



# GTN

UNITED KINGDOM

**MEDIA KIT**

**2019**

# OUR GLOBAL PARTNERS

**GTN UK is the British division of Global Traffic Network; the leading provider of custom traffic reports to commercial radio and television stations. GTN has similar operations in Australia, Brazil and Canada.**



## **GTN is the largest Independent radio network in the UK**

We offer advertisers access to over 240 radio stations across the country, covering every major conurbation with a solus opportunity enabling your brand to stand out with up to 48% higher ad recall than that of a standard ad break.

With both a Traffic & Travel offering, as well as an Entertainment News package, we reach over 28 million adults each week, 80% of all commercial radio's listeners, during peak listening times only, 0530-0000.

Are your brands global? So are we. Talk to us about a global partnership.



# RADIO



**GTN**  
UNITED KINGDOM

## “REACHING **79%** OF COMMERCIAL RADIO’S WEEKLY LISTENERS...”



### **NATIONAL COVERAGE**

**240 radio stations** across the UK covering all major conurbations



### **REACH & FREQUENCY**

Reaching **28 million adults** each week, 620 ratings. That’s 79% of commercial radio’s weekly listening.



### **HIGHER ENGAGEMENT**

With **48% higher ad recall** this is the stand-out your brand needs, directly next to “appointment-to-listen” content.



### **BREAKFAST, MORNING, AFTERNOON, DRIVE**

All advertising is positioned within key radio listening times for maximum reach.

# 48%

**HIGHER AD RECALL THAN THAT  
OF A STANDARD AD BREAK**

*Source: Clark Chapman research*



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<b>NATIONAL/DIGITAL</b>	<b>LONDON</b>	<b>NORTH EAST</b>
Absolute Radio	Absolute Radio	Capital North East
Absolute Radio 70s	Kiss	Classic FM (North)
Absolute 80s	Magic	GHR (North East)
Absolute Radio 90s	Capital London	GHR (Teesside)
Absolute Radio CLASSIC Rock	Classic FM	Heart North East
Heat	Gold London	Metro Radio
Hits Radio	Heart London	Smooth North East
Jazz FM	LBC 97.3 (UK)	Sun FM Radio
Kerrang!	LBC London News	talkSPORT (Regional)
Kiss	Radio X London	TFM Radio
KissTORY	Smooth London	
Kiss FRESH	Mi-Soul	<b>WALES &amp; WEST</b>
Magic	Lyca Radio 1458am	102.5 Radio PEMBROKESHIRE
Magic CHILLED	Dilse 1035am	106.3 BRIDGE FM
Magic SOUL	Time FM 107.5	96.4 FM THE WAVE
MELLOW Magic	Nation Radio London	Dragon Radio
Planet Rock	talkSPORT (London)	Heart North WALES
Classic FM UK (DIGITAL)	<b>SOUTH &amp; SOUTH EAST</b>	Heart SOUTH WALES
Heart Extra	WAVE 105 FM	Heart SOUTH West
Heart 80s	Capital Brighton	Heart West COUNTRY
Smooth Extra	Capital South Coast	Jack 2 Hits Oxfordshire
Union Jack	Classic FM (SOUTH)	JACK FM (Oxford)
Panjab Radio	EAGLE Radio	Kiss (West)
talkRadio	FIRE Radio	Nation Radio North Wales
Virgin Radio	Heart FOUR COUNTIES	Nation Radio South Wales
<b>EAST of ENGLAND</b>	Heart KENT	PIRATE FM
Connect FM	Heart SOLENT	Radio CARMARTHENSHIRE FM
Dream 100	Heart SUSSEX	Radio CEREDIGION
Heart CAMBRIDGESHIRE	Heart THAMES VALLEY	Radio PLYMOUTH
Heart East ANGLIA	KMFM East	SAM FM BRISTOL
Heart ESSEX	KMFM West	SAM FM S.COAST
Kiss (East)	MORE Radio	SAM FM SWINDON
KL.FM 96.7	Smooth FOUR COUNTIES	Smooth DEVON
North Norfolk Radio	Smooth KENT	Smooth North West & Wales
Norwich Radio	Smooth SOLENT	Smooth SOUTH WALES
Premier Christian	Smooth SUSSEX	Smooth West COUNTRY
Smooth CAMBRIDGESHIRE	Smooth THAMES VALLEY	Swansea Bay Radio
Smooth ESSEX	SPIRE FM	SWANSEA SOUND - 1170 MW
Smooth East ANGLIA	SPIRIT FM	talkSPORT (Regional)
Star Radio Cambridge	The Breeze Solent	THE BREEZE (CHELTENHAM)
talkSPORT (Regional)	The Breeze T.Valley	The Breeze (Yeovil)
The Beach	talkSPORT (Regional)	The Breeze South Devon
Total Radio Essex		The Breeze South West
Town 102 FM		Wave 80s -Swansea
		WESSEX FM



