



GTN

UNITED KINGDOM

MEDIA KIT
2020

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 225 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 28.6 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 **73%** OF COMMERCIAL RADIO’S WEEKLY LISTENERS...”



NATIONAL COVERAGE

225 radio stations across the UK covering all major conurbations



REACH & FREQUENCY

Reaching over **28 million adults** each week, **622 ratings**. That’s **73%** 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



GTN
UNITED KINGDOM

NATIONAL/DIGITAL
Absolute Radio
Absolute Radio 70s (NR)
Absolute 80s
Absolute Radio 90s
Absolute Radio Classic Rock
Classic FM UK (Digital)
Country Hits
Greatest Hits Radio
Heart Extra
Heart 80s
Heat
Hits Radio
Jazz FM
Kerrang!
Kiss
KissTORY
Kiss FRESH
LBC News (UK)
Magic
Magic Chilled
Magic Soul
Mellow Magic
Panjab Radio
Planet Rock
Scala Radio
talkRadio
talkSPORT
talkSPORT2
Union Jack
Virgin Anthems
Virgin Chilled
Virgin Groove

East OF ENGLAND
Greatest Hits (Essex)
Greatest Hits (Great Yarmouth)
Greatest Hits (Ipswich)
Greatest Hits (North Norfolk)
Greatest Hits (Norwich)
Heart Cambridgeshire
Heart East Anglia
Heart Essex
Kiss (East)
KL.FM 96.7
Smooth Radio Cambridgeshire
Smooth Radio Essex
Smooth Radio East Anglia
Star Radio (Cambridge and Ely) (NR)
Total Radio Essex

LONDON
Absolute Radio
Capital London
Classic FM London
Dilse 1035am
Gold London
Heart London
Kiss London
Lyca Radio 1458am
Magic London
Mi-Soul
Nation Radio London
Radio X London
Smooth London
Time FM 107.5

SOUTH & SOUTH East
Capital Brighton
Capital South Coast
Classic FM (South)
Fire Radio
Greatest Hits (Salisbury)
Greatest Hits (Surrey & East Hampshire)
Greatest Hits (West Norfolk)
Greatest Hits (West Sussex)
Heart Four Counties
Heart Kent
Heart Solent
Heart SUSSEX
Heart THAMES VALLEY
More Radio
Smooth Radio Four Counties
Smooth Radio Kent
Smooth Radio Solent
Smooth Radio Sussex
Smooth Radio Thames Valley
The Breeze Solent
The Breeze (Berkshire & North Hampshire)
Wave 105


North East
Capital North East
Classic FM (North)
Greatest Hits (North East)
Greatest Hits (Teesside)
Heart North East
Metro Radio
Smooth North East
Sun FM Radio
TFM Radio
WALES & West
102.5 Radio Pembrokeshire
106.3 Bridge FM
96.4 FM The Wave
Dragon Radio
Greatest Hits (Bristol & Bath)
Greatest Hits Radio (Cornwall)
Greatest Hits (Devon)
Greatest Hits (Dorset)
Greatest Hits (Gloucestershire)
Greatest Hits (South Wales)
Greatest Hits (Swindon)
Heart North WALES
Heart South WALES
Heart South West
Heart West COUNTRY
Jack Radio
Jack 2 Hits Oxfordshire
JACK 3
JACK FM (Oxford)
Kiss (West)
Nation Radio Wales
Pirate FM
Radio Carmarthenshire
Radio Plymouth
Sam FM Bristol
Sam FM South Coast
Smooth Radio Devon
Smooth North West & Wales
Smooth Radio South Wales
Smooth Radio West Country
Swansea Bay Radio
The Breeze (Yeovil/Shafesbury & Bridgwater)

