



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** million adults each week, that's **77%** of all commercial radio's listeners.



entertainmentnews

NETWORK DRIVE



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



It reaches **over 30m** Adults every week. That's **76%** of all commercial radio listeners and equates to **687** 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:

- **16.6m** ABC1's
- **26.4m** Mainshoppers
- **29m** Adults with 1+ vehicle

WALES & WEST

102.5 Radio Pembrokehire
 106.3 Bridge FM
 Capital South Wales Sponsorship Trading
 Dragon Radio Wales
 Greatest Hits Radio (Bristol and Southwest)
 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 Southwest Sponsorship Trading
 Heart West Country Sponsorship Trading
 Hits Radio (Cornwall) (surveyed as Pirate FM)
 Hits Radio (South Wales) (surveyed as 96.4 FM The Wave)
 Hits Radio (West of England) surveyed as Kiss (West) Trading
 Nation Radio Ceredigion NR
 Nation Radio North Wales
 Nation Radio South Wales
 Radio Carmarthenshire
 Smooth Radio Devon Sponsorship Trading
 Smooth Radio Northwest and Northwest Sponsorship Trading
 Smooth Radio South Wales Sponsorship Trading
 Smooth Radio West Country Sponsorship Trading
 Swansea Bay Radio (was Easy Radio)

LONDON
 Capital London Sponsorship Trading
 Classic FM (London) Trading
 Gold London Plus Sponsorship Trading
 GHR (London)
 Heart London Sponsorship Trading
 Hits Radio (London) Surveyed as (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 (Norwich)
 Greatest Hits Radio (Suffolk)
 Gold Cambridgeshire Sponsorship Trading
 Heart Cambridgeshire Sponsorship Trading
 Heart East Anglia Sponsorship Trading
 Heart Essex Sponsorship Trading
 Heart Hertfordshire Sponsorship Trading
 Heart Four Counties - Milton Keynes Sponsorship Trading
 Hits Radio (Norfolk) surveyed as Kiss (East) Trading
 Nation Radio Suffolk
 Smooth Radio East Anglia Sponsorship Trading
 Smooth Radio Essex Sponsorship Trading
 Total Radio Essex

SOUTH & SOUTHEAST
 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 Sponsorship Trading
 Classic FM UK Sponsorship Trading
 Greatest Hits Radio (Nonlocal) Sponsorship Trading
 Greatest Hits Radio 60s
 Heart 80s Sponsorship Trading
 Heart UK Sponsorship Trading
 Heat
 Hits Radio Chilled was Magic Chilled
 Hits Radio (Non-Local) Sponsorship Trading
 Jazz FM
 Kerrang!
 KISS
 Kiss Fresh
 Kisstory
 LBC (London & UK) Sponsorship Trading
 LBC News (London & UK) Sponsorship Trading
 Magic Classical was Scala Radio
 Magic (National) Sponsorship Trading
 Magic Soul
 Mellow Magic
 Nation Radio UK
 Planet Rock
 Radio X UK Sponsorship Trading
 Smooth Radio UK Sponsorship Trading
 Talk Trading
 talkSPORT Trading
 talkSPORT2
 Virgin Radio Anthems Trading
 Virgin Radio Chilled Trading
 Virgin Radio Trading
 Virgin Radio 80s Plus Trading

