



GTN UK

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 **31.2** million adults each week, that's **80%** of all commercial radio's listeners.



entertainmentnews

Source: RAJAR Q1 2024, Clark Chapman



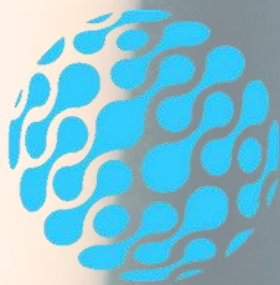
Network Drive holds the key to **240** radio stations across the UK...



It reaches **30.8m** Adults every week. That's **77%** of all commercial radio listeners and equates to **803** 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 **88%** of airtime falling within the peak Breakfast and Drivetime Timebands

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:

- **16.8m** ABC1's
- **27.1m** Mainshoppers
- **29.9m** Adults with 1+ vehicle

WALES & WEST
106.3 Bridge FM
Hits Radio (South Wales) (surveyed as 96.4 FM The Wave)
Capital South Wales Sponsorship Trading
Dragon Radio Wales
Swansea Bay Radio (was Easy Radio)
Greatest Hits Radio (Bristol and South West)
Greatest Hits Radio (Bath & South West)
Greatest Hits Radio (Cornwall)
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)
Heart North Wales Sponsorship Trading
Heart South Wales Sponsorship Trading
Heart South West Sponsorship Trading
Heart West Country Sponsorship Trading
Hits Radio (Bristol & South West)
Hits Radio (Cornwall) (surveyed as Pirate FM)
Kiss (West) Trading
Nation Radio Ceredigion NR
Nation Radio Wales
Radio Carmarthenshire
102.5 Radio Pembrokeshire
Smooth Radio Devon Sponsorship Trading
Smooth Radio North West and Wales Sponsorship Trading
Smooth Radio South Wales Sponsorship Trading
Smooth Radio West Country Sponsorship Trading
LONDON
Capital London Sponsorship Trading
Classic FM (London) Trading
Gold London Plus Sponsorship Trading
GHR (London)
Heart London Sponsorship Trading
Kiss (London)
Lyca Gold (surveyed as 1035 Dilse Radio)
1458 Lyca Radio
Magic (London)
Mi-Soul
Radio X London Sponsorship Trading
Smooth London Sponsorship Trading
Time Fm 107.5

ESSEX & EAST
Greatest Hits Radio (Cambridgeshire)
Greatest Hits Radio (Essex)
Greatest Hits Radio (Great Yarmouth) Trading
Greatest Hits Radio (North Norfolk) Trading
Greatest Hits Radio (Norwich)
Greatest Hits Radio (Suffolk)
Gold Cambridgeshire Sponsorship Trading
Heart Cambridgeshire Sponsorship Trading
Heart East Anglia Sponsorship Trading
Heart Essex Sponsorship Trading
Heart Four Counties – Hertfordshire Sponsorship Trading
Heart Four Counties - Milton Keynes Sponsorship Trading
Kiss (East) Trading
Nation Radio Suffolk
Smooth Radio East Anglia Sponsorship Trading
Smooth Radio Essex Sponsorship Trading
Total Radio Essex
SOUTH & SOUTH EAST
Capital Brighton Sponsorship Trading
Capital South Coast Sponsorship Trading
Classic FM (South) Trading
Easy Radio South
Greatest Hits Radio (Berkshire & North Hampshire)
Greatest Hits Radio (Kent)
Greatest Hits Radio (Oxfordshire)
Greatest Hits Radio (Salisbury)
Greatest Hits Radio (Somerset)
Greatest Hits Radio (South Coast) Surveyed as Wave 105
Greatest Hits Radio (Surrey & East Hampshire)
Greatest Hits Radio (Sussex)
Greatest Hits Radio (West Norfolk)
Heart Kent Sponsorship Trading
Heart Solent Sponsorship Trading
Heart Sussex Sponsorship Trading
Heart Thames Valley Sponsorship Trading
Hits Radio (Dorset) was (Hits Radio (Bournemouth & Poole)
Hits Radio (Oxfordshire)
Hits Radio (South Coast)
IOW Radio
KMFM East
KMFM West
More Radio Total
More Radio - Hastings (NR)
More Radio - Mid Sussex (NR)
More Radio - Worthing (NR)
Nation Radio South
Smooth Radio Kent Sponsorship Trading
Smooth Radio Solent Sponsorship Trading
Smooth Radio Sussex Sponsorship Trading
Smooth Radio Thames Valley Sponsorship Trading


