

# DENILIQUIN

STATION PROFILE 2023

**EDGE FM**

**1521 2QN**

**102.9**  
**2QN FM**  
Echuca & Moama

**ACE RADIO**

# A VITAL PART OF NORTHERN VICTORIA AND SOUTHERN NEW SOUTH WALES

**2QN & EDGE FM** are the stations that local people rely on for all their local, national and sport news; playing the regions best music from the artists that our under 45 and over 45 year old listeners know and love.

## Potential Denilquin Audience

0-9	12.42%
10-17	11.11%
18-24	6.75%
25-39	14.53%
40-54	20.67%
55+	34.52%

*2016 Australian Census*



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IN OUR ECHUCA AND DENILQUIN MARKET, YOU CAN REACH A

# POTENTIAL AUDIENCE OF 63,514 PEOPLE

THROUGHOUT NORTHERN VICTORIA AND SOUTHERN NEW SOUTH WALES.



Two thirds (68%) of listeners take action after hearing a brand advertised on radio



People are 9 times happier when listening to radio



Consumers are more than 43% more likely to search or purchase a brand, after hearing it advertised on radio



Radio advertising delivers a strong average ROI of +17%



72% of radio listeners believe that their favourite radio station is a wonderful brand



4 out of 5 listeners have been listening to the same radio station for more than two years



95% of people listen every week



67% of radio listeners are open to advertising messages, the highest across any form of media

EDGE FM

1521 2QN

2QN FM 102.9  
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# DENILIQVIN MARKET

EDGE FM 102.5, 88.5 and 1521/2QN AM transmits into Echuca/Moama, Deniliquin, Cobram/ Barooga and surrounds. Your advertising will reach people in up to 30 towns within a huge coverage area.

Easy to have on all day, our stations reach society's most active spending demographic - 30+ Males and Females (Families).

## EDGE FM Highlights

EDGE FM specifically targets the under 45 age group market.

We're all about Today's Best Music and Entertainment.

Start your day with the Edge FM Breakfast show from 6am to 9am. Listen to lots of fun interviews with local and international celebrities.

Located **Echuca and surrounding area**  
Frequency **102.5FM**  
Format **Hit Music, Local & National News**  
[www.edge1025.com.au](http://www.edge1025.com.au)



## 2QN Highlights

2QN specifically targets the over 45 age group market.

We're all about Talkback Radio and the best songs of all time, all day, plus award winning shows and the latest in national and local news and sport.

Located **Deniliquin and surrounding area**  
Frequency **1521AM**  
Format **News, Sport, Talk Back, Music**  
[www.2qn.com.au](http://www.2qn.com.au)





# HERE IT FIRST ON EDGE FM & 2QN

## SEE IT FIRST ONLINE

Combine radio & digital today

Maximise the reach of your campaigns and increase the level of engagement with your brand with the inclusion of digital executions in your campaign.

No other local Media company has the ability to connect, engage, and awaken conversation like EDGE FM & 2QN!

We know what the Northern Victoria and Southern New South Wales district wants to see, but more importantly what they want to talk about.

### INTERGRATION

Beyond ON-AIR campaigns, we look to integrate your offer into a custom made multi media campaign.

Strategically planned and professionally executed, it could be a mix of:



ONLINE



STREAMING



EDM



ON AIR

Website pageviews

0

Facebook engagement

0

EDGE FM & 2QN  
Average combined  
monthly stats:





# CONTACT

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## WHERE TO GO FROM HERE

Meet to un-cover  
 your marketing  
 needs



Create tailored  
 proposal to achieve  
 objectives



Present ideas and  
 decide on direction



Finalise booking  
 Agree on creative direction  
 Sign Off



Start talking to your customers  
 (our listeners)  
 Commercials are logged