



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



entertainmentnews

Source: RAJAR Q1 2025, Clark Chapman

# 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 **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.



# NETWORK DRIVE



**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



<b>WALES &amp; WEST</b>
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 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)
<b>LONDON</b>
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

<b>ESSEX &amp; EAST</b>
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 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
<b>SOUTH &amp; SOUTHEAST</b>
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



<b>NATIONAL/DIGITAL</b>
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 (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

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

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

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

Smooth Radio East Midlands Sponsorship Trading  
 Smooth Radio West Midlands Sponsorship Trading  
 Smooth Radio Three Counties Sponsorship Trading

Smooth Radio West Midlands Sponsorship Trading  
 Smooth Radio Three Counties 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  
 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**

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 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:

- Over **2.6m Mainshopper with Kids**
- **8.8m** C1C2DE Adults 15+
- One Mid-Morning spot on Entertainment News on average delivers **+60%** more ratings than ITV's This Morning

<b>NATIONAL/DIGITAL</b>	<b>MIDLANDS</b>	
Absolute Radio 00s	Greatest Hits Radio (Black Country & Shropshire)	
Absolute 80s	Greatest Hits Radio (Bucks, Beds & Herts)	
Absolute Radio	Greatest Hits Radio (Cambridgeshire)	<b>LONDON</b>
Absolute Radio 90s	Greatest Hits Radio (Coventry & Warwickshire)	Greatest Hits Radio (London)
Absolute Classic Rock	Greatest Hits Radio (Herefordshire & Worcestershire)	Hits Radio (London) was Kiss (London)
Absolute Radio Country	Greatest Hits Radio (North Derbyshire)	Magic (London)
Boom Radio – DAB Trading	Sponsorship Trading	
Greatest Hits Radio (Nonlocal)	Greatest Hits Radio (Peterborough Stamford & Rutland)	<b>NORTHEAST</b>
Sponsorship Trading	Greatest Hits Radio (West Midlands)	Greatest Hits Radio (Teesside)
Heat	Greatest Hits Radio (Staffordshire & Cheshire)	Greatest Hits Radio (Tyne & Wear)
Hits Radio (Nonlocal) Sponsorship Trading	Greatest Hits Radio (East Midlands)	Hits Radio (Northeast - Teesside) (surveyed as TFM)
Jazz FM	Hits Radio (Birmingham) (surveyed as Free Radio (Birmingham))	Hits Radio (Northeast - Tyne & Wear) (surveyed as Metro Radio)
Kerrang!	Hits Radio (Black Country & Shropshire) was Free Radio (Black Country and Shropshire)	<b>SCOTLAND</b>
KISS	Hits Radio Cambridge (was Star Radio Cambridge)	Central FM
Kiss Xtra (Surveyed as Kiss Fresh)	Hits Radio (Coventry & Warwickshire) (was Free Radio (Coventry & Warwickshire))	Clyde 1 (Ayrshire) Surveyed as West FM
Kisstory	Hits Radio (East Midlands) was Gem	Clyde 1 (Glasgow & the West)
Magic (National) Sponsorship Trading	Hits Radio (Herefordshire & Worcestershire) was Free Radio (Herefordshire & Worcestershire)	Forth 1
Planet Rock	Hits Radio (Staffordshire & Cheshire) (was Signal One)	Greatest Hits Radio (Ayrshire Dumfries and Galloway)
Talk Trading		Greatest Hits Radio (Edinburgh Lothians Fife and Falkirk)
Virgin Radio Anthems Trading	<b>NORTHWEST</b>	Greatest Hits Radio (Glasgow & the West)
Virgin Radio Chilled Trading	Greatest Hits Radio (Cumbria)	Greatest Hits Radio (Northeast Scotland)
Virgin Radio 80s Plus Trading	Greatest Hits Radio (Greater Manchester)	Greatest Hits Radio (North of Scotland)
Virgin Radio Trading	Greatest Hits Radio (Lancashire)	Greatest Hits Radio (Scottish Borders & North Northumberland)
<b>EAST OF ENGLAND</b>	Greatest Hits Radio (Liverpool)	Greatest Hits Radio (Tayside and Fife)
Greatest Hits Radio (Essex)	Hits Radio (Cumbria)	MFR
Greatest Hits Radio (Norfolk) Was GHR (Norwich)	Hits Radio (Lancashire) (was Rock FM)	Northsound 1
Greatest Hits Radio (Suffolk)	Hits Radio (Liverpool & the Northwest) (was Radio City)	Tay FM
	Hits Radio (Manchester)	<b>WALES &amp; WEST</b>
Greatest Hits Radio (West Norfolk)	<b>YORKSHIRE</b>	Greatest Hits Radio (West of England) was GHR (Bristol & Southwest)
Hits Radio (Norfolk) was Kiss (Norfolk)	Greatest Hits Radio	Greatest Hits Radio (Cornwall)
<b>SOUTH &amp; SOUTHEAST</b>	(Bradford & West Yorkshire) Trading	Greatest Hits Radio (Dorset East)
Greatest Hits Radio (Berkshire and North Hampshire)	Greatest Hits Radio (East Yorkshire & Northern Lincolnshire)	Greatest Hits Radio (Dorset West)
Greatest Hits Radio (Devon)	Greatest Hits Radio (Harrogate & Yorkshire Dales) Sponsorship Trading	Greatest Hits Radio (Gloucestershire)
Greatest Hits Radio (Kent)	Greatest Hits Radio (Leeds & West Yorkshire)	Greatest Hits Radio (Plymouth)
Greatest Hits Radio (Oxfordshire)	Greatest Hits Radio (Lincolnshire)	Greatest Hits Radio (South Wales)
Greatest Hits Radio (Salisbury)	Greatest Hits Radio (North Yorkshire)	Greatest Hits Radio (Swindon)
Greatest Hits Radio (Somerset)	Greatest Hits Radio (South Yorkshire)	Hits Radio (South Wales) (was 96.4 FM The Wave)
Greatest Hits Radio (South Coast) (was Wave 105)	Greatest Hits Radio (York & North Yorkshire)	Hits Radio (Cornwall) (was Pirate FM)
Greatest Hits Radio (Surrey & East Hampshire)	Sponsorship Trading	Hits Radio (West of England) was Kiss (West)
Greatest Hits Radio (Sussex)	Greatest Hits Radio (Yorkshire Coast)	<b>ULSTER</b>
Hits Radio (Dorset)	Sponsorship Trading	Cool FM
Hits Radio (Oxfordshire)	Greatest Hits Radio (Wakefield) Trading	Downtown Radio
Hits Radio (South Coast)	Hits Radio (East Yorkshire & Northern Lincolnshire) (was Viking FM)	Greatest Hits Radio (Northern Ireland)
KMFM East	Hits Radio (Lincs) (surveyed as Lincs FM)	Hits Radio (Northern Ireland)
KMFM West	Hits Radio (South Yorkshire) (was Hallam FM)	
	Hits Radio (West Yorkshire) (was Pulse 1)	



**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](mailto: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**

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# 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](mailto: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](mailto:Firstname.Surname@gtn.uk.com)

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