NATIONAL/DIGITAL
Absolute 80s
Absolute Classic Rock
Absolute Radio
Absolute Radio 00s
Absolute Radio 90s
Absolute Radio Country
Boom Radio DAB Trading
Capital UK (Digital) Sponsorship Trading
Classic FM UK (Digital) Sponsorship Trading
Greatest Hits Radio (National) Sponsorship Trading
Heart 80s Sponsorship Trading
Heart UK (Digital) Sponsorship Trading
Heat
Hits Radio (National) Sponsorship Trading
Jazz FM
Kerrang!
Kiss (National) Sponsorship Trading
Kiss Fresh
Kisstory
LBC (UK) Sponsorship Trading
LBC News (UK) Sponsorship Trading
Magic (National) Sponsorship Trading
Magic Chilled
Magic Soul
Mellow Magic
Nation Radio UK
Planet Rock
Radio X UK (Digital) Sponsorship Trading
Scala Radio
Smooth Radio UK (Digital) Sponsorship Trading
talkRADIO Trading
talkSPORT Trading
talkSPORT2
Virgin Radio Anthems Trading
Virgin Radio Chilled Trading
Virgin Radio Trading
Virgin Radio 80s Plus Trading

NORTH WEST
Capital Lancashire Sponsorship Trading
Capital Liverpool Sponsorship Trading
Capital Manchester Sponsorship Trading
Capital North West & Wales Sponsorship Trading
Classic FM (North) Trading
Cheshires Silk 106.9
Chesters Dee 106.3 (Dee on DAB)
Hits Radio (Manchester)
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 Sponsorship Trading
Heart North West Sponsorship Trading
Hits Radio (Cumbria)
Love 80s Liverpool
Love 80s Manchester
Hits Radio (Liverpool & the North West) (surveyed as Radio City)
Radio X Manchester Sponsorship Trading
Hits Radio (Lancashire) (surveyed as Rock FM)
Smooth Radio Lake District Sponsorship Trading
Smooth Radio North West Sponsorship Trading
XS Manchester Sponsorship Trading

YORKSHIRE
Capital Yorkshire Sponsorship Trading
Greatest Hits Radio (Bradford & West Yorkshire) Trading
Greatest Hits Radio (East Yorkshire and Northern Lincolnshire)
Greatest Hits Radio (Harrogate & Yorkshire Dales) Trading
Greatest Hits Radio (Lincolnshire)
Greatest Hits Radio (Leeds & West Yorkshire)
Greatest Hits Radio (South Yorkshire)
Greatest Hits Radio (York & North Yorkshire) Sponsorship Trading
Greatest Hits Radio (Yorkshire Coast) Sponsorship Trading
Greatest Hits Radio (Wakefield) Trading
Greatest Hits Radio (North Yorkshire)
Hits Radio (Lincs) (surveyed as Lincs FM)
Hits Radio (South Yorkshire) (surveyed as Hallam FM)
Heart Yorkshire Sponsorship Trading
Hits Radio (West Yorkshire) (surveyed as Pulse 1)
Hits Radio (East Yorkshire & Northern Lincolnshire) (surveyed as Viking FM)
Nation Radio East Yorkshire

