

TR FM GOLD 1242

GOLD FM
98.5
East Gippsland



RADIO



ONLINE



RESPONSIVE



SOCIAL MEDIA



EDM

A VITAL PART OF THE GIPPSLAND REGION

TRFM & GOLD 1242/GOLD FM are the stations that local people rely on for all their local, national & sport news. TRFM plays Gippsland's best music from the artists that our under 40's listeners know and love, whilst GOLD 1242/GOLD FM is all about news, talk and sport for our over 40's listeners.

GABI & DAN

**TRFM #1
AGED
+10**



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



People are 9 times happier when listening to radio.

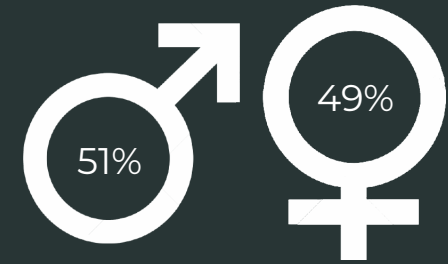


Consumers are more than 43% more likely to search or purchase a brand, after hearing it advertised on radio.



Radio advertising delivers a strong average ROI of +17%

POTENTIAL GIPPSLAND AUDIENCE



- AGED 0-9 (12.45%)
- AGED 10-17 (10.84%)
- AGED 18-24 (7.98%)
- AGED 25-39 (16.35%)
- AGED 40-54 (20.54%)
- AGED 55+ (31.94%)



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.

SOURCE: GFK AUDIENSCOPE Q2, 2014.

ACE RADIO GIPPSLAND REACHES
69,400 PEOPLE PER WEEK AGED 10+

52.1% OF THE MARKET

SOURCE: XTRA INSIGHTS SALE LICENSE AREA (RA1) REGIONAL SURVEY 1, 2016. STATION LISTENED TO MOST.

GIPPSLAND MARKET

The Gippsland market is unique in Australia as it has five major population centres spread over a large geographic area.

The heaviest concentration of population is in the Latrobe Valley, which consists of the three major cities of Moe, Morwell and Traralgon. Other major centres in the service area include Sale, Bairnsdale and Lakes Entrance.



TRFM - HIGHLIGHTS

TRFM is Gippsland's most listened to radio station. With the immensely popular 'TR Morning Crew' Breakfast Show and the ever-popular Fitzy & Wippa and Kate, Tim & Marty each weekday afternoon/night.

TRFM specifically targets the 18 - 35 age group.

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



GOLD 1242

Located - Gippsland and surrounding area.
Frequency - 1242 AM & 98.3 FM
Format - News, talk and sport
www.gold1242.com.au

TRFM

Located - Gippsland and surrounding area.
Frequency - 99.5 FM and 99.9 FM
Format - Hit music, news
www.trfm.com.au



GOLD 1242 - HIGHLIGHTS

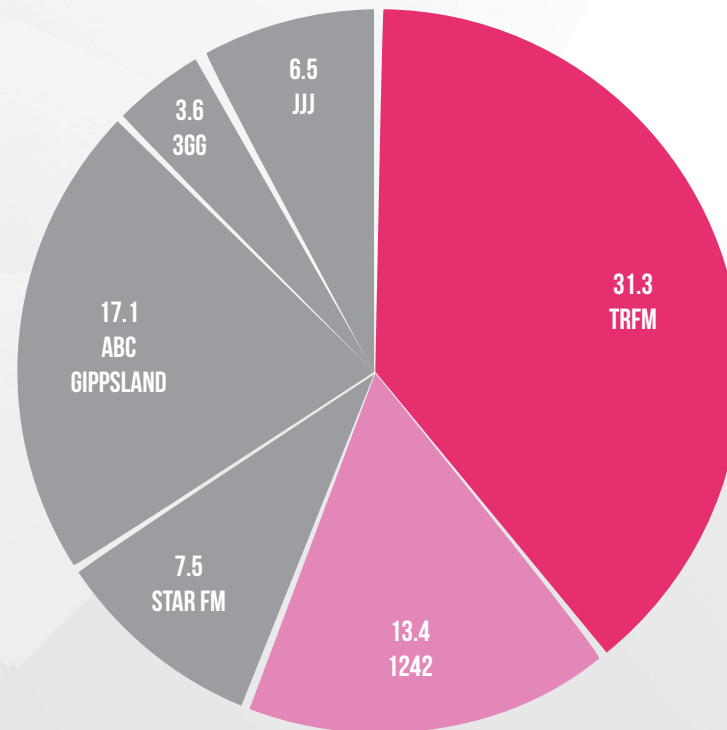
GOLD 1242/GOLD FM specifically targets the over 35 age group market.

