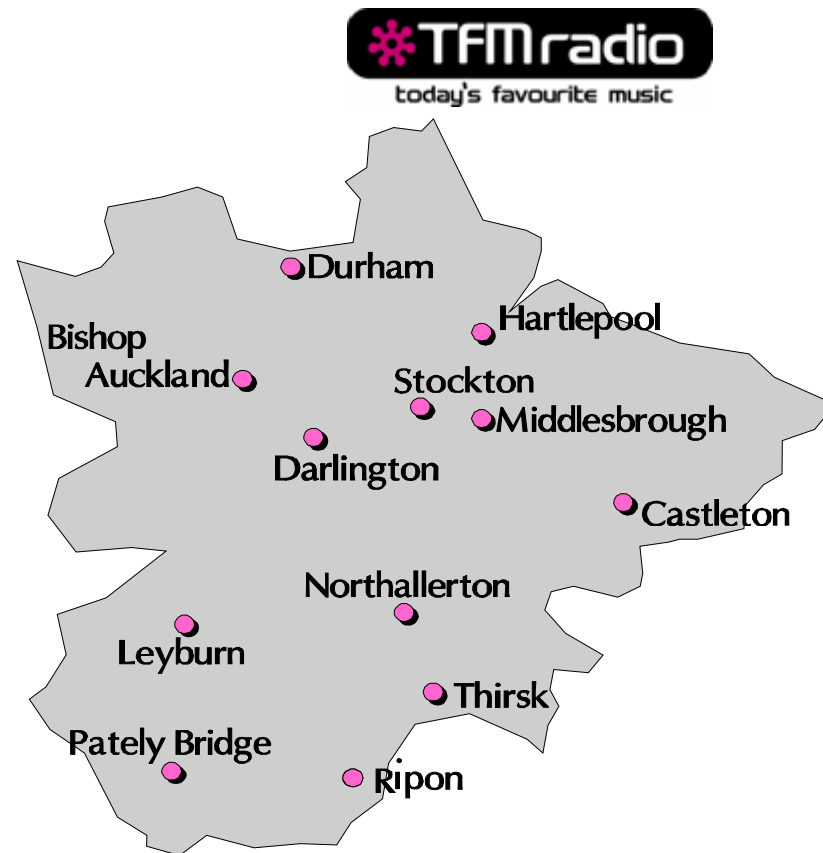
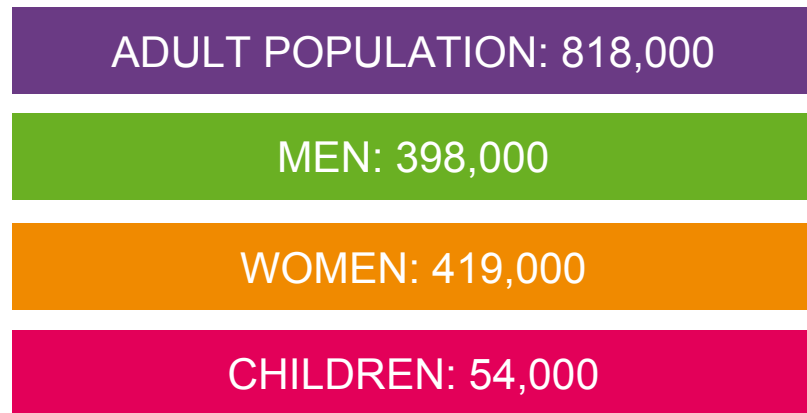
The best of the 60s, 70s and more

Magic 1170's presenters are warm and friendly, good fun and great company!



WE THINK POPULAR.

MAGIC 1170 TRANSMISSION AREA



WE THINK POPULAR.

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.

MAGIC 1170

ALL ADULTS

	15+	15-24	25-34	35-44	45-54	55+
POPULATION (000)	818	127	121	115	151	303
1 WEEK REACH (000)	87	7	12	9	23	36
1 REACH %	11%	5%	10%	7%	15%	12%
AVERAGE HOURS	8.6	2	11.9	7.4	5.3	11
4 WEEK REACH (000)	139	17	20	13	37	56
4 WEEK REACH %	17	14	16	12	25	19
13 WEEK REACH (000)	184	30	26	18	49	73
13 WEEK REACH %	22	23	22	15	33	24

WE THINK POPULAR.

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.



MEDIA GROUP

MAGIC 1170

MEN

6

	15+	15-24	25-34	35-44	45-54	55+
POPULATION (000)	398	61	68	56	72	142
1 WEEK REACH (000)	40	1	3	3	13	21
1 REACH %	10%	2%	4%	6%	17%	15%
AVERAGE HOURS	7.2	4.6	0.8	4.4	6	9.2
4 WEEK REACH (000)	66	3	10	5	21	33
4 WEEK REACH %	17	4	14	9	29	23
13 WEEK REACH (000)	89	4	26	7	27	43
13 WEEK REACH %	22	7	39	12	38	30

WE THINK POPULAR.

