

COLAC

STATION PROFILE 2025

1134 BCS

MIXX FM

ACE RADIO

A VITAL PART OF THE GREAT SOUTH WEST REGION

3CS & MIXX FM are the stations that local people rely on for all their local, national & sport news. MIXX FM plays the Great South West's best music from the artists that our under 40's listeners know and love, whilst 3CS is all about news, talk and sport for our over 40's listeners.

Potential Colac Audience

0-9	11.86%
10-17	9.74%
18-24	6.57%
25-39	14.79%
40-54	21.38%
55+	36.72%

2016 Australian Census



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YOU CAN REACH A

POTENTIAL AUDIENCE OF 54,766 PEOPLE

THROUGHOUT SOUTHWEST VICTORIA.

Source: 2016 Australian Census



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

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COLAC MARKET

Based in Colac, 3CS and MIXX FM cover the heart of South Western Victoria, and the world famous Great Ocean Road. The city of Colac is located 75 kilometres west of Geelong. The surf coast tourist area attracts in excess of 1.1 million visitors annually.

Colac has a very strong dairy cattle industry. It is principally an agricultural centre. Over a quarter of the workforce is on the land.

MIXX FM Highlights

Mixx FM is the Great South West's most listened to radio station.

Mixx FM features the immensely popular local breakfast show, The Mixx Brekky with Lippi & Jimmy, Carrie & Tommy in the afternoon, then Jimmy, Nath & Emma followed by The Hot Hits each weeknight.

Located **Colac and surrounding area**
Frequency **92.7 FM, 95.9 FM and 106.3 FM**
Format **Hit music, local and national news**
www.mixx1063.com.au



3CS Highlights

3CS specifically targets the over 40+ age group market. After our Breakfast Show The Morning Rush with Sean, Monkey & Niamh, 3CS features the Tom Elliott program, our award-winning rural program Country Today, a great mix of music during the afternoon, followed by Sportdays in the evening.

3CS also features the very best Local and National new coverage all day and online.

Located **Colac and surrounding area**
Frequency **1134 AM**
Format **News, sport, talk back and music**
www.3cs.com.au





HERE IT FIRST ON MIXX FM & 3CS 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 MIXX FM & 3CS!

We know what the Great South West 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

MIXX FM & 3CS
Average combined
monthly stats:

Website pageviews
35,000
Facebook engagement
50,000
Streaming connections
15,000