<b>YORKSHIRE</b>
97.2 STRAY FM
Capital YORKSHIRE
COMPASS FM
DEARNE FM
GHR (East Yorkshire & North Lincs)
GHR (South Yorkshire)
GHR (West Yorkshire)
HALLAM FM
Heart Yorkshire
KCFM
LINCS FM 102.2
MINSTER FM
PULSE 1
PULSE 2
Pulse 80s
Radio AIRE
RIDINGS FM
ROTHER FM
RUTLAND Radio
talkSPORT (Regional)
TRAX FM
VIKING FM
YORKSHIRE COAST Radio
<b>SCOTLAND</b>
Capital Scotland
Central FM
Classic FM (Scotland)
Clyde 1
Clyde 2
Forth 1
Forth 2
Heart Radio Scotland
Kingdom FM
Moray Firth Radio
Nation Radio Scotland
NorthSOUND ONE
NorthSOUND TWO
Radio Borders
Scottish Sun 80s
Scottish Sun Greatist Hits
Smooth Scotland
talkSPORT (Scotland)
TAY 2
TAY-FM
Wave FM
West SOUND (INC. West FM)
Your Radio (NR)



<b>NORTH WEST</b>
102.4 Wish FM
107.2 Wire FM
107.4 Tower FM
2BR
96.2 The Revolution
C.F.M
Capital Liverpool
Capital Manchester
Capital North West & Wales
CHESHIRE'S SILK 106.9
Chester's DEE 106.3
Classic FM (North)
Gold Manchester
GHR (Lancashire)
GHR (Liverpool)
GHR (Manchester)
Heart North Lancs & Cumbria
Heart North West
HITS Radio (Manchester)
LOVE 80S LIVERPOOL
Radio City
Radio City TALK 105.9
Radio Wave 96.5 FM
Radio X Manchester
Rock FM
Smooth Lake District
Smooth North West
talkSPORT (Regional)
XS Manchester
<b>ULSTER</b>
COOL FM
Classic FM (N IRELAND)
DOWNTOWN Radio (DTR)
talkSPORT (Regional)
Total U105

<b>MIDLANDS</b>
102 Touch FM
107.3 Touch Radio
107.6 Banbury Sound
96.2 Touch FM - Coventry
Capital Birmingham
Capital East Midlands
Classic FM
Free Radio FM (Birmingham & Black Country)
Free Radio FM (Coventry & Warwickshire)
Free Radio FM (Herefordshire & Worcestershire)
Free Radio FM (Shropshire)
Gem
Gold East Midlands
GHR (Coventry & Warwickshire)
GHR (Herefordshire and Worcestershire)
Heart West Midlands
Mix 96
Peak 107FM
Rugby FM
Signal 107
Signal ONE
Signal TWO
Signals 80s - Stoke
Smooth East Midlands
Smooth West Midlands
talkSPORT (Regional)
Touch FM Staffs

## “REACHING **9.4 MILLION** ADULTS EACH WEEK...”



### **NATIONAL COVERAGE**

**120 radio stations** across the UK covering all major conurbations



### **REACH & FREQUENCY**

Reaching **9.4 MILLION** adults each week



### **HIGHER ENGAGEMENT**

With **32% higher ad recall** this is the stand-out your brand needs, directly next to “up-to-the-minute” content.



