



Media Pack




GTN

UNITED KINGDOM

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.

Through our Traffic & Travel and Entertainment News offerings, we reach over **30.5** million adults each week, that's **80%** of all commercial radio's listeners.



entertainmentnews

NETWORK DRIVE



Network Drive holds the key to **240** radio stations across the UK...



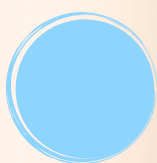
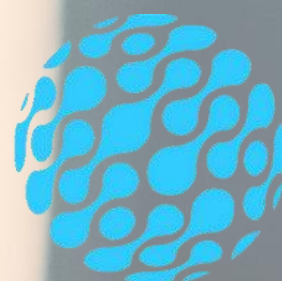
It reaches **30m** Adults every week. That's **77%** of all commercial radio listeners and equates to **709** ratings



Your ad will be heard within a **solus environment** next to all Traffic & Travel bulletins at peak times across the day



This **unique** opportunity within a **prime** position, ensures a **48%** higher ad recall vs standard radio airtime advertising.



NETWORK DRIVE



84% of listeners rely on radio for their traffic and travel updates when they're in the car



In terms of T&T info awareness, radio is by far the dominant source at **49%** - vs its strongest competitor: Google Maps at **12%**

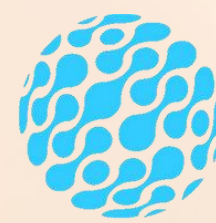


Network Drive runs 7 days a week from 6am to 8pm, with **87%** of airtime falling within the peak Breakfast and Drivetime Timebands Mon-Fri.

7 in 10 listeners get their Traffic updates from radio as part of their morning routine



Radio is still considered the most "**Useful**", '**Reliable**', '**Trustworthy**' and '**Accurate**' Traffic & Travel source (58%),



Every week Net Drive reaches:

- **16.3m** ABC1's
- **26.7m** Mainshoppers
- **29m** Adults with 1+ vehicle

entertainmentnews

Entertainment News is the UK's largest showbiz network in the UK, covering **130** radio stations

Entertainment News reaches **11.7m** Adults every week, equating to **88** ratings

Your ad will be heard within a **solus environment** next to all Showbiz updates across the day - with **no** overnights

This **unique** opportunity within a **prime** position, ensures a **32%** higher ad recall vs standard radio airtime advertising.

entertainmentnews

Entertainment News not only targets an active listening audience in a solus position via your advert, but can also directly influence its content, **to compliment your message** with coverage of Film and Music releases, Charity Messaging or a specific Brand Spokesperson.

Ent News runs from 6am to Midnight every Monday to Friday, with bulletins peaking at **lunchtime**, **school-run** time and **evenings**, when station content is at its most relaxed.

Without doubt, Ent News is a strong and **cost-efficient rival** for a **Mainshopper TV** audience.

Every week, Entertainment News reaches:

- Over **3.2m Mainshopper with Kids**
- **9.2m C1C2DE Adults 15+**
- One Mid-Morning spot on Entertainment News on average delivers **+60%** more ratings than ITV's This Morning



Above and Beyond



GTN

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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 advertising 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 can now carry content in the form of **localised Traffic & Travel information**. This enables advertisers the ability to ‘**own the road**’ as the screens offer up-to-the-minute traffic information to a driver's journey.

Tie this in with our award-winning Network Drive radio bulletins, and offer your client the opportunity to really ‘*Drive Results*’.



GTN
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Finding new Waze

Google Waze is powered by people and is a trusted co-pilot for drivers. With **3.3m UK drivers**, community-driven data allows maps and routes to be updated in real-time, allowing users to save valuable minutes off their journeys.

Waze interacts directly with consumers as they're in motion, offering undivided attention.

The opportunity here? **We sync our Network Drive spots with Waze**, allowing users to be served ads in car, on the app and via their radio simultaneously.

Contact us for more information on this as well as new opportunities with Mobsta, Ubiquitous & Smart Outdoor.

Independent Bespoke Research

We offer **quantitative** and **qualitative** independent research to test the effectiveness of your campaign. Whether this be a long-term, on-going branding exercise or to analyse a one-off campaign/offer, we will work closely alongside you to ensure that the survey assesses all relevant messaging for the campaign brief.

The offering can be FOC, dependent on investment.



FAQ

Q: Can I buy specific stations?

A: No, but you can exclude Scotland, Northern Ireland and/or Wales. Creative can be split by station where possible.

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 T&T or Entertainment News?

A: Unfortunately not. Our USP is our ad is solus and placed directly next to Traffic & Travel/Entertainment News content. 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.



FAQ

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: Do you make adverts?

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

Q: Can we use GTN thermally?

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

Q: Do you make adverts?