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.



MEDIA GROUP

MAGIC 1170

WOMEN

	15+	15-24	25-34	35-44	45-54	55+
POPULATION (000)	419	66	54	59	79	162
1 WEEK REACH (000)	46	6	10	5	10	15
1 REACH %	11%	9%	18%	9%	13%	10%
AVERAGE HOURS	9.8	1.5	14.7	9.1	4.4	13.6
4 WEEK REACH (000)	73	15	15	8	16	23
4 WEEK REACH %	17	23	28	18	21	14
13 WEEK REACH (000)	96	25	19	11	22	30
13 WEEK REACH %	23	39	36	18	28	19

WE THINK POPULAR.

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.



MEDIA GROUP

MAGIC 1170

	ABC1	C2DE
POPULATION (000)	349	468
1 WEEK REACH (000)	31	56
1 REACH %	9%	12%
AVERAGE HOURS	8.1	8.9
4 WEEK REACH (000)	50	89
4 WEEK REACH %	15	19
13 WEEK REACH (000)	66	117
13 WEEK REACH %	19	25

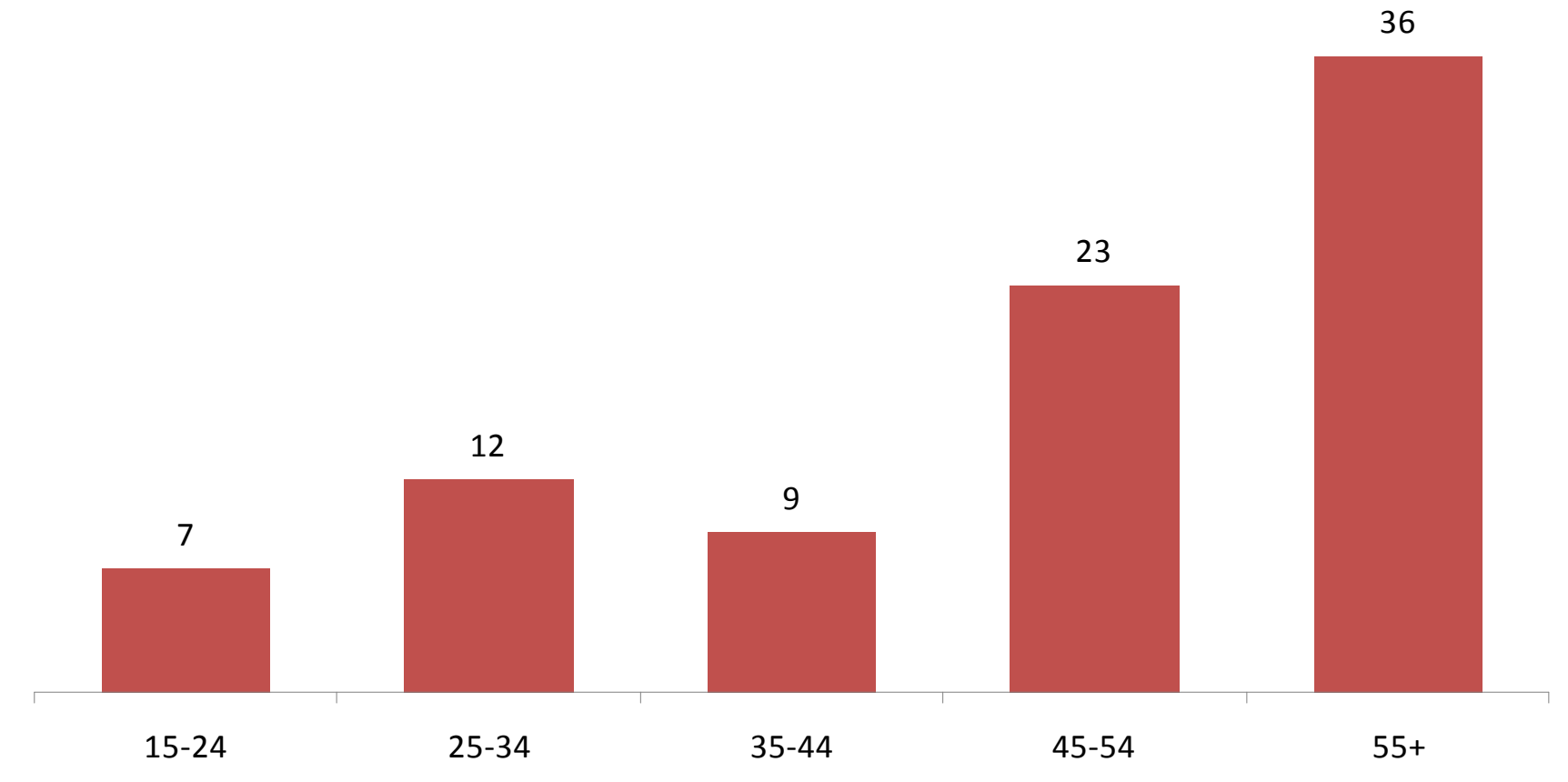
WE THINK POPULAR.