NORTHWEST

Capital Lancashire Sponsorship Trading
 Capital Liverpool Sponsorship Trading
 Capital Manchester Sponsorship Trading
 Capital Northwest & Wales Sponsorship Trading
 Classic FM (North) Trading
 Cheshires Silk 106.9
 Chesters Dee 106.3 (Dee on DAB)
 Greatest Hits Radio (Cumbria)
 Greatest Hits Radio (Lancashire)
 Greatest Hits Radio (Liverpool)
 Greatest Hits Radio (Greater Manchester)
 Heart North Lancs & Cumbria Sponsorship Trading
 Heart Northwest Sponsorship Trading
 Hits Radio (Cumbria)
 Hits Radio (Manchester)
 Love 80s Liverpool
 Love 80s Manchester
 Hits Radio (Liverpool & the Northwest) (was Radio City)
 Hits Radio (Lancashire) (was Rock FM)
 Radio X Manchester Sponsorship Trading
 Smooth Radio Lake District Sponsorship Trading
 Smooth Radio Northwest Sponsorship Trading
 Radio X 90s Manchester (was 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) Sponsorship Trading
 Greatest Hits Radio (Lincolnshire)
 Greatest Hits Radio (Leeds & West Yorkshire)
 Greatest Hits Radio (North 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
 Heart Yorkshire Sponsorship 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)
 Nation Radio Yorkshire (was Nation Radio East Yorkshire)

MIDLANDS

Capital Birmingham Sponsorship Trading
 Capital East Midlands Sponsorship Trading
 Capital Mid Counties Sponsorship Trading
 Classic FM Midlands Trading
 Gold East Midlands Sponsorship 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)
 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 (Black Country & Shropshire) (surveyed as Free Radio (Black Country & Shropshire))
 Hits Radio (Birmingham) (was Free Radio (Birmingham))
 Hits Radio Cambridge (was Star Radio Cambridge)
 Hits Radio (Coventry & Warwickshire) (was Free Radio (Coventry & Warwickshire))
 Hits Radio (East Midlands) (was Gem)
 Hits Radio (Herefordshire & Worcestershire) (was Free Radio (Herefordshire & Worcestershire))
 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

**SCOTLAND**

Capital Scotland Sponsorship Trading
 Central FM
 Classic FM (Scotland) Trading
 Clyde 1 (Ayrshire) Surveyed as West FM
 Clyde 1 (Glasgow & the West) 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 (Northeast Scotland)
 Greatest Hits Radio (Scottish Borders & North Northumberland)
 Greatest Hits Radio (Tayside & Fife)
 Heart (Scotland) Sponsorship Trading
 Kingdom FM
 MFR
 Northsound 1
 Nation Radio Scotland Total
 Smooth Radio (Scotland) Sponsorship Trading
 Tay FM
 YOUR Radio (NR)
ULSTER
 Classic FM (N IRELAND) trading
 Cool FM
 Downtown Country
 Downtown Radio
 Greatest Hits Radio (Northern Ireland)
 Hits Radio (Northern Ireland)
 Total U105
NORTHEAST
 Capital Northeast Sponsorship Trading
 Greatest Hits Radio (Teesside)
 Greatest Hits Radio (Tyne & Wear)
 Heart Northeast Sponsorship Trading
 Hits Radio (Northeast - Tyne & Wear) (surveyed as Metro Radio)
 Hits Radio (Northeast - Teesside) (surveyed as TFM)
 Smooth Radio Northeast Sponsorship Trading
 Nation Radio Northeast (was Sun FM)

entertainmentnews

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

Entertainment News reaches **11.5m** Adults every week, equating to **84** 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 a strong and **cost-efficient rival** for a **Mainshopper TV** audience.

Every week, Entertainment News reaches:

- Over **2.8m Mainshopper with Kids**
- **9.3m 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 (Nonlocal)
 Sponsorship Trading
 Heat
 Hits Radio (Nonlocal) Sponsorship Trading
 Jazz FM
 Kerrang!
 KISS
 Kiss Fresh
 Kisstory
 Magic (National) Sponsorship Trading
 Planet Rock
 Talk 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 (Norwich)
 Greatest Hits Radio(Suffolk)
 Greatest Hits Radio (West Norfolk)
 Hits Radio (Norfolk) was Kiss (East)

