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 festve 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

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



Social Media, Programming and TV!



Sleeps 'til Christmas

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



£150



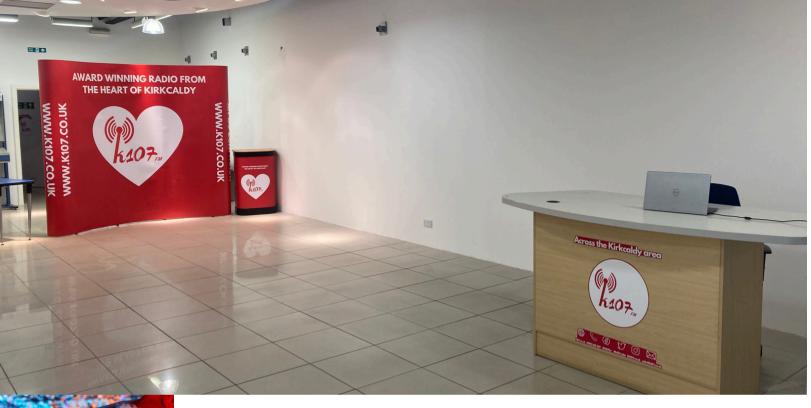


K107fm on TV

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





K107FM Community Space

Find out more:

sales@k107.co.uk

AWARD WINNING RADIO

FROM KIRKCALDY