We're well established, all about news, talk and sport. Included with award winning shows.



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

TRFM IS THE DOMINANT RADIO STATION IN THE AREA (MORWELL TO ORBOST).

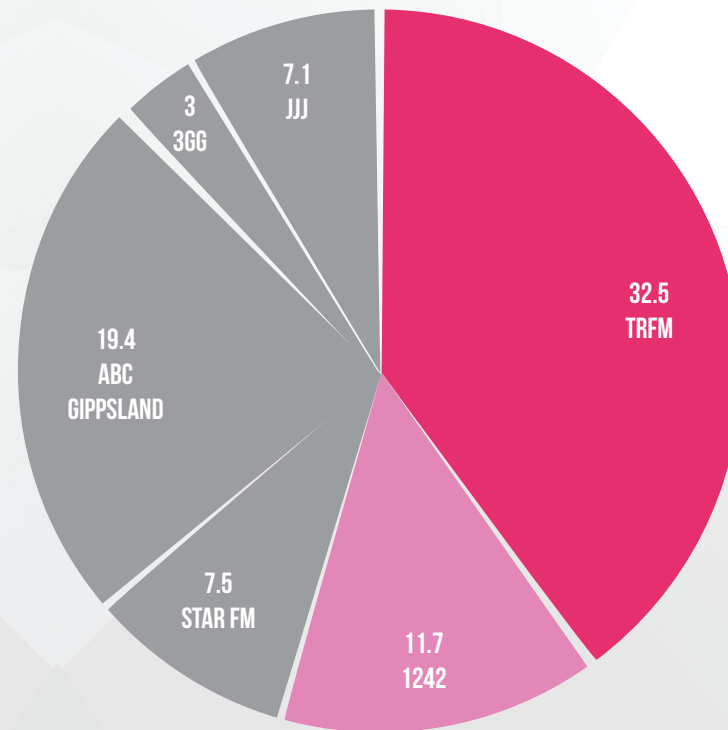


SOURCE: XTRA INSIGHTS SALE LICENSE AREA (RA 1) REGIONAL SURVEY 1, 2016. STATION LISTENED TO MOST.



ALL PEOPLE AGED 10+ BREAKFAST STATION LISTENED TO MOST % LISTENERS (MON-FRI)

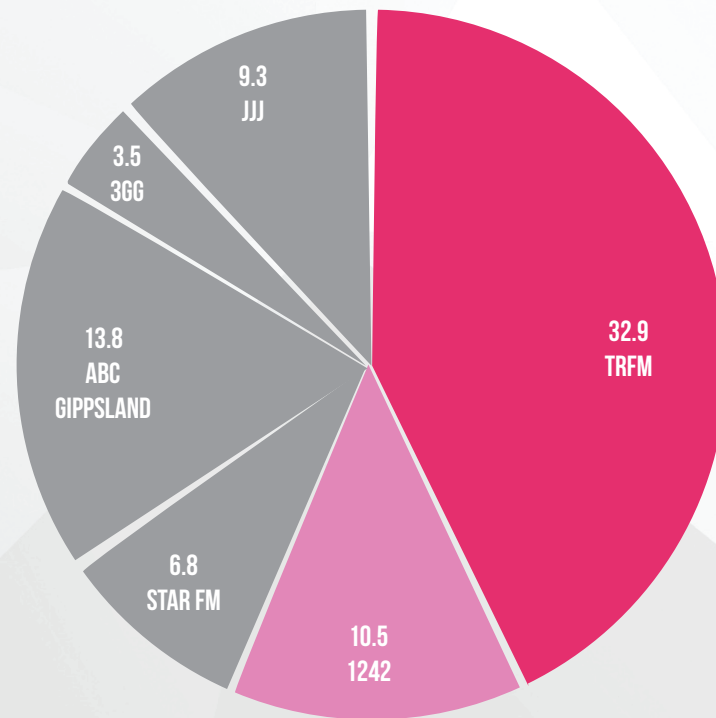
BREAKFAST IS DOMINATED IN THE MORNINGS BY TRFM, WITH 42,200 PEOPLE TUNING IN EACH WEEK.



SOURCE: XTRA INSIGHTS SALE LICENSE AREA (RA 1) REGIONAL SURVEY 1, 2016. STATION LISTENED TO MOST.



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



SOURCE: XTRA INSIGHTS SALE LICENSE AREA (RA1) REGIONAL SURVEY 1, 2016. STATION LISTENED TO MOST.