### **EDITORIAL CONTENT**

Have a new film, music release, charity or brand spokesperson? We can look at including content within the bulletin to compliment your advertising message

# 32%

**HIGHER AD RECALL THAN  
THAT OF A STANDARD AD  
BREAK**

*Source: Clark Chapman research*



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## NATIONAL/DIGITAL

Absolute Radio  
Absolute Radio 70s  
Absolute 80s  
Absolute Radio 90s  
Absolute Radio Classic Rock  
Heat  
Hits Radio  
Jazz FM  
Kerrang!  
Kiss  
KissTORY  
Kiss FRESH  
Magic  
Planet Rock  
talkRadio  
Virgin Radio

## LONDON

Absolute Radio  
Kiss  
Magic  
Mi-Soul  
Nation Radio London

## EAST OF ENGLAND

Dream 100  
Kiss (East)  
KL.FM 96.7  
North Norfolk Radio  
Norwich Radio  
The Beach  
Town 102 FM

## SOUTH & SOUTH EAST

Eagle Radio  
Fire Radio  
KMFM East  
KMFM West  
Spire FM  
Spirit FM  
The Breeze (Solent/East Hants & West Surrey)  
The Breeze Thames Valley  
Wave 105 FM

## WALES & WEST

Dragon Radio Wales  
102.5 Radio Pembrokeshire  
106.3 Bridge FM  
96.4 FM The Wave - Swansea  
Kiss (West)  
Nation Radio North Wales  
Nation Radio South Wales  
Pirate FM  
Radio Carmarthenshire  
Radio Ceredigion  
Radio Plymouth  
Sam FM Bristol  
Sam FM South Coast  
Sam FM Swindon  
Swansea Bay Radio  
Swansea Sound - 1170 MW  
The Breeze (Yeovil/Shaftesbury & Bridgwater)

THE Breeze Cheltenham  
The Breeze South Devon  
The Breeze South West  
Wessex FM

## SCOTLAND

Central FM  
Clyde 1  
Clyde 2  
Forth 1  
Forth2  
Moray Firth Radio  
Nation Radio Scotland (NR)  
NorthSOUND ONE  
NorthSOUND TWO  
Radio Borders  
TAY 2  
TAY-FM  
West SOUND (INC. West FM)  
Your Radio (NR)

## NORTH EAST

GHR (North East)  
GHR (Teesside)  
Metro Radio  
Sun FM Radio  
TFM Radio

## MIDLANDS

Free Radio FM (Birmingham & Black Country)  
Free Radio FM (Coventry & Warwickshire)  
Free Radio FM (Herefordshire & Worcestershire)  
Free Radio FM (Shropshire)  
Gem 106 East Midlands  
Greatest Hits Radio (West Midlands)  
GHR (Coventry)  
GHR (Herefordshire)  
Mix 96  
Peak 107FM  
Signal 107  
Signal ONE

## NORTH WEST

C.F.M  
102.4 Wish FM  
107.2 Wire FM  
107.4 Tower FM  
2BR  
96.2 The Revolution  
GHR (Lancashire)  
GHR (Liverpool North West & North Wales)  
GHR (Manchester)  
HITS Radio  
Radio City  
Radio City TALK 105.9  
Radio Wave 96.5 FM  
Rock FM

## YORKSHIRE

97.2 Stray FM  
GHR (East Yorkshire & North Lincs)  
GHR (South Yorkshire)  
GHR (West Yorkshire)  
Hallam FM  
Minster FM  
Pulse 1  
Radio Aire  
Viking FM  
Yorkshire Coast Radio

## ULSTER

Cool FM  
Downtown Radio (DTR)



# FAQ



**GTN**  
UNITED KINGDOM

# FAQ

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## **Q: Can I buy specific stations?**

A: No, but you can exclude Scotland, Northern Ireland and/or Wales. We can also look at upweighting and downweighting certain regions. Creative can be split by station.

## **Q: Can I book day/time specific?**

A: Yes, GTN is very flexible and you can book specific days, time slot, and you can also tailor your creative to specific stations for narrowcast targeting. \*

## **Q: Is there a minimum budget?**

A: We sell based on All Adult Impacts and our airtime is grouped to give you a share of all the commercial radio stations in the UK, therefore there may be a minimum amount that will allow you to purchase GTN but we work with budgets of all sizes and requirements.

## **Q: Can we use Barter to buy GTN?**

A: No, we do not own any of our radio stations therefore we are unable to barter any airtime.