YORKSHIRE
Capital Yorkshire
Greatest Hits (Barnsley)
Greatest Hits (Bradford & West Yorkshire)
Greatest Hits (Doncaster)
Greatest Hits (Harrogate & Yorkshire Dales)
Greatest Hits Radio (Lincolnshire Grimsby Stamford & Rutland)
Greatest Hits (Rotherham)
Greatest Hits Radio (South Yorkshire)
Greatest Hits (York & North Yorkshire)
Greatest Hits (Yorkshire Coast)
Greatest Hits (Wakefield)
Greatest Hits Radio (West Yorkshire)
Hallam FM
Heart Yorkshire
KCFM
Lincs FM 102.2
PULSE 1
Viking FM
SCOTLAND
Capital Scotland
Central FM
Classic FM (Scotland)
Clyde 1
Clyde 2
Forth 1
Forth 2
Heart Scotland
Kingdom FM
Moray Firth Radio
Nation Radio Scotland
Northsound 1
Northsound 2
Radio Borders
Scottish Sun 80s
Scottish Sun Greatest Hits
Smooth Scotland
TAY 2
Tay FM
West Sound (inc West FM)
YOUR Radio (NR)

North West
C.F.M
Capital Lancashire
Capital Liverpool
Capital Manchester
Capital North West & Wales
Cheshires Silk 106.9
Chesters Dee 106.3 (Dee on DAB)
Gold Manchester
Greatest Hits (Blackpool)
Greatest Hits (Bolton)
Greatest Hits (Warrington)
Greatest Hits (Wigan & St Helens)
Heart North Lancs & Cumbria
Heart North West
Hits Radio (Manchester)
Imagine FM (NR)
Love 80s Liverpool
Radio City
Radio Wave 96.5 FM
Radio X Manchester
Revolution 96.2
Rock FM
Smooth Lake District
Smooth North West
XS Manchester
ULSTER
Classic FM (N IRELAND)
Cool FM
Downtown Radio (DTR)
Total U105

MIDLANDS
102 Touch FM
107.3 Touch Radio (NR)
107.6 Banbury Sound
96.2 Touch FM - Coventry
Capital Birmingham
Capital East Midlands
Classic FM Midlands
Free Radio FM (Birmingham)
Greatest Hits (Black Country & Shropshire)
Greatest Hits (North Derbyshire)
Greatest Hits (Staffordshire & Cheshire)
Greatest Hits Radio (East Midlands)
Free Radio FM (Coventry & Warwickshire)
Free Radio FM (Herefordshire & Worcestershire)
Free Radio FM (Wolverhampton & Black Country)
Gem
Greatest Hits (Bucks, Beds & Herts)
Greatest Hits Radio (Coventry & Warwickshire)
Greatest Hits Radio (Herefordshire and Worcestershire)
Greatest Hits Radio (West Midlands)
Gold East Midlands
Gold East Midlands
Heart West Midlands
Rugby FM
Signal One
Smooth East Midlands inc. Connect FM
Smooth West Midlands
Smooth Three Counties

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



NATIONAL COVERAGE

124 radio stations across the UK covering all major conurbations



REACH & FREQUENCY

Reaching **9.4 MILLION adults** and **66 ratings** 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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UNITED KINGDOM

NATIONAL/DIGITAL

Absolute Radio
Absolute Radio 70s (NR)
Absolute 80s
Absolute Radio 90s
Absolute Radio Classic Rock
Country Hits
eagle3 (NR)
Greatest Hits Radio
Heat
Hits Radio
Jazz FM
Kerrang!
Kiss
Kisstory
Kiss Fresh
Magic
Planet Rock
talkRadio
Virgin Anthems
Virgin Chilled
Virgin Groove
Virgin Radio

LONDON

Absolute Radio
Kiss
Magic
Mi-Soul
Nation Radio London

EAST OF ENGLAND

Dream 100
Greatest Hits (Great Yarmouth)
Greatest Hits (Ipswich)
Greatest Hits (North Norfolk)
Kiss (East)
KL.FM 96.7
Radio Norwich