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

The Service Station

Tim McCabe
020 3375 4771

Andy Walker
020 3375 4772

Tom Barnes
020 3375 4475

Andreas Ward
020 3375 4785

Dina Kallis
020 3375 4773

Gilly Betson
020 3375 4779

Emma Humphrey
020 3375 4778

Aidan Guida
020 3375 4774

Email:

Firstname.Surname@gtn.uk.com

GTN UK
2nd Floor
18 Noel Street
London
W1F 8GN



GTN

UNITED KINGDOM

NETWORK DRIVE



WALES & WEST

106.3 Bridge FM

96.4 FM The Wave

Capital South Wales

Dragon Radio

Easy Radio (Wales)

Greatest Hits Radio (Bath & South West)

Greatest Hits Radio (Bristol & South West)

Greatest Hits Radio (Devon)

Greatest Hits Radio (Dorset East)

Greatest Hits Radio (Dorset West)

Greatest Hits Radio (Gloucestershire)

Greatest Hits Radio (Plymouth)

Greatest Hits Radio (South Wales)

Greatest Hits Radio (Swindon)

Greatest Hits Radio (Cornwall)

Haven Radio

Heart North WALES

Heart South WALES

Heart South West

Heart West COUNTRY

Hits Radio (Bristol & South West)

Jack 2 Hits Oxfordshire

Jack 3 Chill

Kiss (West)

Nation Radio Ceredigion

Nation Radio Wales

Pirate FM

Radio Carmarthenshire

Smooth Radio Devon

Smooth Radio North West and Wales

Smooth Radio South Wales

Smooth Radio West Country

LONDON

Capital London Plus

Classic FM London

Gold London Plus

Greatest Hits (London)

Heart London

Kiss London

Lyca Gold

Lyca Radio 1458am

Magic London

Mi-Soul

Radio X London

Smooth London

Time FM 107.5

NORTH EAST

Capital North East

Greatest Hits Radio (Teesside)

Greatest Hits Radio (Tyne & Wear)

Heart North East

Metro Radio

Smooth North East

Sun FM Radio

TFM Radio

NATIONAL/DIGITAL

Absolute 80s

Absolute Classic Rock

Absolute Radio

Absolute Radio 00s

Absolute Radio 90s

Absolute Radio Country

Boom Radio

Classic FM UK (Digital)

Easy Radio UK

Heart London Plus

Greatest Hits Radio

Heart 80s

Heat

Hits Radio

Jazz FM

Kerrang!

Kiss

Kiss FRESH

KissTORY

LBC (UK)

LBC News (Uk)

Magic

Magic Chilled

Magic Soul

Mellow Magic

Nation Radio UK

Planet Rock

Scala Radio

talkRadio

talkSPORT

talkSPORT2

Virgin Anthems

Virgin Chilled

Virgin Radio

Virgin Radio Groove

EAST OF ENGLAND

Greatest Hits Radio (Essex)

Greatest Hits Radio (Great Yarmouth)

Greatest Hits Radio (North Norfolk)

Greatest Hits Radio (Cambridgeshire)

Greatest Hits Radio (Norwich)

Greatest Hits Radio (Suffolk)

Gold Cambridgeshire

Heart Cambridgeshire

Heart East Anglia

Heart Essex

Heart Four Counties - 96.6 FM Hertfordshire

Heart Four Counties - Milton Keynes

Kiss (East)

Nation Radio Suffolk

Smooth Radio East Anglia

Smooth Radio Essex

Star Radio Cambridge

Total Radio Essex

SOUTH & SOUTH EAST

106 JACKfm (Oxford)

Capital Brighton

Capital South Coast

Classic FM (South)

Easy Radio South

Greatest Hits Radio (East Hampshire)

Greatest Hits Radio (Berkshire & North Hampshire)

Greatest Hits Radio (Salisbury)

Greatest Hits Radio (Somerset)

Greatest Hits Radio (South Coast)

Greatest Hits Radio (Surrey & East Hampshire)

Greatest Hits Radio (West Norfolk)

Greatest Hits Radio (West Sussex)

Heart Four Counties (Bedfordshire)

Heart Kent

Heart Solent

Heart SUSSEX

Heart THAMES VALLEY

Hits Radio (Bournemouth & Poole)

Hits Radio (South Coast)

IOW Radio

KMFM East

KMFM West

More Radio

More Radio - Hastings (NR)

More Radio - Mid Sussex (NR)

More Radio - Worthing (NR)

Nation Radio South

Smooth Radio Kent

Smooth Radio Solent

Smooth Radio Sussex

Smooth Radio Thames Valley

Wave 105

NETWORK DRIVE



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)
Classic FM (North)
Hits Radio (Manchester)
Greatest Hits Radio (Blackpool)
Greatest Hits Radio (Bolton)
Greatest Hits Radio (Cumbria)
Greatest Hits Radio (Lancashire)
Greatest Hits Radio (Liverpool)
Greatest Hits Radio (Greater Manchester)
Greatest Hits Radio (Warrington)
Heart North Lancs & Cumbria
Heart North West
Love 80s Liverpool
Radio City
Radio X Manchester
Rock FM
Smooth Radio Lake District
Smooth Radio North West
XS Manchester

