

K107FM at Christmas

What are you doing
for Christmas???



"81% of consumers
expect to be swayed by
festive promotions"

Deloitte



K107FM at Christmas

Why Radio – Why K107FM

Awareness, trust and action:

82% aware of local business, organisations, and charities due to information played out on K107FM.

72% saying they were more likely to trust information about local business, organisations, and charities played out on K107FM as opposed to elsewhere.

68% having engaged with local business, organisations, and charities (for example by buying from them, using their services, or donating to them) as a direct result of hearing about them on K107FM

Listening Locally report*

***based upon 2,364 responses from K107FM listeners**



On-air Opportunities

Promote Local – Shop Local



Seasons Greetings

A recording of a festive message from YOUR business, broadcast on-air multiple times daily throughout advent.

 £50 PER MESSAGE



Radio Advertising

Repetition builds reputation – so have your business and your message in a 30" advert playing multiple times EVERY day – come on board for the festive season, change your message throughout the year

 DISCOUNTS FOR ONGOING CAMPAIGNS



Santa's Daily Updates

A daily update from Santa every day in December.

Santa's Christmas Updates feature the sound of the main man updating listeners on his preparations for the big day.

 **BOOKED FOR 2024**

 PRICING INCLUDES VAT

K107FM at Christmas **Why Radio – Why K107FM**

Brand fame – Listeners are 48% more aware of companies that have been advertised on the radio and 12% more likely to consider them when making a choice.

Building trust and relevance – Research has revealed that radio is two times more trustworthy than social media.

Radio increases online response – A study has highlighted how allocating just 10% of a media budget into radio boosts brand browsing by 52%.

Radiocentre



IN THE RUN UP TO CHRISTMAS OUR SPENDING HABITS CHANGE. WE SPEND ON AVERAGE ALMOST £740 MORE IN DECEMBER ALONE

Bank of England

Social Media, Programming and TV!



Sleeps 'til Christmas

A daily animated social media post with a countdown until Christmas Day from Dec 1st through to Christmas Eve - with some fun festive facts and your logo and social media tags



£150

CHRISTMAS DAY WITH SANTA



Festive Programming

Direct sponsorship of festive programming - highlighted via on-air sponsor tags and social media



P.O.A



K107fm on TV

Longer term options to be the title on-screen sponsor bringing K107fm to Freeview Play screens across most of Scotland via Channel 277



P.O.A



PRICING INCLUDES
VAT



K107FM Community Space

Find out more:
sales@k107.co.uk

AWARD WINNING RADIO

FROM KIRKCALDY



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