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

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

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

<table>
<thead>
<tr>
<th></th>
<th>Adults 15+</th>
<th>15-24</th>
<th>25-44</th>
<th>45+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2445</td>
<td>412</td>
<td>829</td>
<td>1204</td>
</tr>
<tr>
<td>Weekly Reach (000s)</td>
<td>532</td>
<td>119</td>
<td>232</td>
<td>180</td>
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<tr>
<td>Reach %</td>
<td>22%</td>
<td>29%</td>
<td>28%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>4 week Reach</th>
<th>191</th>
<th>353</th>
<th>277</th>
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</thead>
<tbody>
<tr>
<td>4 week Reach %</td>
<td>34%</td>
<td>46%</td>
<td>43%</td>
<td>23%</td>
</tr>
</tbody>
</table>

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

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.
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 smartphone 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.

Source: Google analytics Quarter 3 2012
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

Key 103 News Team

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

Fiona Sadler

IN:DEMAND
7-10pm

Alex James
"Manchester’s hit music across the afternoon with Fi!"
1 – 4pm
Adam Brown 4am – 8am
Music and entertainment through the night

Paul Webster 10pm – 1am
Saturday Night Experience

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

Darren Proctor 10– 1pm
Darren counts down Top 40

Dave Kelly 6 – 10pm
Weekend’s biggest hits

Justin Moorhouse 8am – 12pm
Sunday morning banter

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

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

Alex James 12pm – 4pm
Sunday hits with Alex
“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.”*

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.

* 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.
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.
WE THINK POPULAR.
MAGIC 1170
MEDIA INFORMATION

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

ADULT POPULATION: 818,000
MEN: 398,000
WOMEN: 419,000
CHILDREN: 54,000

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.
# MAGIC 1170

**ALL ADULTS**

<table>
<thead>
<tr>
<th></th>
<th>15+</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
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<td><strong>POPULATION (000)</strong></td>
<td>818</td>
<td>127</td>
<td>121</td>
<td>115</td>
<td>151</td>
<td>303</td>
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<tr>
<td><strong>1 WEEK REACH (000)</strong></td>
<td>87</td>
<td>7</td>
<td>12</td>
<td>9</td>
<td>23</td>
<td>36</td>
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<tr>
<td><strong>1 REACH %</strong></td>
<td>11%</td>
<td>5%</td>
<td>10%</td>
<td>7%</td>
<td>15%</td>
<td>12%</td>
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<tr>
<td><strong>AVERAGE HOURS</strong></td>
<td>8.6</td>
<td>2</td>
<td>11.9</td>
<td>7.4</td>
<td>5.3</td>
<td>11</td>
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<tr>
<td><strong>4 WEEK REACH (000)</strong></td>
<td>139</td>
<td>17</td>
<td>20</td>
<td>13</td>
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<td>56</td>
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<td><strong>4 WEEK REACH %</strong></td>
<td>17</td>
<td>14</td>
<td>16</td>
<td>12</td>
<td>25</td>
<td>19</td>
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<tr>
<td><strong>13 WEEK REACH (000)</strong></td>
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<td>26</td>
<td>18</td>
<td>49</td>
<td>73</td>
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<td>23</td>
<td>22</td>
<td>15</td>
<td>33</td>
<td>24</td>
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**WE THINK POPULAR.**

*Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.*
## MAGIC 1170
### MEN

<table>
<thead>
<tr>
<th></th>
<th>15+</th>
<th>15-24</th>
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<th>35-44</th>
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<tr>
<td><strong>POPULATION (000)</strong></td>
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<td>68</td>
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<td><strong>1 WEEK REACH (000)</strong></td>
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<td>3</td>
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<td><strong>1 REACH %</strong></td>
<td>10%</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td>17%</td>
<td>15%</td>
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<tr>
<td><strong>AVERAGE HOURS</strong></td>
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<td>0.8</td>
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<td>6</td>
<td>9.2</td>
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<tr>
<td><strong>4 WEEK REACH (000)</strong></td>
<td>66</td>
<td>3</td>
<td>10</td>
<td>5</td>
<td>21</td>
<td>33</td>
</tr>
<tr>
<td><strong>4 WEEK REACH %</strong></td>
<td>17%</td>
<td>4%</td>
<td>14%</td>
<td>9%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>13 WEEK REACH (000)</strong></td>
<td>89</td>
<td>4</td>
<td>26</td>
<td>7</td>
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<td>43</td>
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<tr>
<td><strong>13 WEEK REACH %</strong></td>
<td>22%</td>
<td>7%</td>
<td>39%</td>
<td>12%</td>
<td>38%</td>
<td>30%</td>
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**WE THINK POPULAR.**

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.
## MAGIC 1170
### WOMEN

<table>
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<tr>
<th></th>
<th>15+</th>
<th>15-24</th>
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<th>35-44</th>
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<tbody>
<tr>
<td>POPULATION (000)</td>
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<td>66</td>
<td>54</td>
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<td>1 WEEK REACH (000)</td>
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<td>6</td>
<td>10</td>
<td>5</td>
<td>10</td>
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<tr>
<td>1 REACH %</td>
<td>11%</td>
<td>9%</td>
<td>18%</td>
<td>9%</td>
<td>13%</td>
<td>10%</td>
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<tr>
<td>AVERAGE HOURS</td>
<td>9.8</td>
<td>1.5</td>
<td>14.7</td>
<td>9.1</td>
<td>4.4</td>
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<tr>
<td>4 WEEK REACH (000)</td>
<td>73</td>
<td>15</td>
<td>15</td>
<td>8</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>4 WEEK REACH %</td>
<td>17</td>
<td>23</td>
<td>28</td>
<td>18</td>
<td>21</td>
<td>14</td>
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<tr>
<td>13 WEEK REACH (000)</td>
<td>96</td>
<td>25</td>
<td>19</td>
<td>11</td>
<td>22</td>
<td>30</td>
</tr>
<tr>
<td>13 WEEK REACH %</td>
<td>23</td>
<td>39</td>
<td>36</td>
<td>18</td>
<td>28</td>
<td>19</td>
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**WE THINK POPULAR.**

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.
**MAGIC 1170**

<table>
<thead>
<tr>
<th></th>
<th>ABC1</th>
<th>C2DE</th>
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<tbody>
<tr>
<td><strong>POPULATION (000)</strong></td>
<td>349</td>
<td>468</td>
</tr>
<tr>
<td><strong>1 WEEK REACH (000)</strong></td>
<td>31</td>
<td>56</td>
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<tr>
<td><strong>1 REACH %</strong></td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>AVERAGE HOURS</strong></td>
<td>8.1</td>
<td>8.9</td>
</tr>
<tr>
<td><strong>4 WEEK REACH (000)</strong></td>
<td>50</td>
<td>89</td>
</tr>
<tr>
<td><strong>4 WEEK REACH %</strong></td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td><strong>13 WEEK REACH (000)</strong></td>
<td>66</td>
<td>117</td>
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<tr>
<td><strong>13 WEEK REACH %</strong></td>
<td>19</td>
<td>25</td>
</tr>
</tbody>
</table>

**Source:** RAJAR/Ipsos MORI/RSMB. 6 months ending 16th December 2012.
LISTENERSHIP BY AGE GROUP

Source: RAJAR/Ipsos MORI/RSMB. 6 months ending 16th Dec 2012
SOCIAL AND GENDER PROFILE

WEEKLY REACH

ABC1  31
C2DE  56

Men  Women

53%  47%

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

RAJAR RESULTS Q4 2012

MAGIC 1170 LISTENER PROFILE:

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

GENDER RATIO
53.5% 46.5%

ABC1 PROFILE
35.6%

TARGET DEMOGRAPHIC AGE

Source: RAJAR Q4 2012; profiles based on reach
MEDIA PACK

METRO RADIO & MAGIC 1152

RAJAR, Q4 2012
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.
Transmission Area

