

1332 3SH **MIXX FM**

A VITAL PART OF THE MALLEE REGION

3SH & MIXX FM are the stations that local people rely on for all their local, national & sport news, playing the Mallee's best music from the artists that our under 40's and over 40 year old listeners know and love.





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



People are 9 times happier when listening to radio.

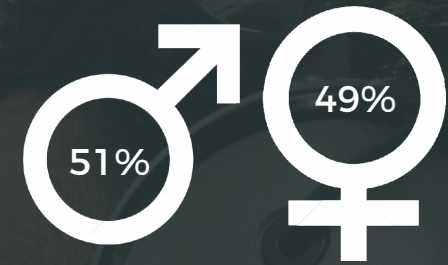


Consumers are more than 43% more likely to search or purchase a brand, after hearing it advertised on radio.



Radio advertising delivers a strong average ROI of +17%

POTENTIAL SWAN HILL AUDIENCE



AGED 0-9 (12.36%)
 AGED 10-17 (11.41%)
 AGED 18-24 (7.04%)
 AGED 25-39 (14.91%)
 AGED 40-54 (20.76%)
 AGED 55+ (33.51%)



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.

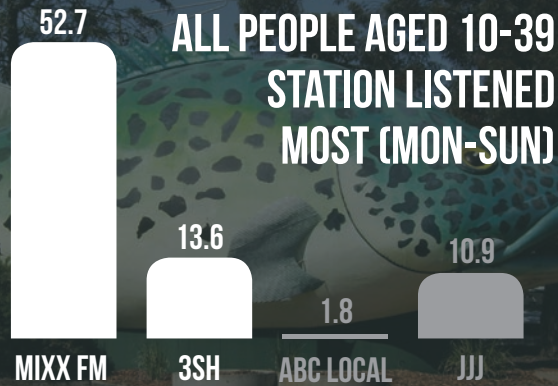
ACE RADIO SWAN HILL REACHES 26,100 PEOPLE PER WEEK AGED 10+

67% OF THE MARKET

SOURCE: XTRA RESEARCH SWAN HILL REGIONAL SURVEY 1, 2018. STATION LISTENED TO MOST.

SWAN HILL MARKET

Based in Swan Hill, 3SH and MIXX FM cover the eastern edge of the Mallee area in the northwest of Victoria. Located on the Murray River, Swan Hill is a picturesque tourist destination with a strong farming district. Tourism in the region is a \$55 million industry with over 235,000 visitors annually.



MIXX FM - HIGHLIGHTS

Mixx FM is the Mallee's most listened to radio station. With the immensely popular 'Mixx Brekky' show and in drive, Fitzy and Wippa and Kate, Tim & Marty each weekday afternoon/night.

Mixx FM specifically targets the 18 - 35 age group market.

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



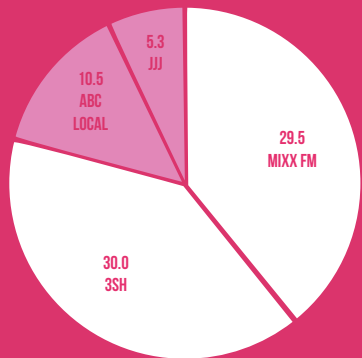
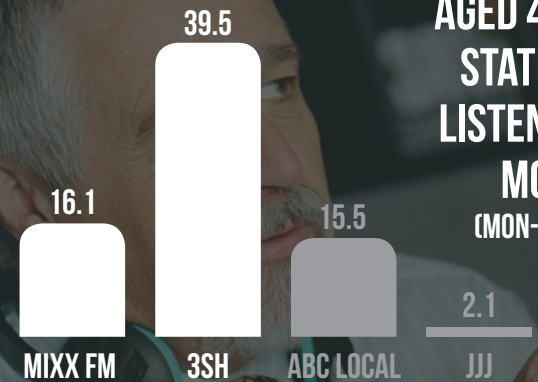
1332 3SH

Located - Swan Hill and surrounding area.
Frequency - 1332 AM
Format - News, sport, talk back, music
www.3sh.com.au

MIXX FM

Located - Swan Hill and surrounding area.
Frequency - 107.7 FM and 98.7 FM
Format - Hit music, local and national news
www.mixx1077.com.au

ALL PEOPLE AGED 40+ STATION LISTENED MOST (MON-SUN)



ALL PEOPLE AGED 10+ STATION LISTENED MOST (MON-SUN)



3SH - HIGHLIGHTS

3SH specifically targets the over 35+ age group market.

Well established, playing classic hits from the last four decades.

We're all about Talkback radio and the best songs of all time, all day. Included with award winning shows and the latest news national, local and sport.

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WHERE TO GO FROM HERE