SCOTLAND

Capital Scotland
Central FM
Classic FM (Scotland)
Clyde 1
Clyde 2
Forth 1
Forth 2
Heart Scotland
Kingdom FM
Northsound 1
Northsound 2
Pure Radio Scotland (NR)
Tay FM
MFR
Nation Radio Scotland
Pure Radio Scotland Tayside
Pure Radio Scotland Central
Smooth Radio Scotland
West FM
YOUR Radio (NR)

MIDLANDS

Capital Birmingham
Capital East Midlands
Capital Mid Counties
Classic FM Midlands
Greatest Hits Radio (Bucks, Beds & Herts)
Greatest Hits Radio (Black Country & Shropshire)
Greatest Hits Radio (Coventry & Warwickshire)
Greatest Hits Radio (East Midlands)
Greatest Hits Radio (Grimsby)
Greatest Hits Radio (Herefordshire and Worcestershire)
Greatest Hits Radio (North Derbyshire)
Greatest Hits Radio (Staffordshire & Cheshire)
Greatest Hits Radio (West Midlands)
Free Radio (Birmingham)
Free Radio FM (Coventry & Warwickshire)
Free Radio FM (Herefordshire & Worcestershire)
Free Radio (Black Country & Shropshire)
Gem
Gold East Midlands
Heart Four Counties Beds/Bucks/Herts
Heart Four Counties Northamptonshire
Heart West Midlands
Signal One
Smooth Radio East Midlands
Smooth Radio West Midlands
Smooth Radio Three Counties

NORTH EAST

Capital North East
Greatest Hits Radio (Teesside)
Greatest Hits Radio (Tyne & Wear)
Heart North East
Metro Radio
Smooth North East
Sun FM Radio
TFM Radio

YORKSHIRE

Capital Yorkshire
Greatest Hits Radio (Barnsley)
Greatest Hits Radio (Bradford & West Yorkshire)
Greatest Hits Radio (Doncaster)
Greatest Hits Radio (Harrogate & Yorkshire Dales)
Greatest Hits Radio (Lincolnshire Grimsby Stamford & Rutland)
Greatest Hits Radio (Leeds & West Yorkshire)
Greatest Hits Radio (Rotherham)
Greatest Hits Radio (South Yorkshire)
Greatest Hits Radio (York & North Yorkshire)
Greatest Hits Radio (Yorkshire Coast)
Greatest Hits Radio (Wakefield)
Greatest Hits (North Yorkshire)
Lincs FM
Hallam FM
Heart Yorkshire
Hits Radio (North Yorkshire)
PULSE 1
Viking FM
Nation Radio East Yorkshire

ULSTER

Classic FM (N IRELAND)
Cool FM
Downtown Radio (DTR)
Total U105

entertainmentnews

NATIONAL/DIGITAL

Absolute 00s
Absolute 80s
Absolute Radio
Absolute Radio 90s
Absolute Radio Classic Rock
Absolute Radio Country
Boom Radio
Greatest Hits Radio
Heat
Hits Radio
Jazz FM
Kerrang!
Kiss
Kiss Fresh
Kisstory
Magic
Nation Radio UK
Planet Rock
talkRadio
Virgin Anthems
Virgin Chilled
Virgin Groove
Virgin Radio

EAST OF ENGLAND

Greatest Hits (Essex)
Greatest Hits (Ipswich)
Greatest Hits (Cambridge)
Greatest Hits (Great Yarmouth)
Greatest Hits (North Norfolk)
Greatest Hits (Norwich)
Kiss (East)
GHR (West Norfolk)

SOUTH & SOUTH EAST

Greatest Hits (Berkshire & North Hampshire)
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 (Bournemouth & Poole)
KMFM East
KMFM West
Hits Radio (South Coast)

MIDLANDS

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

NORTH WEST

C.F.M
Greatest Hits (Bolton)
Greatest Hits (Blackpool)
Greatest Hits Radio (Cumbria)
Greatest Hits (Lancashire)
Greatest Hits (Liverpool)
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

LONDON

Greatest Hits (London)
Magic
Mi-Soul
Kiss

NORTH EAST

Greatest Hits Radio (Teesside)
Greatest Hits (Tyne & Wear)
Metro Radio
Sun FM Radio
TFM Radio

SCOTLAND

Central FM
Clyde 1
Clyde 2
Forth 1
Forth2
Northsound 1
Northsound 2
Radio Borders
TAY 2
TAY FM
West Sound
Your Radio (NR)

WALES & WEST

Haven Radio
96.4 FM The
Dragon Radio Wales
Greatest Hits (Bristol & South West)
Greatest Hits (Bath and South West)
Greatest Hits (Cornwall)
Greatest Hits Radio (Dorset East)
Greatest Hits Radio (Dorset West)
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

ULSTER

Cool FM
Downtown Radio