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

Source: RAJAR, Metro Radio TSA, 6 months ending Dec 12
Metro Radio & Magic 1152
Weekly Reach by Station

- Bauer Newcastle: 503
- Metro Radio: 411
- BBC Radio 2: 339
- Capital North East (was Galaxy)*: 333
- BBC Radio Newcastle*: 329
- Smooth Radio North East: 273
- BBC Radio 1: 257
- North East - (was Century Radio): 199
- BBC Radio 4: 195
- BBC Radio FIVE LIVE: 139
- Magic 1152 (Newcastle): 131

*stations marked with an asterisk do not cover the whole of the total survey area

Source: RAJAR, Metro Radio TSA, 6 months ending Dec 12
Metro Radio & Magic 1152
Total Hours by Station

- Bauer Newcastle: 4,087 hours
- BBC Radio 2: 3,737 hours
- Metro Radio: 2,898 hours
- BBC Radio Newcastle*: 2,728 hours
- BBC Radio 4: 2,260 hours
- Capital North East*: 1,929 hours
- Smooth Radio North East: 1,856 hours
- BBC Radio 1: 1,466 hours
- Magic 1152: 1,190 hours
- Real Radio North East: 1,135 hours
- BBC Radio FIVE LIVE: 974 hours

*stations marked with an asterisk do not cover the whole of the total survey area

Source: RAJAR, Metro Radio TSA, 6 months ending Dec 12
Metro Radio & Magic 1152
Market Share by Station

Source: RAJAR, Metro Radio TSA, 6 months ending Dec 12

*stations marked with an asterisk do not cover the whole of the total survey area
## Metro Radio & Magic 1152 Multi week Listenership

<table>
<thead>
<tr>
<th></th>
<th>15+</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
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<tr>
<td>Population (000s)</td>
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<td>240</td>
<td>219</td>
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<td>1 Week Reach (000s)</td>
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<td>97</td>
<td>101</td>
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<tr>
<td>% Reach</td>
<td>33%</td>
<td>34%</td>
<td>41%</td>
<td>46%</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td>Average Hours</td>
<td>8.1</td>
<td>5.6</td>
<td>6.0</td>
<td>9.8</td>
<td>9.4</td>
<td>9.2</td>
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<td>4 week Reach (000s)</td>
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<td>142</td>
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<td>4 week Reach %</td>
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<td>13 week Reach (000s)</td>
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<td>13 week Reach %</td>
<td>61</td>
<td>67</td>
<td>72</td>
<td>76</td>
<td>62</td>
<td>45</td>
</tr>
</tbody>
</table>

Source: RAJAR, TFM Radio TSA, 6 Months PE Dec 2012
Metro & Magic Multi week Listenership

Source: RAJAR, Metro Radio TSA, 6 months ending Dec 12

Predicted cumulative audiences

<table>
<thead>
<tr>
<th>Duration</th>
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<tbody>
<tr>
<td>1 week</td>
<td>503</td>
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<tr>
<td>4 week</td>
<td>747</td>
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<tr>
<td>8 week</td>
<td>852</td>
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<tr>
<td>13 week</td>
<td>918</td>
</tr>
</tbody>
</table>

Source: RAJAR, Metro Radio TSA, 6 months ending Dec 12
Predicted cumulative audiences
Metro & Magic Reach by age group (000s)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Predicted Cumulative Audiences (000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>86</td>
</tr>
<tr>
<td>25-34</td>
<td>97</td>
</tr>
<tr>
<td>35-44</td>
<td>101</td>
</tr>
<tr>
<td>45-54</td>
<td>89</td>
</tr>
<tr>
<td>55+</td>
<td>130</td>
</tr>
</tbody>
</table>

Source: RAJAR, Metro Radio TSA, 6 months ending Dec 12

Predicted cumulative audiences
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.