MIDLANDS
Capital Birmingham Sponsorship Trading
Capital East Midlands Sponsorship Trading
Capital Mid Counties Sponsorship Trading
Classic FM Midlands Trading
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 (Herefordshire and Worcestershire)
Greatest Hits Radio (North Derbyshire) Trading
Greatest Hits Radio (Peterborough Stamford and Rutland)
Greatest Hits Radio (Staffordshire & Cheshire)
Greatest Hits Radio (West Midlands)
Hits Radio (Birmingham) (surveyed as Free Radio (Birmingham))
Hits Radio (Coventry & Warwickshire) (surveyed as Free Radio (Coventry & Warwickshire))
Hits Radio (Herefordshire & Worcestershire) (surveyed as Free Radio (Herefordshire & Worcestershire))
Greatest Hits Radio (Herefordshire & Worcestershire)
Hits Radio (Black Country & Shropshire) (surveyed as Free Radio (Black Country & Shropshire))
Hits Radio (East Midlands) (surveyed as Gem)
Gold East Midlands Sponsorship Trading
Heart Four Counties (Beds/Bucks/Herts) Sponsorship Trading
Heart Four Counties (Bedfordshire) Sponsorship Trading
Heart Four Counties (Northamptonshire) Sponsorship Trading
Heart West Midlands Sponsorship Trading
Hits Radio (Staffordshire & Cheshire) (surveyed as Signal One)
Smooth Radio East Midlands Sponsorship Trading
Smooth Radio West Midlands Sponsorship Trading
Smooth Radio Three Counties Sponsorship Trading
Star Radio Cambridge



SCOTLAND
Capital Scotland Sponsorship Trading
Central FM
Classic FM (Scotland) Trading
Clyde 1
Forth 1
Greatest Hits Radio (Ayrshire, Dumfries & Galloway)
Greatest Hits Radio (Edinburgh, Lothians, Fife & Falkirk)
Greatest Hits Radio (Glasgow & the West)
Greatest Hits Radio (North of Scotland)
Greatest Hits Radio (North East Scotland)
Greatest Hits Radio (Scottish Borders & North Northumberland)
Greatest Hits Radio (Tayside & Fife)
Heart (Scotland) Sponsorship Trading
Kingdom FM
Northsound 1
Tay FM
MFR
Nation Radio Scotland Total
Smooth Radio (Scotland) Sponsorship Trading
West FM
YOUR Radio (NR)

ULSTER
Classic FM (N IRELAND) trading
Cool FM
Downtown Country
Downtown Radio
Greatest Hits Radio (Northern Ireland)
Total U105

NORTH EAST
Capital North East Sponsorship Trading
Greatest Hits Radio (Teesside)
Greatest Hits Radio (Tyne & Wear)
Heart North East Sponsorship Trading
Hits Radio (North East - Tyne & Wear) (surveyed as Metro Radio)
Smooth Radio North East Sponsorship Trading
Sun FM Radio (will be Nation Radio North East)
Hits Radio (North East - Teesside) (surveyed as TFM)

entertainmentnews

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

Entertainment News reaches **12m** Adults every week, equating to **103** 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.

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 a strong and **cost-efficient rival** for a **Mainshopper** TV audience.

Every week, Entertainment News reaches:

- Over **3.2m Mainshopper with Kids**
- **9.5m C1C2DE Adults 15+**
- One Mid-Morning spot on Entertainment News on average delivers **+60%** more ratings than ITV's This Morning

NATIONAL/DIGITAL
Absolute Radio 00s
Absolute 80s
Absolute Radio
Absolute Radio 90s
Absolute Classic Rock
Absolute Radio Country
Boom Radio – DAB Trading
Greatest Hits Radio (Non Local) Sponsorship Trading
Heat
Hits Radio (Non Local) Sponsorship Trading
Jazz FM
Kerrang!
Kiss (National) Sponsorship Trading
Kiss Fresh
Kisstory
Magic (National) Sponsorship Trading
Planet Rock
TalkRadio Trading
Virgin Radio Anthems Trading
Virgin Radio Chilled Trading
Virgin Radio 80s Plus Trading
Virgin Radio Trading