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.



MEDIA GROUP

LISTENERSHIP BY AGE GROUP



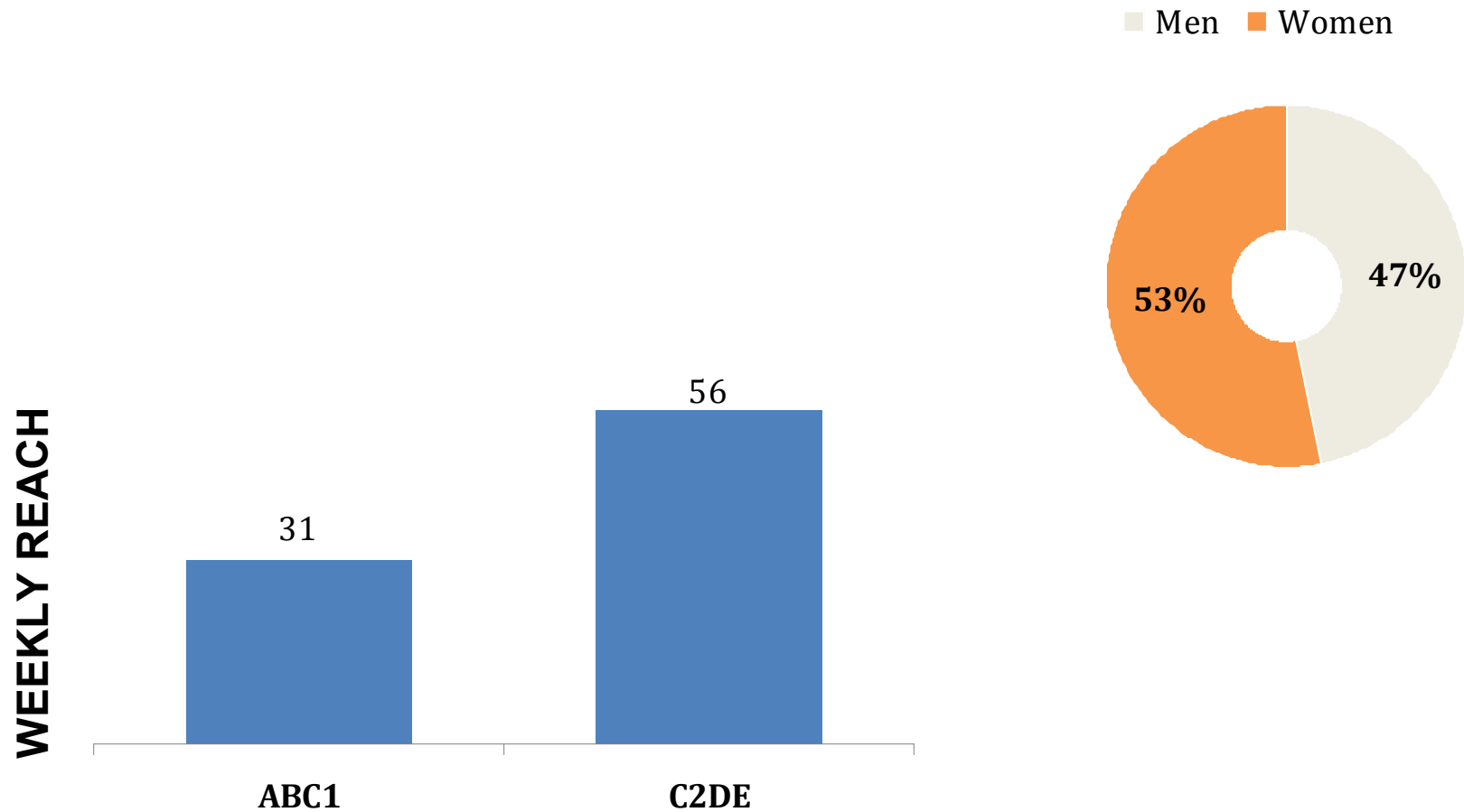
WE THINK POPULAR.

