



erewashsound

LOVE **MUSIC** - LOVE **EREWASH**

PINK ELTON JOHN THE BEATLES
KYLIE MINOGUE ADELE PHIL COLLINS
JUSTIN TIMBERLAKE ED SHEERAN MADONNA
DAVID BOWIE ABBA THE ROLLING STONES
WHITNEY HOUSTON DIANA ROSS WHAM

MEDIA PACK

OUR AREA & STATION HERITAGE

The borough of Erewash is smack bang between Nottingham and Derby.

The residents have a strong local identity, but radio stations in the two cities never catered for them—which is why in 2010 Erewash Sound CIC was born.

In fact because we're so local, we reach an expanding audience into surrounding areas including Eastwood, Stapleford, Heanor and Beeston with listeners travelling into the cities of Derby and Nottingham.

As a non-profit making Community Interest Company, we strive to benefit the local people and businesses; not for profit, but because **THEY DESERVE IT.**

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SMALL BUT MIGHTY

Size doesn't hold us back,
we win industry awards
JUST FOR THE NIGHT OUT!

🏆 Local Radio Station of the Year 2021

🏆 Best Commercial Radio Station in the
East Midlands 2019

🏆 Best Local Radio Station in
Derbyshire 2018

🏆 13 National Community Radio Awards
honours since 2016

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OUR AUDIENCE

We reach our audience mainly via our FM transmitters, broadcasting on 103.5 FM and 96.8 FM.

We have an ever-growing listenership via our digital streams, which includes smart speakers, Radioplayer, TuneIn, the Erewash Sound website and our own dedicated app for iPhone and Android.

Our revenue goes back into the community, therefore we don't pay RAJAR to carry out audience research. Our digital streams can be measured though, which takes out all of the guesswork!

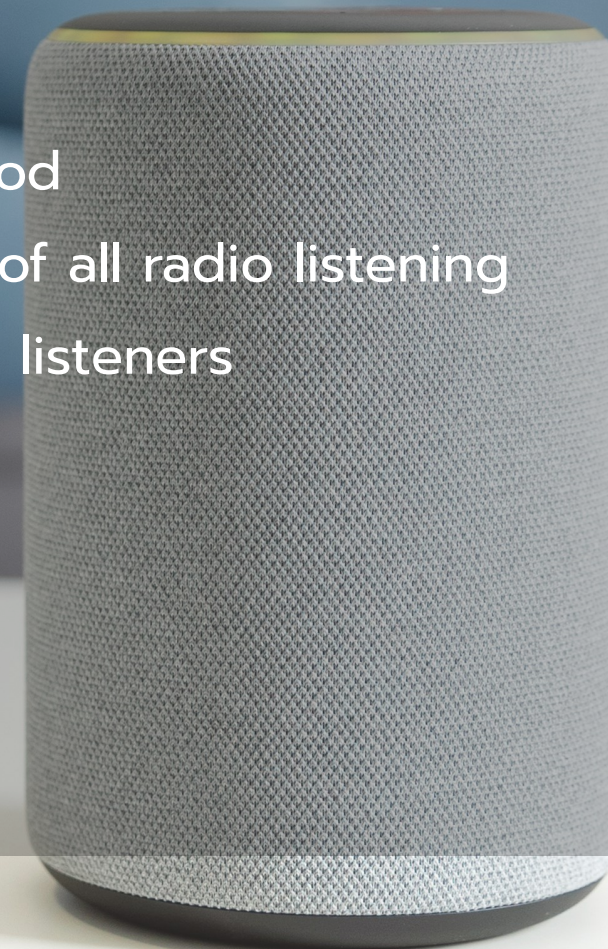
- Our TSA has a population of 112,000
- We reach 3,000 UNIQUE streams during a traditional RAJAR period
- RAJAR research suggests that online listening accounts for 24% of all radio listening
- We can therefore work out that $3,000 \div 0.24$ gives us 12,500 FM listeners

👉 **TOTAL LISTENERS: 15,500**

Achieving a **reach of 14%** of the population of the TSA

(Sources: Erewash Sound streaming statistics Q1 2023, RAJAR Q4 2022 Data Release)

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OUR ADVERTISERS

Here are just a few of the well known local companies who trust us to advertise their brand:



erewashsound

OPTIONS

From traditional airtime/sponsorship campaigns to online/multimedia and events. We design bespoke packages which work for our clients. Please get in touch to talk about the possibilities.

CONTACT

Erewash Sound Sales Office: 0115 888 0968

sales@erewashsound.com

Station Manager Jeff Martin: 0115 888 0968 / 07757 611329

jeff.martin@erewashsound.com

Listen online: www.erewashsound.com

Drop-in for a coffee: The Media Centre, 37 Vernon Street, Ilkeston, Derbyshire DE7 8PD

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