



GAYDIO

Brighton

Promotional
Opportunity



Gaydio has broadcast in Brighton & Hove on DAB Digital Radio since 2013 and can be heard across the city. We're preparing to launch our brand new, bespoke Gaydio Brighton service in 2018 and you can access our launch offers for a fantastic price.

- Gaydio Brighton can be heard across the city right now – with an audience of 20,000 local listeners
- Gaydio Brighton is locally run, with bespoke content for Brighton and Hove
- As well as our digital radio service, we will be launching on FM stereo this summer.
- We will further develop our successful relationships with events across the city, such as the hugely popular Brighton Pride



Our Market Early adopters and innovators



More than

50%

Spend more than €5k / £3.5k on travel each year *



65%

take one or more holidays a year that are longer than a fortnight*



Gay Men earn

£10k

More than the average and lesbians £6k more*

70%

switch products when then learn a company supports the LGBT community*

*



84%

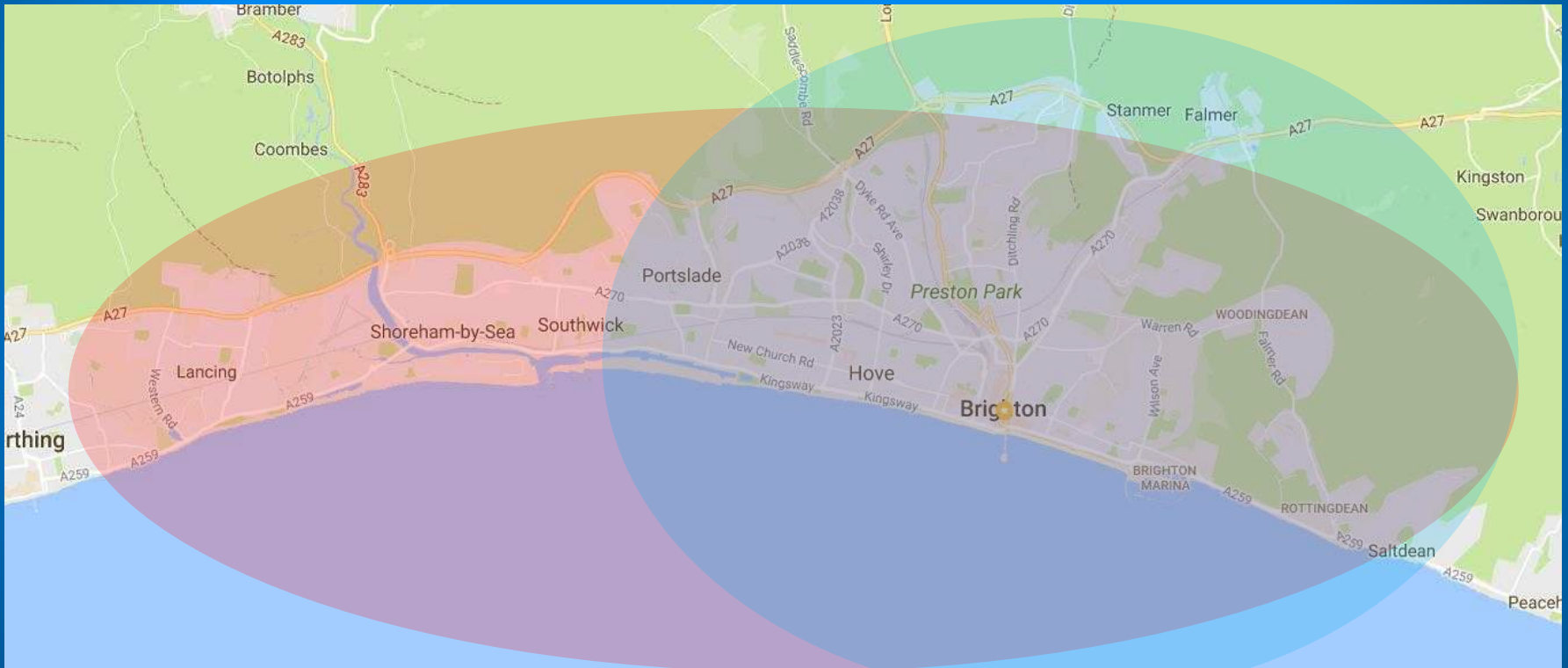
can travel at any time of the year, work permitting*



29%

Own or mortgage their own home*





Digital Radio (DAB+ Coverage on air now)



FM Coverage (from Summer 18)

Also available on our App (Apple and Android), Gaydio.co.uk and through 3rd party radio apps

Why Gaydio?

Premium brand led audience

Cash rich listener with a high disposable income

25-45 year old core audience

The station is upbeat, lively and fun

We have an average of 2.5 minutes of ads/hour

Who Listens?

84% *male audience*

78% *ABC1*

48% *middle management*

16% *director level or above*

Our Advertisers





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facebook.com/gaydio
twitter.com/gaydio