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th Dec 2012



MEDIA GROUP

SOCIAL AND GENDER PROFILE



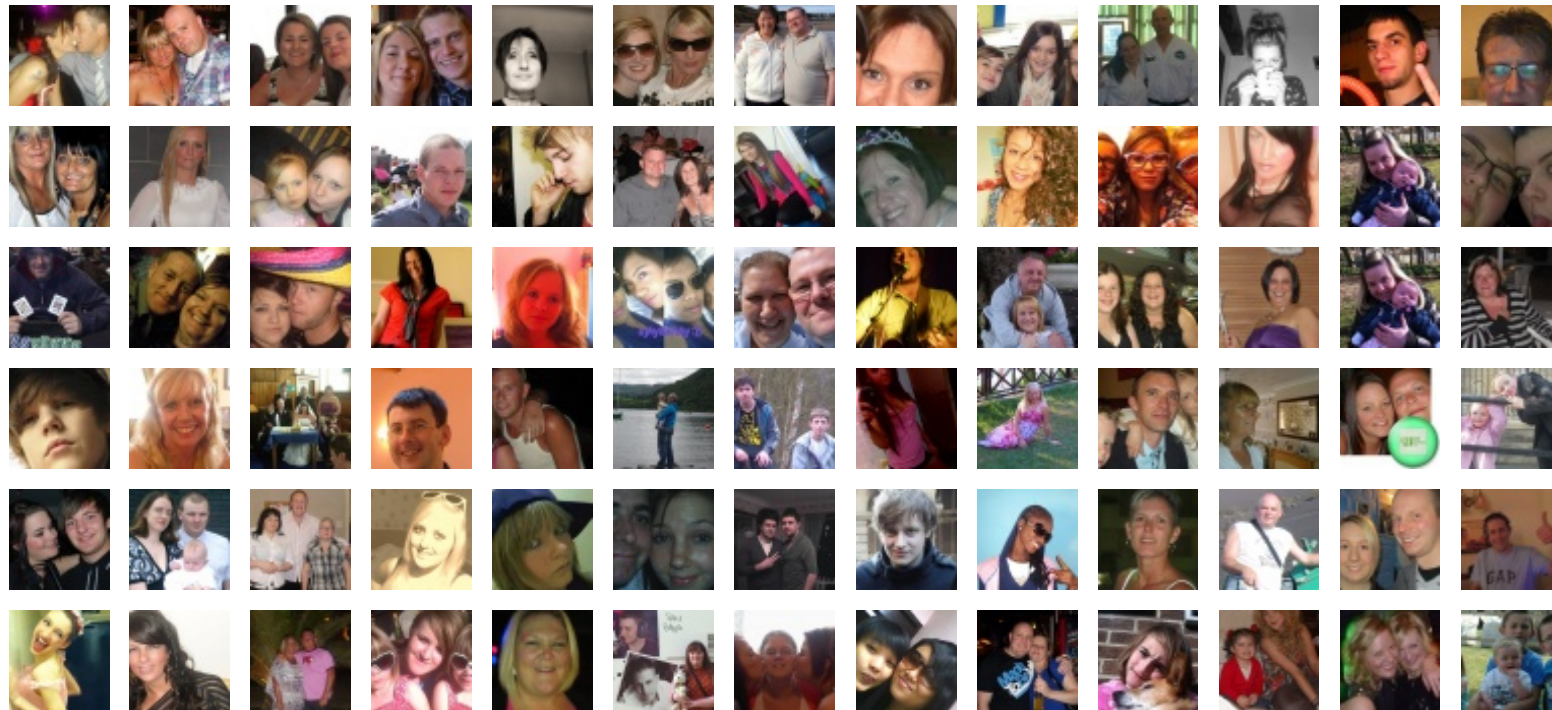
WE THINK POPULAR.

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.



MEDIA GROUP

1,238 FACEBOOK FANS



WE THINK POPULAR.

RAJAR RESULTS Q4 2012

Magic North broadcasts to Manchester, Merseyside, Yorks/Lincs, South Yorks, Teesside, Preston, Tyneside and Leeds and surrounding areas, with eight Magic AM stations in the north of England which are famous for 'Playing the Best of the 60's, 70's, 80's and more'

Magic plays tracks and artists that everyone knows and loves, providing a sing along soundtrack, which is infectious. The audience come to the station for its huge variety of music and the local characters who pull the shows together. Each Magic AM station has it's own local breakfast show which provides its listeners with local output

Magic is a feel good, cool and care-free brand - an oasis of calm in a desert of noise



TSA LOCATIONS

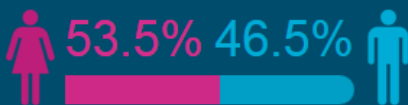


TSA: Teeside, Peterlee, Hartlepool, Spennymore, Ferryhill, Bishop Auckland, Shildon, Newton, Aycliffe, Stockton-On-Tees, Middlesbrough, Brotton, Loftus, Great Ayton, Stokesley, Yarm, Darlington, Barnard Castle, Middleton-in-Teesdale, Hurworth-on-Tees, Richmond, Hawes, Leyburn, Bedale, Northallerton, Masham

