



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





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 **691** 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.



Source: RAJAR Q1 2025, Clark Chapman



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

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



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



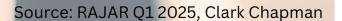
Radio is still considered the most "Useful', 'Reliable', 'Trustworthy' and 'Accurate' Traffic & Travel source (58%),



Network Drive runs 7 days a week from 6am to 8pm, with the majority of airtime falling within the peak Breakfast and Drivetime Timebands



Every week
Net Drive reaches:
16.7m ABC1's
26.7m Mainshoppers
29.4m Adults with
1+ vehicle



#### **WALES & WEST**

102.5 Radio Pembrokeshire

106.3 Bridge FM

Capital South Wales Sponsorship Trading

Dragon Radio Wales

Greatest Hits Radio (West of England)

was GHR (Bristol & Southwest)

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

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

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

Nation Radio London

Radio X London Sponsorship Trading Smooth London Sponsorship Trading

Time Fm 107.5

#### **ESSEX & EAST**

Greatest Hits Radio (Cambridgeshire)

Greatest Hits Radio (Essex)

GHR (Norfolk) Was GHR (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

Hits Radio (Norfolk) surveyed as Kiss

(East) Trading

Nation Radio Suffolk

Sponsorship Trading

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

Smooth Radio Northwest and Northwest 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 Xtra (Surveyed as 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

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 (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

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

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

**Total Nation Radio Scotland** 

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

Trading

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

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 over **11m** Adults every week, equating to **85** 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



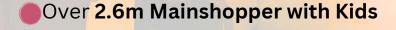
Entertainment News not only targets an active listening audience in a solus position via your advert, but can also directly influence its content, to compliment your message with coverage of Film and Music releases, Charity Messaging or a specific Brand Spokesperson.

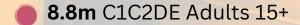
Ent News runs from 6am to Midnight every Monday to Friday, with bulletins peaking at lunchtime, school-run time and evenings, when station content is at its most relaxed.



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

Every week, Entertainment News reaches:





One Mid-Morning spot on Entertainment News on average delivers +60% more ratings than ITV's This Morning



Source: RAJAR Q1 2025

#### 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

Hits Radio (Nonlocal) Sponsorship **Trading** Jazz FM

Kerrang!

**KISS** 

Kiss Xtra (Surveyed as 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 (Norfolk) Was GHR (Norwich)

Greatest Hits Radio(Suffolk)

Greatest Hits Radio (West Norfolk) Hits Radio (Norfolk) was Kiss

#### **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 Central FM 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

Lincolnshire)

Greatest Hits Radio

(Bradford & West Yorkshire) Trading Greatest Hits Radio (East Yorkshire & Northern

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)

#### SCOTLAND

(surveyed as Metro Radio)

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 (West of England) was GHR (Bristol & 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

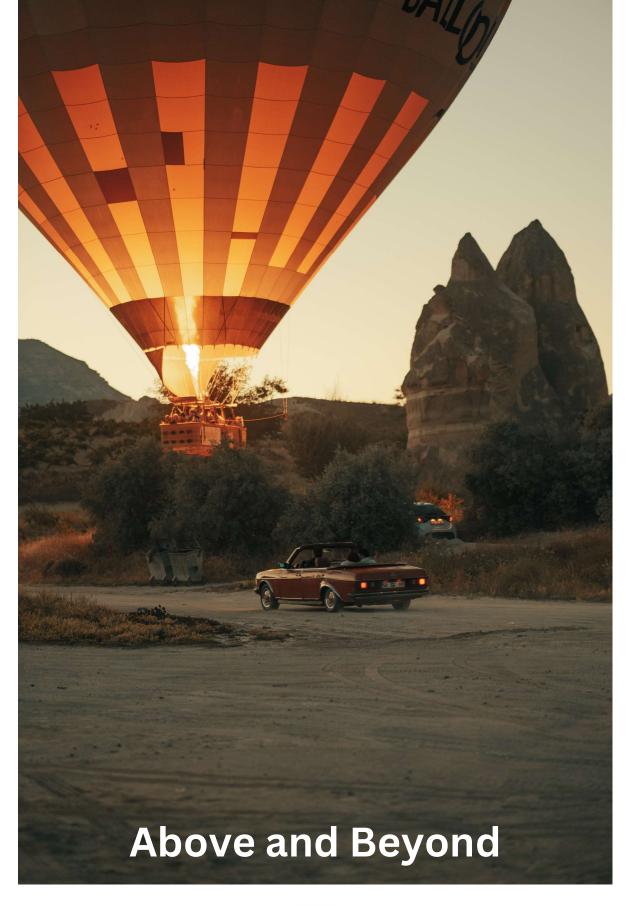
Hits Radio (Cornwall) (was Pirate FM) Hits Radio (West of England) was Kiss (West)

#### **ULSTER**

Cool FM

Downtown Radio

Greatest Hits Radio (Northern Ireland) Hits Radio (Northern Ireland)







# **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



# **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'.



# 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:

## 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:

First name. Surname@gtn.uk.com

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