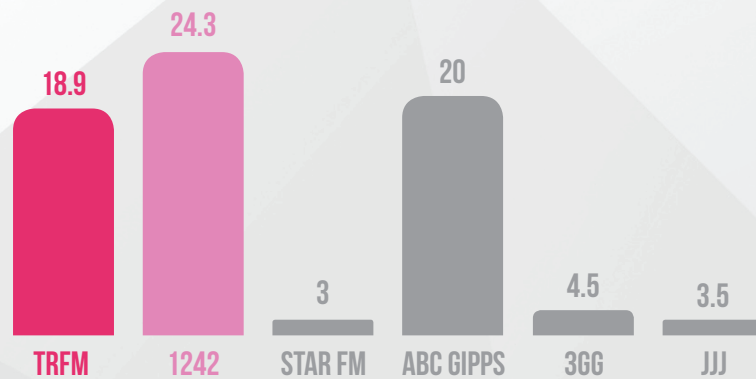
ALL PEOPLE AGED 10+ WORKPLACE STATION LISTENED TO MOST (MON-SUN)



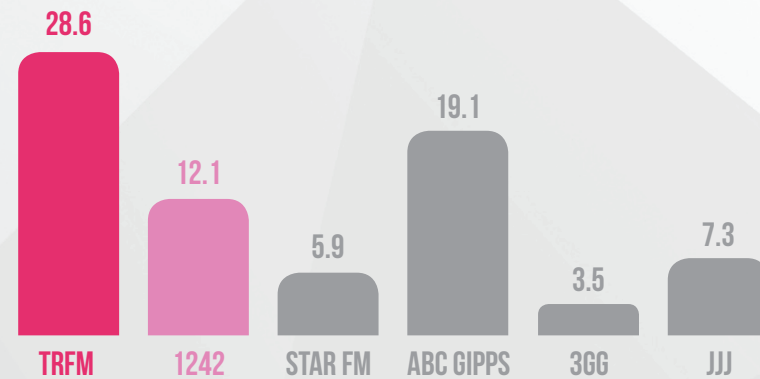
ALL PEOPLE AGED 25-54 STATION LISTENED TO MOST (MON-SUN)



ALL PEOPLE AGED 50-64 STATION LISTENED TO MOST (MON-SUN)



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



SOURCE: XTRA INSIGHTS SALE LICENSE AREA (RA 1) REGIONAL SURVEY 1, 2016. STATION LISTENED TO MOST.

ALL PEOPLE AGED UNDER 40 STATION LISTENED TO MOST (MON-SUN)
TRFM IS THE DOMINANT RADIO STATION IN THE AREA (MORWELL TO ORBOST).



SOURCE: XTRA INSIGHTS SALE LICENSE AREA (RA 1) REGIONAL SURVEY 1, 2016. STATION LISTENED TO MOST.

STREET TEAM

Our local Street Team are on the streets of Gippsland seven days a week, conducting a range of activities and promotions.

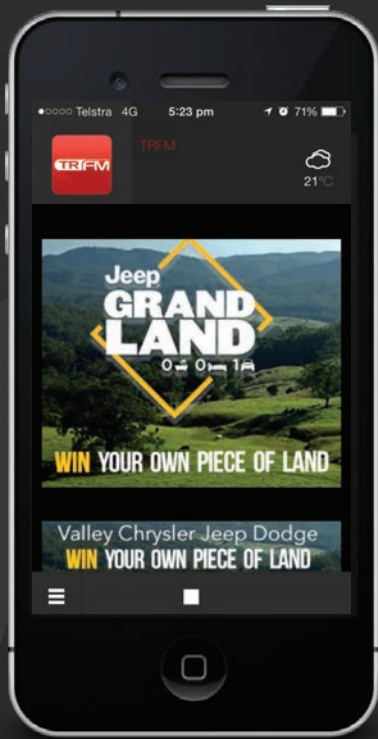
We have by far Gippsland's largest promotions team, who are armed with the latest broadcast technology allowing studio quality broadcasts from any location without the need for a broadcast land-line or even power.

Having such a large team also gives GOLD 1242/GOLD FM and TRFM the flexibility to do promotional activities and broadcasts from multiple locations across Gippsland at the same time.

Full outside broadcasts are available on both GOLD 1242/GOLD FM and TRFM seven days a week, as well as Live Cross packages and tailor made promotions designed to increase foot traffic into your business.

Whether it be for a single one hour cross package, or an all day live broadcast, the GOLD 1242/GOLD FM and TRFM Street Team can inject some colour and energy into your business.





INTEGRATION

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



**HEAR IT FIRST
ON TRFM & GOLD**



**SEE IT FIRST ON
TRFM/gold1242.COM.AU**

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 TRFM & GOLD!

WEBSITE TRAFFIC

TRFM & 1242 (p/m)
75,000+

We know what Gippslander's want to see, but more importantly what they want to talk about.

**NEWS/ENTERTAINMENT
DELIVERED DAILY**

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WHERE TO GO FROM HERE

