

MEDIA PACK

2021



www.colneradio.com
studio@colneradio.net

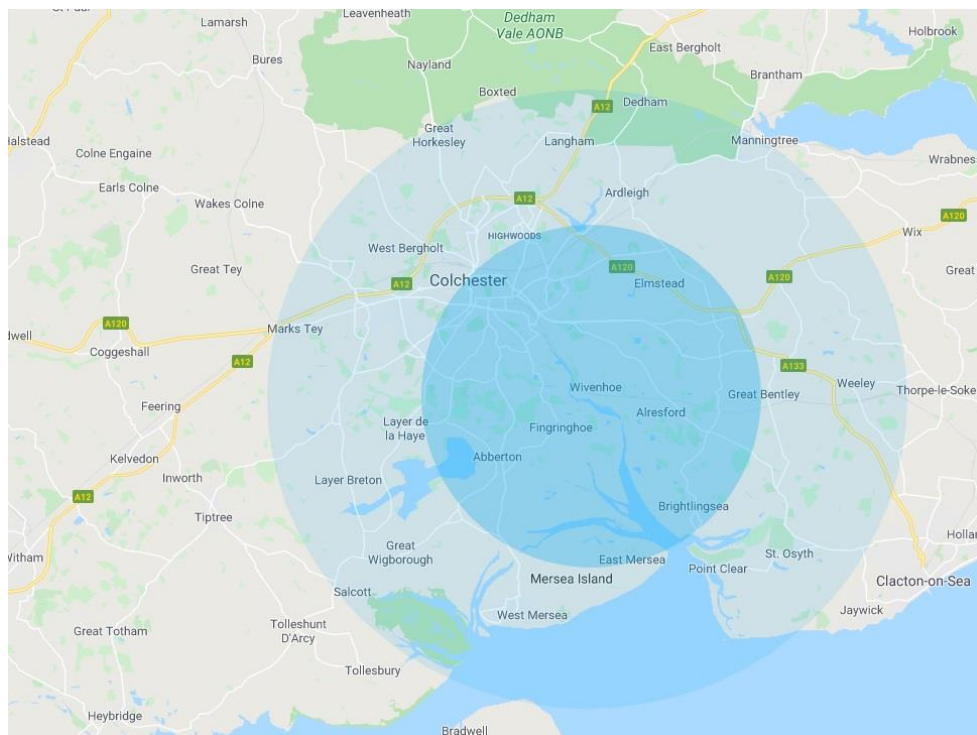
ON
AIR

ABOUT COLNE RADIO We launched in April 2011 as Radio Wivenhoe to offer music, news and views presented by local people, for the local community. In 2015 we applied for and won an FM license from OFCOM, the broadcasting regulator.

A successful crowd funding campaign then followed to help finance the FM launch. As from April 2017 we broadcast on 106.6 FM to communities throughout North East Essex.

We're independent, run entirely by volunteers – and we are local, broadcasting from our studio in Wivenhoe. We want to give local communities and organizations an opportunity to be heard. We do this by raising their profile as well as promoting the activities of local businesses and publicizing local events that reflect the communities we serve.

OUR LISTENERS We broadcast on FM 106.6 to the communities in Alresford, Brightlingsea, Colchester, Wivenhoe and beyond to a potential audience of more than 70,000 listeners.



We also have a potential worldwide audience via our online streaming from our web site and the TuneIn app available on most smartphones and tablets.

WHY RADIO? Why is radio such a powerful medium for business?

- Radio gets to people beyond the reach of print media & TV
- Adverts can be targeted at specific audience demographics
- Radio triggers 'word of mouth' promotion
- Radio is a penetrative medium that lends itself to establishing a brand
- Radio drives responses online, e.g. social media followers
- Radio attracts listener loyalty

Colne Radio offers Advertising and Sponsorship opportunities.

Advertising is a flexible way of promoting your business to the local community, whereas Sponsorship associates your business with radio.

Advertising

- Get your tailored message to a community audience
- Have a captive audience, with low avoidance of adverts
- We can time your airplay to target your specific audience

Sponsorship

- Link your business with the heart of the community
- Sponsor specific shows in order to gain interest of your target market
- Positive image for your business, with ties to certain shows

Colne Radio can keep its advertising rates low. This enables local businesses access to the most cost-efficient way of effective, intrusive marketing in the local area. As we are a nonprofit community interest company all money goes towards giving the community a voice. Imagine talking directly to your local customers in their homes and in their cars. We can make that happen.

***“We find it really important to engage with our community,
We have done that via Colne Radio”***

David Henley, Henley's Fish and Chips

SOCIAL MEDIA At Colne Radio we engage with our listeners through social media. Our business clients can get exposure across the region through social media platforms as well as FM and Online listenership.



CONTACT US

Colne Radio
Unit 40 Wivenhoe Business Centre
Brook Street
Wivenhoe
Essex, CO7 9DP

tel: 01206 617877

web: www.colneradio.com

email: studio@colneradio.net

facebook: <https://www.facebook.com/colneradio/>

twitter: <http://twitter.com/colneradio>

Instagram: <https://www.instagram.com/colneradio>

anchor: <https://anchor.fm/colne-radio>