SOUTH & SOUTH EAST

Fire Radio
Greatest Hits (Berkshire & North Hampshire)
Greatest Hits (Surrey & East Hampshire)
Greatest Hits (West Norfolk)
Greatest Hits (West Sussex)
Wave 105 FM
Hits Radio (South Coast)
Fire Radio

MIDLANDS

Free Radio FM (Birmingham)
Greatest Hits (Black Country & Shropshire)
Free Radio FM (Coventry & Warwickshire)
Free Radio FM (Herefordshire & Worcestershire)
Free Radio FM (Wolverhampton & Black Country)
Gem 106 East Midlands
Greatest Hits (Bucks, Beds & Herts)
Greatest Hits (Coventry & Warwickshire)
Greatest Hits (Herefordshire & Worcestershire)
Greatest Hits Radio (Staffordshire & Cheshire)
Greatest Hits (West Midlands)
Greatest Hits (East Midlands)
Greatest Hits (North Derbyshire)
Signal One

NORTH WEST

C.F.M
96.2 The Revolution
Greatest Hits (Blackpool)
Greatest Hits (Bolton)
Greatest Hits (Lancashire)
Greatest Hits (Liverpool North West & North Wales)
Greatest Hits (Manchester)
Greatest Hits (Warrington)
Greatest Hits (Wigan & St Helens)
Hits Radio (Manchester)
Radio City
Rock FM

YORKSHIRE

Greatest Hits (Barnsley)
Greatest Hits Radio (Bradford & West Yorkshire)
Greatest Hits (Doncaster)
Greatest Hits (Harrogate & Yorkshire Dales)
Greatest Hits Radio (Hull and East Yorkshire)
Greatest Hits Radio (Lincolnshire Grimsby Stamford & Rutland)
Greatest Hits (Rotherham)
Greatest Hits (South Yorkshire)
Greatest Hits (Wakefield)
Greatest Hits (West Sussex)
Greatest Hits (West Yorkshire)
Greatest Hits (Yorkshire Coast)
Hallam FM
Pulse 1
Viking FM

ULSTER

Cool FM
Downtown Radio (DTR)

NORTH EAST

Greatest Hits Radio (North East)
Greatest Hits Radio (Teesside)
Metro Radio
Sun FM Radio
TFM Radio

SCOTLAND

Central FM
Clyde 1
Clyde 2
Forth 1
Forth2
Moray Firth Radio
Nation Radio Scotland
Northsound 1
Northsound 2
Radio Borders
TAY 2
TAY FM
West Sound (inc. West FM)
Your Radio

WALES & WEST

102.5 Radio Pembrokeshire
106.3 Bridge FM
96.4 FM The Wave - Swansea
Dragon Radio Wales
Greatest Hits (Bristol & Bath)
Greatest Hits (Dorset)
Greatest Hits (Gloucestershire)
Greatest Hits (South Wales)
Greatest Hits (Swindon)
Greatest Hits Radio (Cornwall)
Kiss (West)
Nation Radio Wales
Pirate FM
Radio Carmarthenshire
Radio Plymouth
Sam FM Bristol
Greatest Hits Radio (South Coast)
Swansea Bay Radio
The Breeze (Yeovil/Shaftesbury & Bridgwater)
The Breeze (West Country) - Bristol/
Weston/ Bath and West Wilts

FAQ



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FAQ

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*



20.2

**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

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 along with the following paperwork:

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



578_M

**HOURS IN AN AVERAGE WEEK
ACCOUNT FOR DIGITAL RADIO
LISTENING. 69% DAB, 8% DTV & 24%
ONLINE.**

Source: RAJAR/Ipsos MORI/RSMB

PARTNERSHIPS



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PARTNERSHIPS

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.



72%

**OF TOTAL AUDIO LISTENING IS TO LIVE
RADIO WITH ON DEMAND 14% AND
PODCASTS 4%**

Source: RAJAR MIDAS Autumn 2019

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