MAGIC 1170 LISTENER PROFILE:

Reach:	87,000	Average Hours:	8.6
Reach % in TSA:	10.6 %	Commercial Market Share:	10 %
Total Hours:	746,000	All Radio Market Share:	5.2 %

GENDER RATIO



ABC1 PROFILE

35.6%
% of ABC1 Profile



TARGET DEMOGRAPHIC AGE



Source: RAJAR Q4 2012; profiles based on reach

CONTACT

Local Advertising
0191 230 6100

Emma Knock
National Advertising
020 7295 5394
emma.knock@bauermedia.co.uk



Station Address: Magic AM, Radio House
900 Herries Road, Sheffield, S6 1RH
0191 230 6100
Website: <http://www.magic1152.co.uk/>

**WE THINK
POPULAR.**



MEDIA GROUP

MEDIA PACK

METRO RADIO & MAGIC 1152

RAJAR, Q4 2012



Metro Radio, 55 Degrees North, Pilgrim Street,
Newcastle-upon-Tyne, NE1 6BF

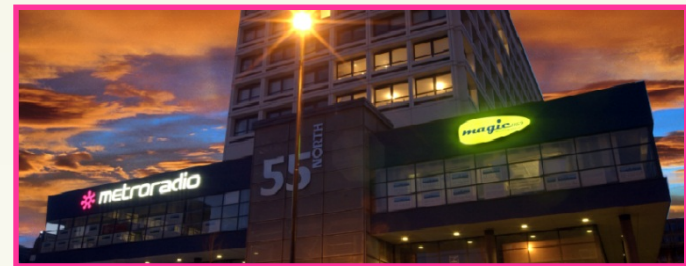
Metro Radio Station Information

Target Audience: 25-44 year olds.

Core Target Audience: 25-34 year olds.

Station Format: Offering more music variety with the biggest and most engaging personalities. Music ranges from Robbie Williams to The Scissor Sisters and from Madonna to U2. The station is at the heart of North East life and in love with life around here. Metro Radio news, sport and unique air borne traffic watch are always locally relevant, making us the Number 1 choice for people living and working in the region.

Typical Listener: Lead fast-paced, busy lives, working hard and playing hard. Social scene is important with weekends for friends and family. Like to look good and are fashion conscious. Proud of their North East roots, their home and family.



Magic 1152 Station Information

Target Audience: 44-59 year olds.

Station Format: The best of the 60's 70's and more. Magic 1152's presenters are warm and friendly, good fun and great company!

Typical Listener: Someone who has freedom from financial and work worries, children will have left home or will be leaving soon, they have plenty of free time to enjoy shopping, DIY, gardening, holidays and pottering at home. Much independence and a fun, active, sociable lifestyle.



