



GTN

UNITED KINGDOM

MEDIA KIT

2021

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 250 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

230 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
KissTORY
Heart Extra
Heart 80s
Heat
Hits Radio
Jazz FM
Kerrang!
Kiss
Kiss FRESH
Magic
Magic Chilled
Magic Soul
Mellow Magic
Panjab Radio
Planet Rock
Scala Radio
Smooth Extra
talkRadio
talkSPORT
talkSPORT2
Union Jack
Virgin Anthems
Virgin Chilled
Virgin Radio
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 (Berkshire & North Hampshire)
Greatest Hits (Salisbury)
Greatest Hits (Somerset)
Greatest Hits (Surrey & East Hampshire)
Greatest Hits (West Norfolk)
Greatest Hits (West Sussex)
Smooth Radio Four Counties
Heart Four Counties
Heart Kent
Heart Solent
Heart SUSSEX
Heart THAMES VALLEY
More Radio
Smooth Radio Kent
Smooth Radio Solent
Smooth Radio Sussex
Smooth Radio Thames Valley
Wave 105

North East
Capital North East
Classic FM (North)
Greatest Hits (North East)
Greatest Hits (Teesside)
Greatest Hits (Tyne & Wear)
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 (Plymouth)
Greatest Hits (South Coast)
Greatest Hits (South Wales)
Greatest Hits (Swindon)
Jack Radio
Heart North WALES
Heart South WALES
Heart South West
Heart West COUNTRY
Jack 2 Hits Oxfordshire
JACK 3
JACK FM (Oxford)
Kiss (West)
Nation Radio Wales
Pirate FM
Radio Carmarthenshire
Smooth Radio Devon
Smooth North West & Wales
Smooth Radio South Wales
Smooth Radio West Country
Swansea Bay Radio





YORKSHIRE
Capital Yorkshire
Greatest Hits (Barnsley)
Greatest Hits (Bradford & West Yorkshire)
Greatest Hits (Doncaster)
Greatest Hits (Harrogate & Yorkshire Dales)
Greatest Hits Radio (Hull & East Yorkshire)
Greatest Hits Radio (Lincolnshire Grimsby Stamford & Rutland)
Greatest Hits Radio (Leeds & West Yorkshire)
Greatest Hits (Rotherham)
Greatest Hits Radio (South Yorkshire)
Greatest Hits (York & North Yorkshire)
Greatest Hits (Yorkshire Coast)
Greatest Hits (Wakefield)
Lincs FM 102.2
Hallam FM
Heart Yorkshire
KCFM
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
Smooth Scotland
TAY 2
Tay FM
Total Scottish Sun
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
Hits Radio (Manchester)
Greatest Hits (Blackpool)
Greatest Hits (Bolton)
Greatest Hits (Lancashire)
Greatest Hits (Liverpool)
Greatest Hits (Manchester & Oldham)
Greatest Hits (Warrington)
Greatest Hits (Wigan & St Helens)
Heart North Lancs & Cumbria
Heart North West
Imagine FM (NR)
Love 80s Liverpool
Radio City
Radio Wave 96.5 FM
Radio X Manchester
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 (Bucks, Beds & Herts)
Greatest Hits (Black Country & Shropshire)
Greatest Hits Radio (Coventry & Warwickshire)
Greatest Hits Radio (East Midlands)
Greatest Hits Radio (Herefordshire and Worcestershire)
Greatest Hits (North Derbyshire)
Greatest Hits (Staffordshire & Cheshire)
Greatest Hits Radio (West Midlands)
Free Radio FM (Coventry & Warwickshire)
Free Radio FM (Herefordshire & Worcestershire)
Free Radio FM (Wolverhampton & Black Country)
Gem
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

130 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



GTN
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NATIONAL/DIGITAL
Absolute Radio
Absolute 80s
Absolute Radio 90s
Absolute Radio Classic Rock
Country Hits
Absolute Radio 70s (NR)
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
Magic
Mi-Soul
Nation Radio London
Kiss

EAST OF ENGLAND
Greatest Hits (Essex)
Greatest Hits (Ipswich)
Greatest Hits (Great Yarmouth)
Greatest Hits (North Norfolk)
Greatest Hits (Norwich)
Kiss (East)
KL.FM 96.7

SOUTH & SOUTH EAST
Fire Radio
Greatest Hits (Berkshire & North Hampshire)
Greatest Hits (Devon)
Greatest Hits (North Norfolk)
Greatest Hits (Salisbury)
Greatest Hits (Somerset)
Greatest Hits (Surrey & East Hampshire)
Greatest Hits (West Norfolk)
Greatest Hits (West Sussex)
Hits Radio (South Coast)

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

NORTH WEST
C.F.M
Greatest Hits (Bolton)
Greatest Hits (Blackpool)
Greatest Hits (Lancashire)
Greatest Hits (Liverpool)
Greatest Hits (Manchester & Oldham)
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 (Harrogate & Yorkshire Dales)
Greatest Hits Radio (Hull and East Yorkshire)
Greatest Hits Radio (Lincolnshire Grimsby Stamford & Rutland)
Greatest Hits (Doncaster)
Greatest Hits (Leeds & West Yorkshire)
Greatest Hits (Norwich)
Greatest Hits (Rotherham)
Greatest Hits (South Yorkshire)
Greatest Hits (Wakefield)
Greatest Hits (West Sussex)
Greatest Hits (York & North Yorkshire)
Greatest Hits (Yorkshire Coast)
Hallam FM
Pulse 1
Viking FM

entertainmentnews

ULSTER
Cool FM
Downtown Radio (DTR)
NORTH EAST
Greatest Hits Radio (North East)
Greatest Hits Radio (Teesside)
Greatest Hits (Tyne & Wear)
Metro Radio
Sun FM Radio

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

WALES & WEST
102.5 Radio Pembrokeshire
96.4 FM The Wave - Swansea
Dragon Radio Wales
Greatest Hits (Bristol & Bath)
Greatest Hits (Cornwall)
Greatest Hits (Dorset)
Greatest Hits (Gloucestershire)
Greatest Hits (Plymouth)
Greatest Hits Radio (South Coast)
Greatest Hits (South Wales)
Greatest Hits (Swindon)
106.3 Bridge FM
Kiss (West)
Nation Radio Wales
Radio Carmarthenshire
Radio Plymouth
Sam FM Bristol
Swansea Bay Radio

FAQ



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UNITED KINGDOM

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



GTN
UNITED KINGDOM

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.



72%

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

Source: RAJAR MIDAS Spring 2020

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