



1494 **2AY**

EDGE FM

**A VITAL PART OF THE
ALBURY/WODONGA
& WANGARATTA
REGIONS**

2AY & EDGE FM are the stations that local people rely on for all of their national and local news, and talk and sport, plus the best music from the artists that our under 45 and over 45 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.

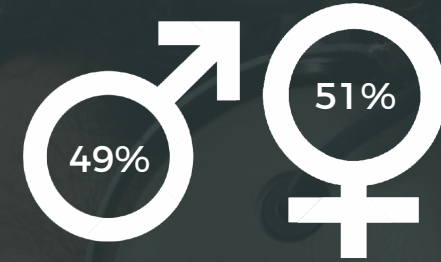


Consumers are more than 43% more likely to search or purchase a brand, after hearing it advertised on radio.



Radio advertising delivers a strong average ROI of +17%

POTENTIAL ALBURY/WODONGA & WANGARATTA AUDIENCE



- AGED 0-9 (12.96%)
- AGED 10-17 (11.36%)
- AGED 18-24 (8.52%)
- AGED 25-39 (16.73%)
- AGED 40-54 (20.90%)
- AGED 55+ (29.53%)



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.

IN OUR WANGARATTA MARKET, YOU CAN REACH A
POTENTIAL AUDIENCE OF 98,688 PEOPLE
 THROUGHOUT SOUTHERN NSW AND NORTHEAST VICTORIA.

IN OUR ALBURY/WODONGA MARKET, YOU CAN REACH A
POTENTIAL AUDIENCE OF 141,331 PEOPLE
 THROUGHOUT SOUTHERN NSW AND NORTHEAST VICTORIA.

ALBURY/WODONGA & WANGARATTA MARKET

2AY, Albury/Wodonga's adult radio station, has been a vital part of the region for over 80 years and is the choice of station for people wanting to be informed and entertained.

Based in Wangaratta, EDGE FM services a region stretching from Southern NSW to northeast Victoria, 102.1 EDGE FM can cater for a diverse and wide ranging demographic.



EDGE FM - HIGHLIGHTS

EDGE FM specifically targets the under 45 age group market.

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

102.1 EDGE FM was born in October 1996 and reaches on average over 11,000 motor vehicles each day travelling along the Hume Highway.

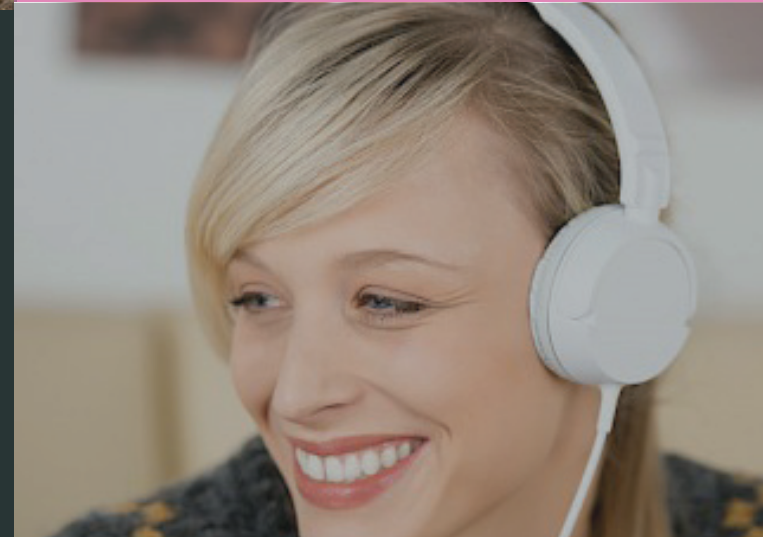


1494 **2AY**

Located - Albury/
Wodonga and
surrounding area.
Frequency - 1494 AM
Format - News, sport,
talkback and music
www.2ay.com.au

EDGE FM

Located - Wangaratta and
surrounding area.
Frequency - 102.1 FM
Format - Hit music, local
and national news
www.edgefm.com.au



2AY HIGHLIGHTS

2AY 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.