magic

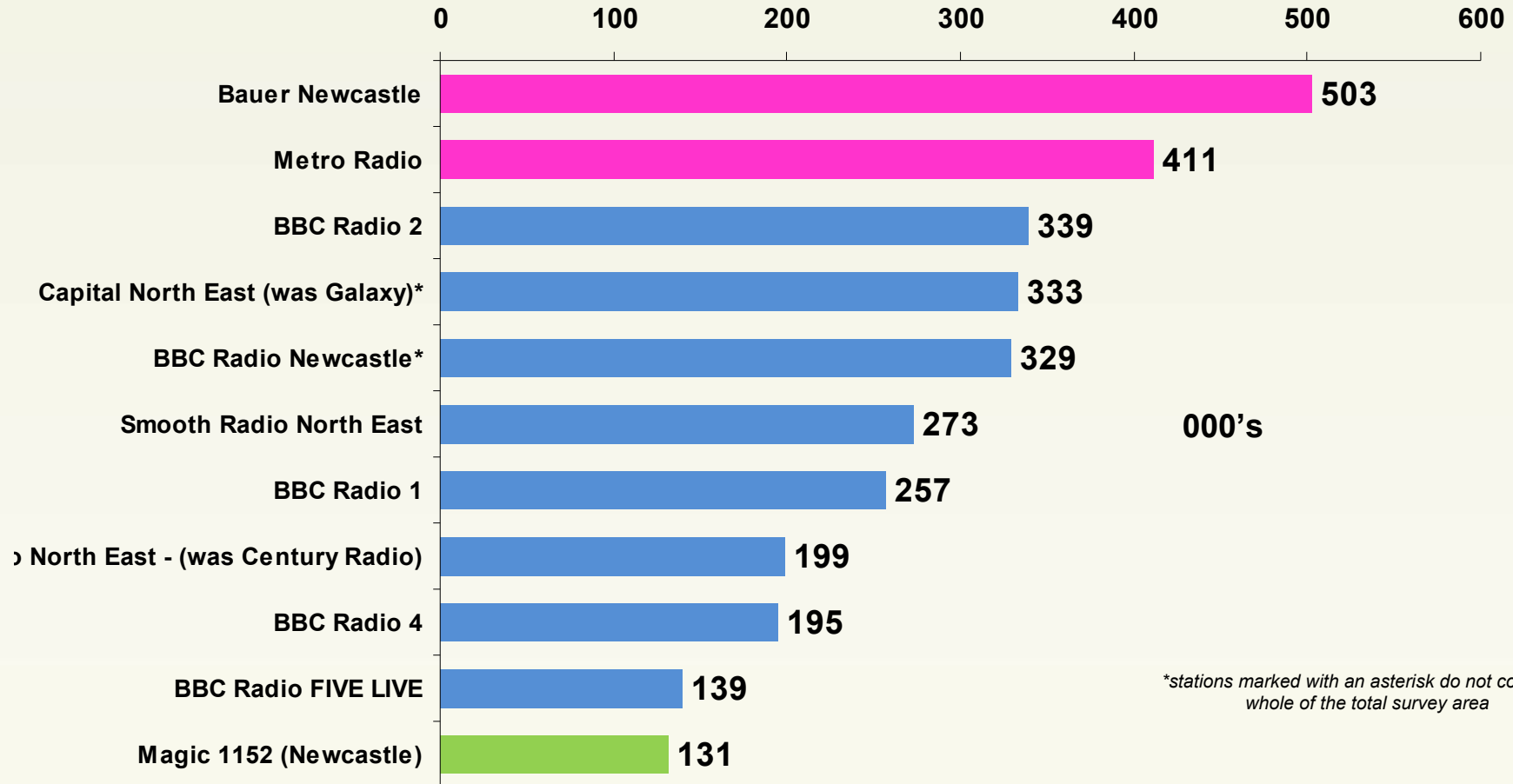
Transmission Area



- ADULT POPULATION 1,500,000
- MEN 738,000
- WOMEN 770,000

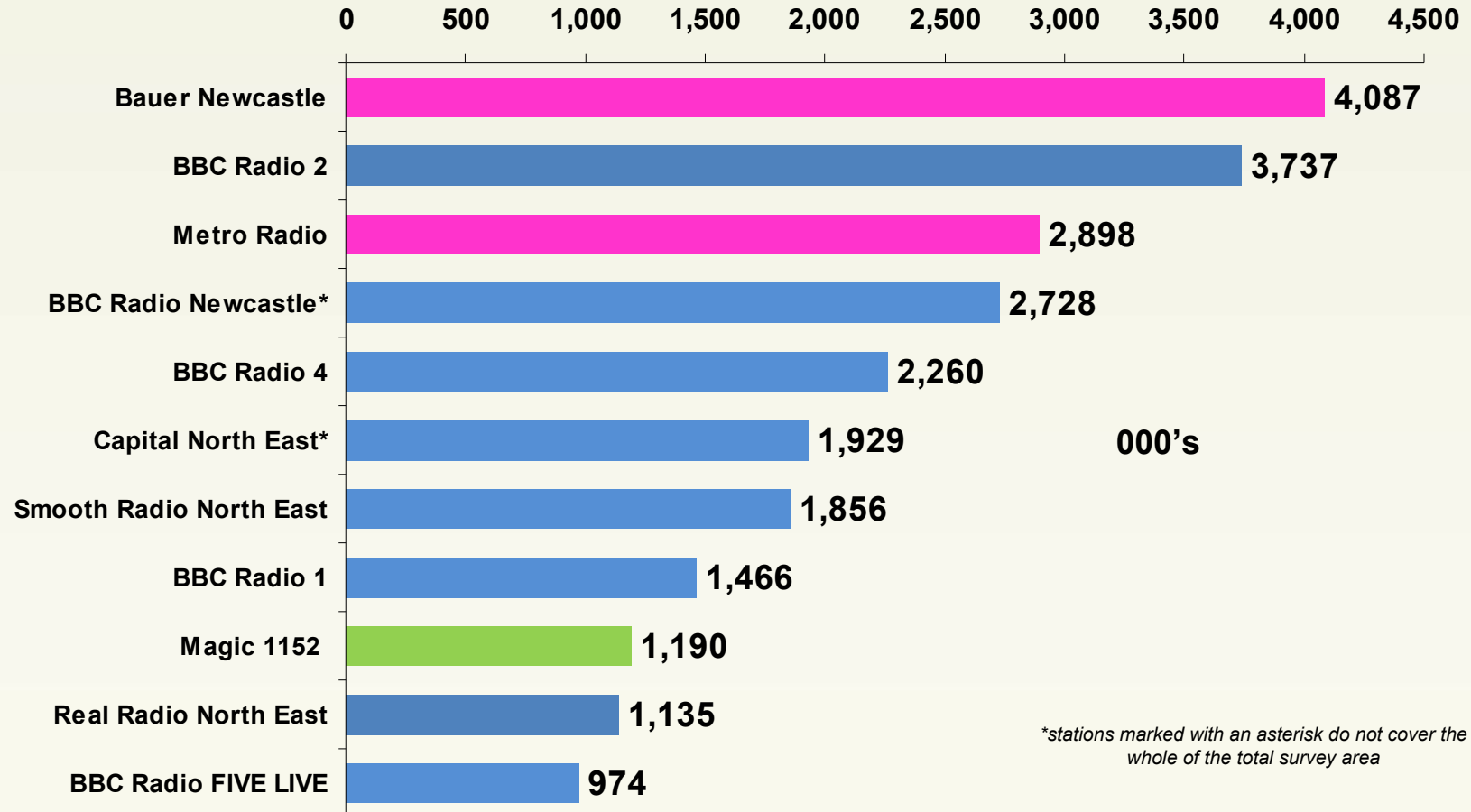


Metro Radio & Magic 1152 Weekly Reach by Station

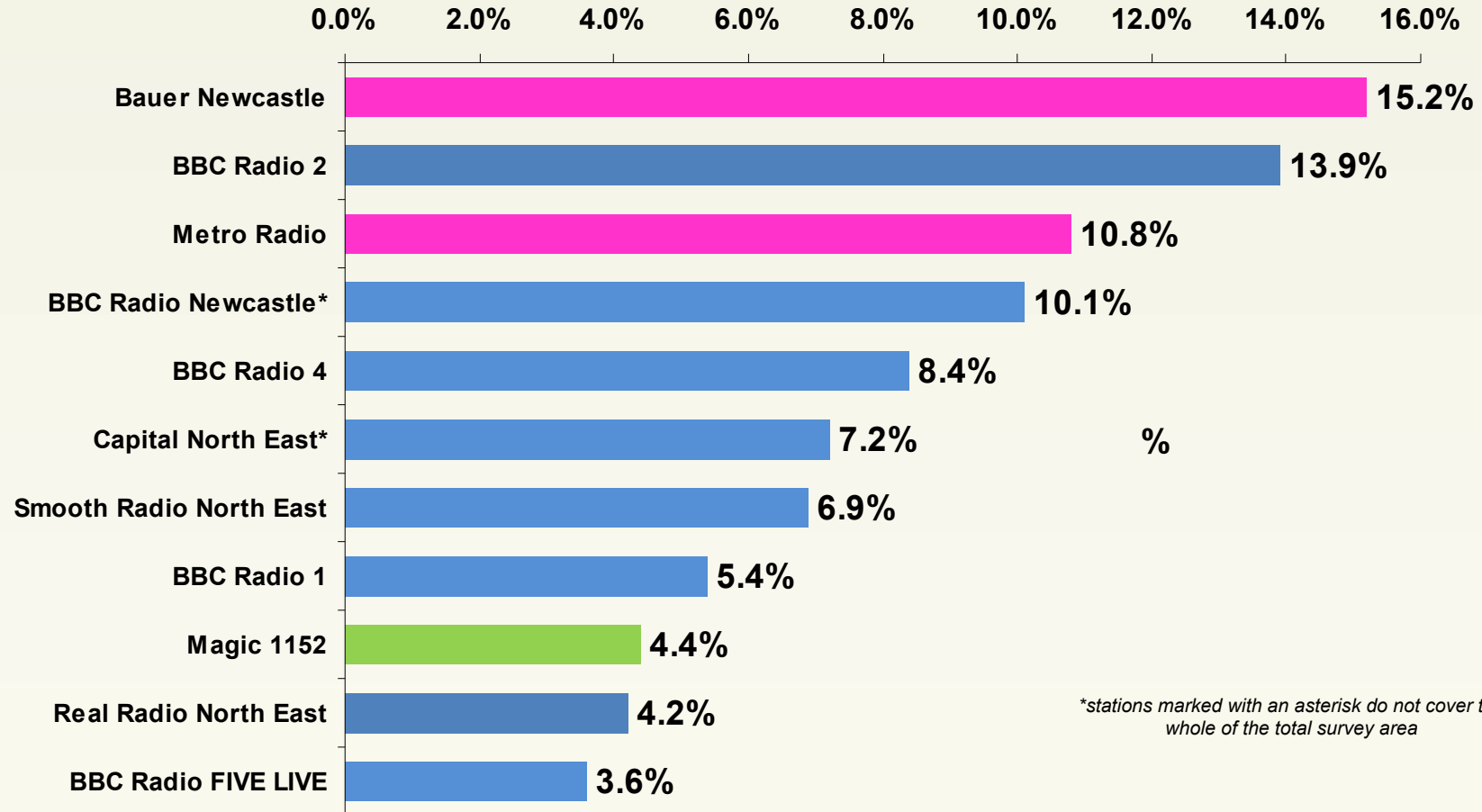


Metro Radio & Magic 1152

Total Hours by Station



Metro Radio & Magic 1152 Market Share by Station



Metro Radio & Magic 1152 Multi week Listenership