EAST OF ENGLAND
Greatest Hits Radio (Essex)
Greatest Hits Radio (Great Yarmouth) Trading
Greatest Hits Radio (North Norfolk) Trading
Greatest Hits Radio (Norwich)
Greatest Hits Radio(Suffolk)
Greatest Hits Radio (West Norfolk)
Kiss (East) Trading

SOUTH & SOUTH EAST
Greatest Hits Radio (Berkshire and North Hampshire)
Greatest Hits Radio (Devon)
Greatest Hits Radio (Kent)
Greatest Hits (Oxfordshire)
Greatest Hits Radio (Salisbury)
Greatest Hits Radio (Somerset)
Greatest Hits Radio (South Coast) surveyed as Wave 105
Greatest Hits Radio (Surrey & East Hampshire)
Greatest Hits Radio (Sussex)
Hits Radio (Dorset) was (Hits Radio (Bournemouth & Poole)
Hits Radio (Oxfordshire)
Hits Radio (South Coast)
KMFM East
KMFM West

MIDLANDS
Greatest Hits Radio (Black Country & Shropshire)
Greatest Hits Radio (Cambridgeshire)
Greatest Hits Radio (Herefordshire & Worcestershire)
Greatest Hits Radio (Bucks, Beds & Herts)
Greatest Hits Radio(Coventry & Warwickshire)
Greatest Hits Radio (Herefordshire and Worcestershire)
Greatest Hits Radio (North Derbyshire)Trading
Greatest Hits Radio (Peterborough Stamford & Rutland)
Greatest Hits Radio (West Midlands)
Greatest Hits Radio (Staffordshire & Cheshire)
Greatest Hits Radio (East Midlands)
Hits Radio (Birmingham) (surveyed as Free Radio (Birmingham))
Hits Radio (Black Country & Shropshire) (surveyed as Free Radio (Black Country & Shropshire))
Hits Radio (Coventry & Warwickshire) (surveyed as Free Radio (Coventry & Warwickshire))
Hits Radio (Herefordshire & Worcestershire) (surveyed as Free Radio (Herefordshire & Worcestershire))
Hits Radio (Staffordshire & Cheshire) (surveyed as Signal One)

NORTH WEST
Greatest Hits Radio (Cumbria)
Greatest Hits Radio (Greater Manchester)
Greatest Hits Radio (Lancashire)
Greatest Hits Radio (Liverpool)
Hits Radio (Cumbria)
Hits Radio (Lancashire) (surveyed as Rock FM)
Hits Radio (Liverpool & the North West) (surveyed as Radio City)
Hits Radio (Manchester)

YORKSHIRE
Greatest Hits Radio (Bradford & West Yorkshire) Trading
Greatest Hits Radio (East Yorkshire & Northern Lincolnshire)
Greatest Hits Radio (Harrogate & Yorkshire Dales) Trading
Greatest Hits Radio (Leeds & West Yorkshire)
Greatest Hits Radio (Lincolnshire)
Greatest Hits Radio (North Yorkshire)
Greatest Hits Radio (Norwich)
Greatest Hits Radio(South Yorkshire)
Greatest Hits Radio (York & North Yorkshire) Sponsorship Trading
Greatest Hits Radio (Yorkshire Coast) Sponsorship Trading
Greatest Hits Radio (Wakefield) Trading
Hits Radio (East Yorkshire & Northern Lincolnshire) (surveyed as Viking FM)
Hits Radio (Lincs) (surveyed as Lincs FM)
Hits Radio (South Yorkshire) (surveyed as Hallam FM)
Hits Radio (West Yorkshire) (surveyed as Pulse 1)



LONDON
Greatest Hits Radio (London)
Magic (London)
Kiss (London)