CONTACT

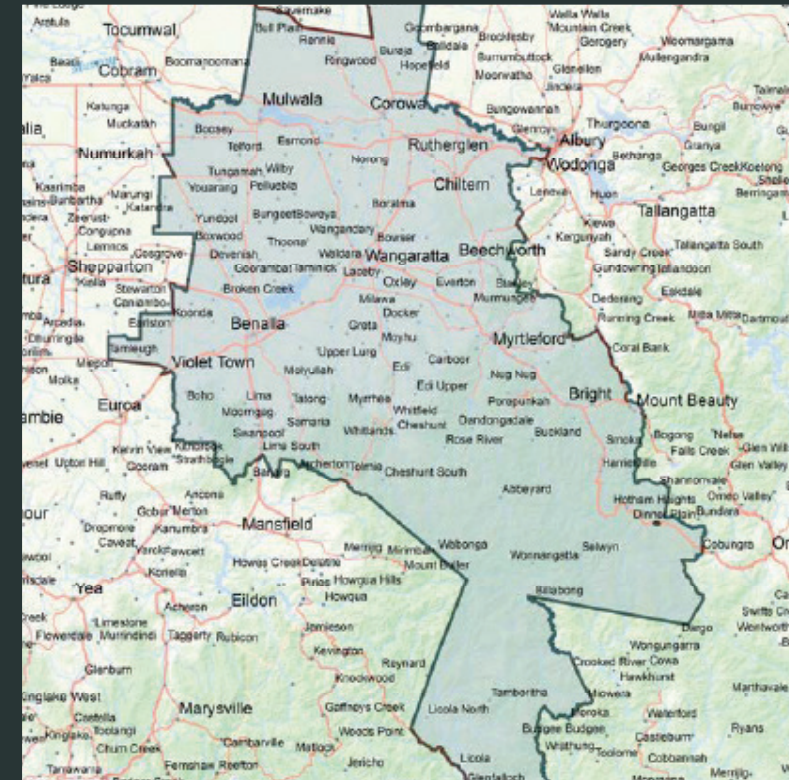
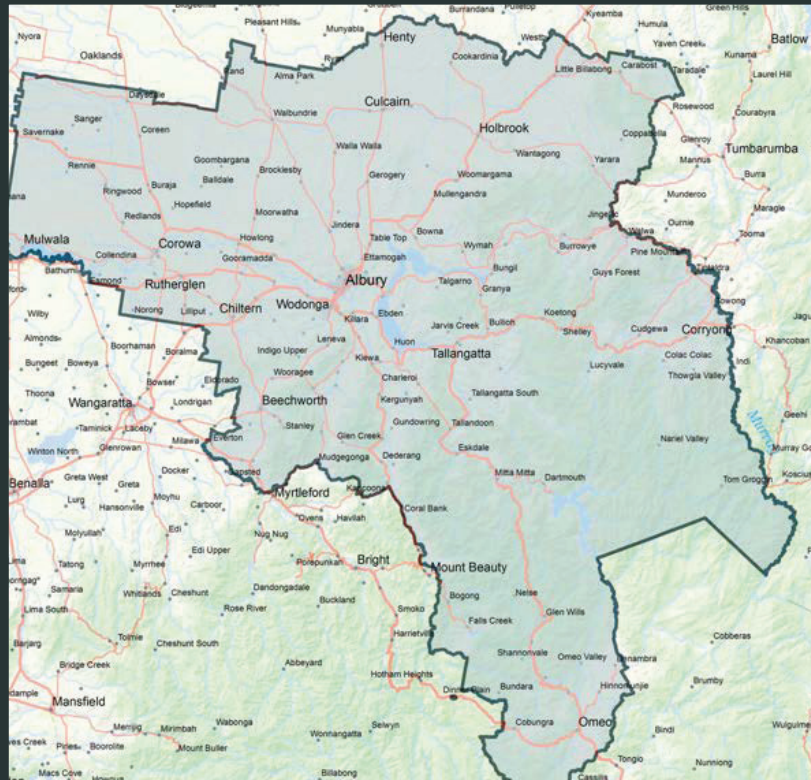
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WHERE TO GO FROM HERE