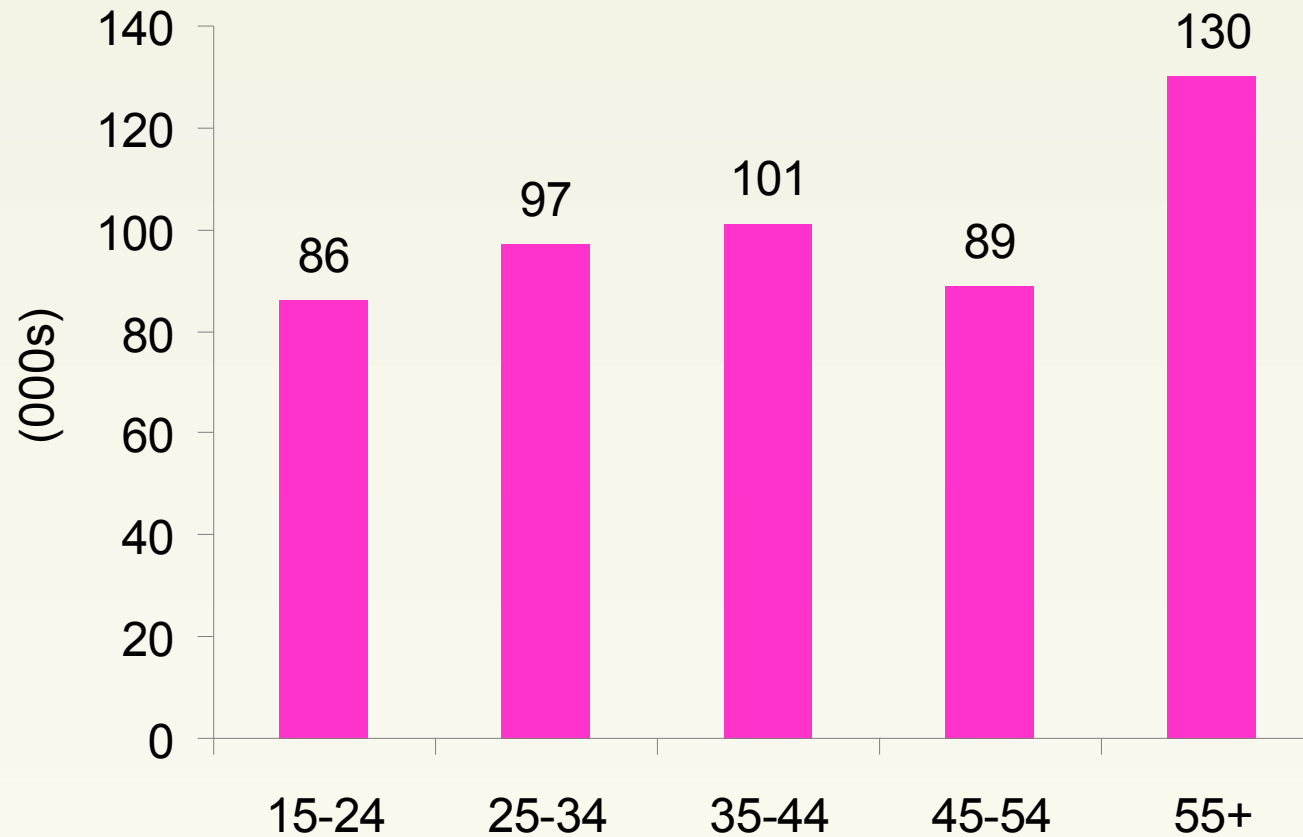
	15+	15-24	25-34	35-44	45-54	55+
Population (000s)	1,508	253	240	219	256	540
1 Week Reach (000s)	503	86	97	101	89	130
% Reach	33%	34%	41%	46%	35%	24%
Average Hours	8.1	5.6	6.0	9.8	9.4	9.2
4 week Reach (000s)	747	135	143	142	130	195
4 week Reach %	50	53	60	65	51	36
13 week Reach (000s)	918	169	172	166	158	246
13 week Reach %	61	67	72	76	62	45

Source: RAJAR, TFM Radio TSA, 6 Months PE Dec 2012

Metro & Magic Multi week Listenership



Metro & Magic Reach by age group (000s)



Cash for Kids Making a real difference in our community



We are proud of our heritage and care about the region we serve, and through our own charity 'Cash For Kids' we raise hundreds of thousands of pounds every year to help disadvantaged children across the region.