NORTH EAST
Greatest Hits Radio (Teesside)
Greatest Hits Radio (Tyne & Wear)
Hits Radio (North East - Teesside) (surveyed as TFM)
Hits Radio (North East - Tyne & Wear) (surveyed as Metro Radio)

SCOTLAND
Central FM
Clyde 1
Forth 1
Greatest Hits Radio (Ayrshire Dumfries and Galloway)
Greatest Hits Radio (Edinburgh Lothians Fife and Falkirk)
Greatest Hits Radio (Glasgow & the West)
Greatest Hits Radio (North East Scotland)
Greatest Hits Radio (North of Scotland)
Greatest Hits Radio (Scottish Borders and North Northumberland)
Greatest Hits Radio (Tayside and Fife)
MFR
Northsound 1
West FM
Tay FM

WALES & WEST
Greatest Hits Radio (Bristol & South West)
Greatest Hits Radio (Bath and South West)
Greatest Hits Radio (Cornwall)
Greatest Hits Radio (Dorset East)
Greatest Hits Radio (Dorset West)
Greatest Hits Radio (Gloucestershire)
Greatest Hits Radio (Plymouth)
Greatest Hits Radio (South Coast)
Greatest Hits Radio(South Wales)
Greatest Hits Radio (Swindon)
Hits Radio (Bristol and South West)
Hits Radio (South Wales) (surveyed as 96.4 FM The Wave)
Hits Radio (Cornwall) (surveyed as Pirate FM)
Kiss (West) Trading
Radio Carmarthenshire

ULSTER
Cool FM
Downtown Radio
Greatest Hits Radio (Northern Ireland)



Above and Beyond



GTN

UNITED KINGDOM



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*’.



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.

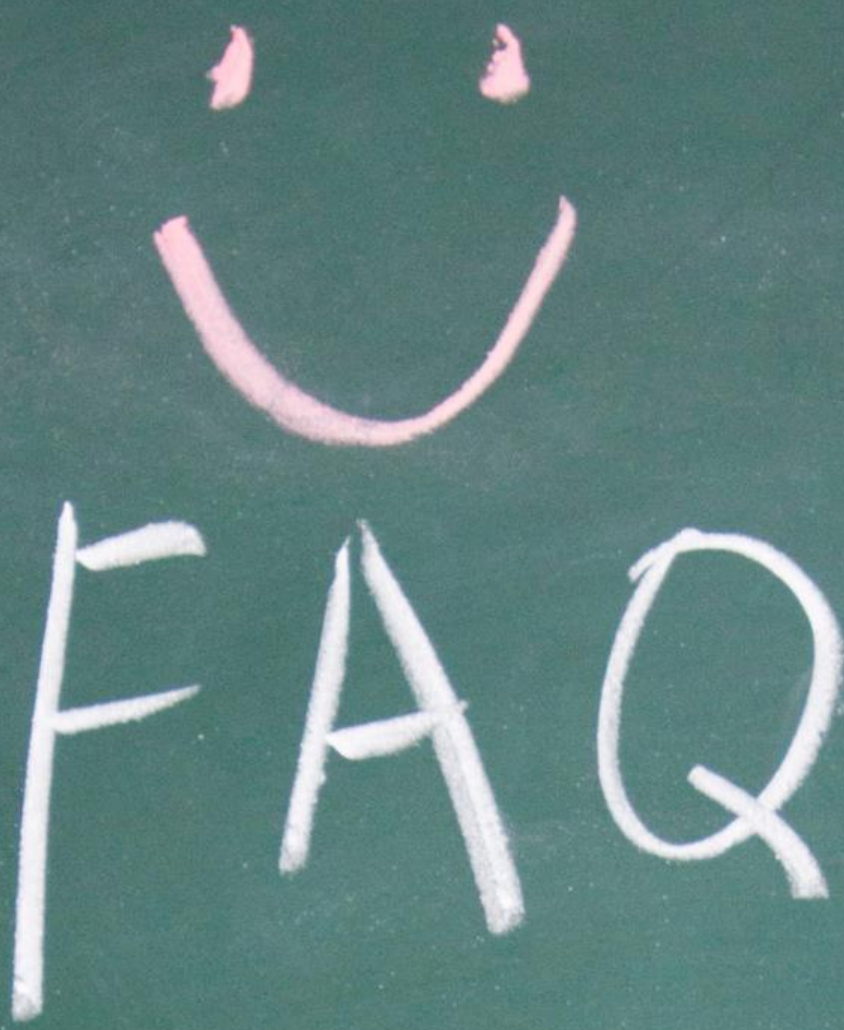
The opportunity here? **We sync our Network Drive spots with Waze**, allowing users to be served ads in car, on the app and via their radio simultaneously.