## **Q: Can we top and tail the Traffic & Travel or Entertainment News?**

A: No, our USP is our ad is solus and placed directly next to Traffic & Travel/Entertainment News content. Also, the advertising messaging is played out at either the beginning or the end of the content/bulletin depending on which station and/or what daypart.

## **Q: Can I sponsor Network Drive and/or Entertainment News?**

A: Using us to advertise is an alternative to choosing one station or group and sponsoring their content. This gives you greater reach and aligns your brand with many stations rather than a specific station's listenership.

*\* Additional costs apply*



# 20.7

**HOURS OF LIVE RADIO ARE  
CONSUMED ON AVERAGE EACH  
WEEK**

*Source: RAJAR/Ipsos MORI/RSMB*

# CREATIVE



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# CREATIVE

## Q: Can I run 10 second live reads?

A: No, there are legal restrictions about live reads in the UK. There must be clear separation between the content and advert, which requires the content to be delivered in a different voice to the advertisement.

## Q: What time lengths can I use on GTN?

A: We carry 10, 20, 30, 40, 50 & 60 second adverts.

## Q: Can I run more than one piece of copy?

A: Yes, you can run as many pieces of copy as you like. We can split these by station, daypart, day of week and/or genre. Our bespoke radio trafficking system was designed to give our advertisers flexibility. \*

## Q: Can we use GTN thermally?

A: Yes, we run many thermal campaigns in many different ways.

## Q: Do you make adverts?

A: Yes, we can work with you to script, voice and produce adverts. Speak to us about our bespoke service: [audio@gtn.uk.com](mailto:audio@gtn.uk.com)

## Q: Do you send out the adverts to the stations?

A: Yes, we traffic all the adverts here and deal with many distributors, creative agencies and clients. This service is free of charge.

Please send all adverts to [audio@gtn.uk.com](mailto:audio@gtn.uk.com) along with the following paperwork:

- RCC Approval
- PRS details
- Copy Instructions
- Audio in .wav format



# 527 M

**HOURS IN AN AVERAGE WEEK  
ACCOUNT FOR DIGITAL RADIO  
LISTENING. 73% DAB, 9% DTV & 18%  
ONLINE.**

*Source: RAJAR/Ipsos MORI/RSMB*



# PARTNERSHIPS



**GTN**  
UNITED KINGDOM



# PARTNERSHIPS

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## Out of Home Sync

We work with all UK DOOH suppliers to sync the timings between digital roadside 48 and 96 sheets with the corresponding radio stations. This allows you to hold up to 5-minute static on the outdoor screens, with amazing results:

- 79% of target audiences both seeing and hearing the advertising
- 63% more likely to consider purchasing as a result of this advertising
- That is 37% higher than sole radio and 23% higher than sole OOH exposure

## Driving Results

For the first time ever Roadside D46 & 96 sheets will carry content in the form of the localised Traffic & Travel information. Allowing advertisers, the ability to 'own the road' and giving you up to the minute traffic information about the journey you are currently on. Teaming this with our award-winning synced radio bulletins, Network Drive and Out of Home offer you a chance to 'Drive Results' for your client.

## Entertainment News Alexa

Entertainment News content on national radio and your Amazon Alexa device. With zero ad avoidance in this digital environment.

- Advertising recognition on both radio and the Alexa platform delivers higher ad recall than the average radio spot campaign.
- Strong agreement that this is not only a 'new and innovative way to advertise' but it's a 'clever way to advertise' and as such it 'would stand out'.

## Fame Package

Creating a fully digital, audio, visual campaign across Entertainment News on air, Alexa and in cinema foyers on interactive digital 6 sheets culminating with the big screen itself. This is a package for the fame hungry who want to build their brand embedded in Entertainment content within a clutter free environment.



# 74%

OF TOTAL AUDIO LISTENING IS TO LIVE  
RADIO. WITH ON DEMAND AND OWNED  
MUSIC BEING AN EQUAL 10% SHARE  
AND PODCASTS 3%

Source: RAJAR MIDAS Autumn 2018

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Gilly Keat – 020 3375 4779

Tim McCabe – 020 3375 4771

Andy Walker – 020 3375 4772

Dina Kallis – 020 3375 4773

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