SOUTH & SOUTHEAST

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

MIDLANDS

Greatest Hits Radio (Black Country & Shropshire)
 Greatest Hits Radio (Bucks, Beds & Herts)
 Greatest Hits Radio (Cambridgeshire)
 Greatest Hits Radio(Coventry & Warwickshire)
 Greatest Hits Radio (Herefordshire & Worcestershire)
 Greatest Hits Radio (North Derbyshire)
 Sponsorship 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) was Free Radio (Black Country and Shropshire)
 Hits Radio Cambridge (was Star Radio Cambridge)
 Hits Radio (Coventry & Warwickshire) (was Free Radio (Coventry & Warwickshire))
 Hits Radio (East Midlands) was Gem
 Hits Radio (Herefordshire & Worcestershire) was Free Radio (Herefordshire & Worcestershire)
 Hits Radio (Staffordshire & Cheshire) (was Signal One)

NORTHWEST

Greatest Hits Radio (Cumbria)
 Greatest Hits Radio (Greater Manchester)
 Greatest Hits Radio (Lancashire)
 Greatest Hits Radio (Liverpool)
 Hits Radio (Cumbria)
 Hits Radio (Lancashire) (was Rock FM)
 Hits Radio (Liverpool & the Northwest) (was 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) Sponsorship Trading
 Greatest Hits Radio (Leeds & West Yorkshire)
 Greatest Hits Radio (Lincolnshire)
 Greatest Hits Radio (North 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
 Hits Radio (East Yorkshire & Northern Lincolnshire) (was Viking FM)
 Hits Radio (Lincs) (surveyed as Lincs FM)
 Hits Radio (South Yorkshire) (was Hallam FM)
 Hits Radio (West Yorkshire) (was Pulse 1)

entertainmentnews**LONDON**

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

NORTHEAST

Greatest Hits Radio (Teesside)
 Greatest Hits Radio (Tyne & Wear)
 Hits Radio (Northeast - Teesside) (surveyed as TFM)
 Hits Radio (Northeast - Tyne & Wear) (surveyed as Metro Radio)

SCOTLAND

Central FM
 Clyde 1 (Ayrshire) Surveyed as West FM
 Clyde 1 (Glasgow & the West)
 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 (Northeast Scotland)
 Greatest Hits Radio (North of Scotland)
 Greatest Hits Radio (Scottish Borders & North Northumberland)
 Greatest Hits Radio (Tayside and Fife)
 MFR
 Northsound 1
 Tay FM

WALES & WEST

Greatest Hits Radio (Bristol & Southwest)
 Greatest Hits Radio (Bath and Southwest)
 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 Wales)
 Greatest Hits Radio (Swindon)
 Hits Radio (South Wales) (was 96.4 FM The Wave)
 Hits Radio (Cornwall) (was Pirate FM)
 Hits Radio (West of England) was Kiss (West)

ULSTER

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



Above and Beyond



GTN
UNITED KINGDOM



GTN

UNITED KINGDOM

Tailored Solus Partnership



TSPs – Tailored Solus Partnerships are guaranteed ways to make sure your connection with the listeners is at its finest!

GTN UK have created some ingenious partnerships in order to own the moment.

Whether you want to **own a specific spot** running on a special moment, or block out a day or daypart, to target a segment of audience. A TSP can give you a **unique opportunity to reach** a massive audience, in a **solus ad environment**, at the right time.

Examples of TSPs have utilised the **'time' and the 'place'**, whilst considering state of mind or purchase opportunity to reach:

- Listeners, for one day, all day
- Specifically timed daypart, Pre-lunch and Pre-evening time 'block outs'
- Weekend breakfast moments
- Repeat Coffee purchase times throughout the week
- Purchase segments on or before pay day

For information how you can partner with GTN's TSPs, please contact us at TSPs@gtn.uk.com or phone us on 0203 375 4771



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*’.



GTN


UNITED KINGDOM

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

Zoe Ranson
020 3375 4778

Aidan Guida
020 3375 4774

Email:

Firstname.Surname@gtn.uk.com

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