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.



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?

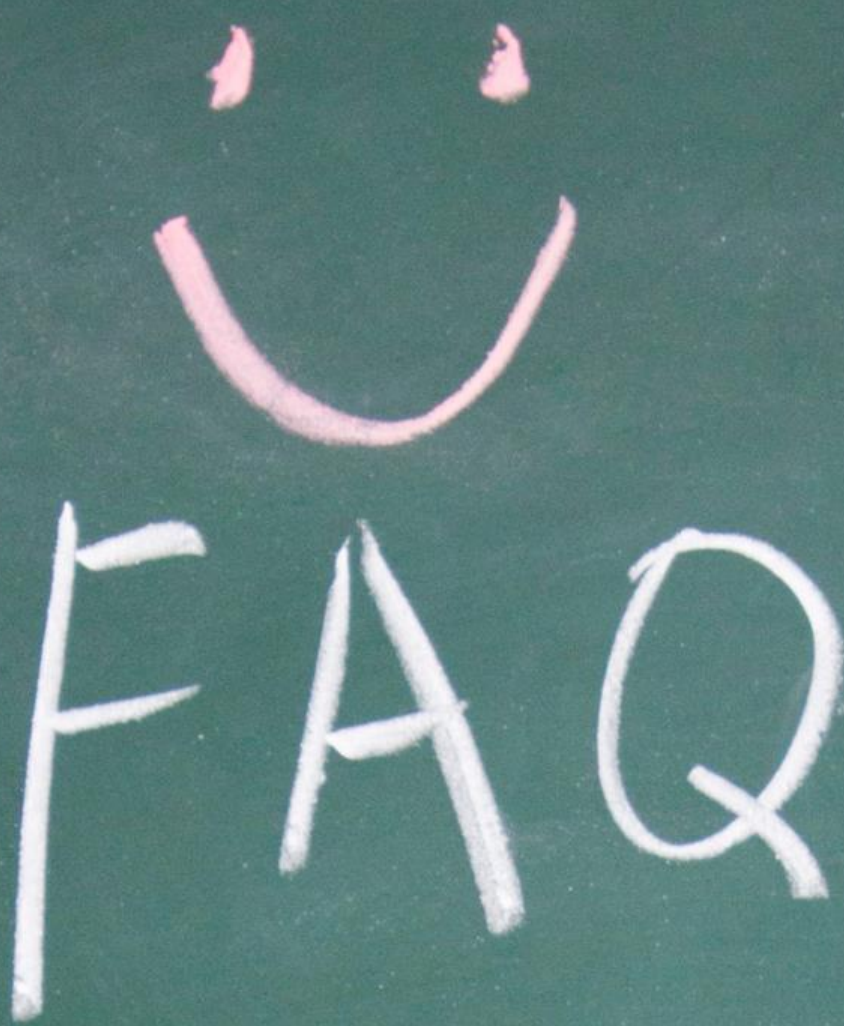
A: No, we do not own any of our radio stations therefore we are unable to barter any airtime.

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.



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

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GTN

UNITED KINGDOM