



104.9 Sunshine FM Media Kit



The good news about Sunshine FM

104.9 Sunshine FM is the only Sunshine Coast radio station that ***provides a friendly, family-safe listening environment.***

There are natural inclusions at the younger end of that target audience. As a result of Sunshine FM's ***you will not hear profanities or sexual innuendo***, just good music with no idle talk to fill in time. People listen to be entertained.

104.9 Sunshine FM is listener-***friendly for young and old, and ideal to have playing in the car.*** It is also an ***excellent background format for any retail environment.***

One of the main reasons why people tune to Sunshine FM is our positive format and the ***music we play.***

104.9 Sunshine FM will never play more than five (5) minutes of radio sponsorship spots in any given hour. The result... your business will always stand out. Guaranteed! We cut through the clutter of advertising often heard on other radio stations. Local commercial radio plays, on average, double that number of advertising per hour!

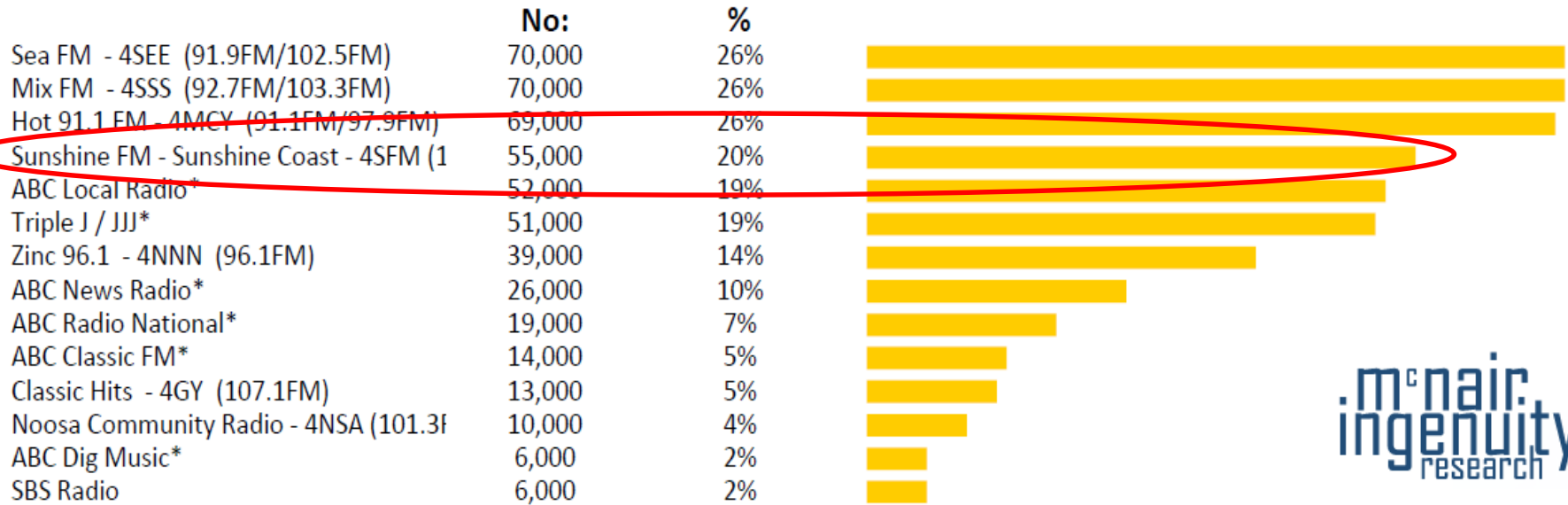




No.1 Community radio station on the Sunshine Coast

20% of the total listening audience, over 55,000 listeners per week

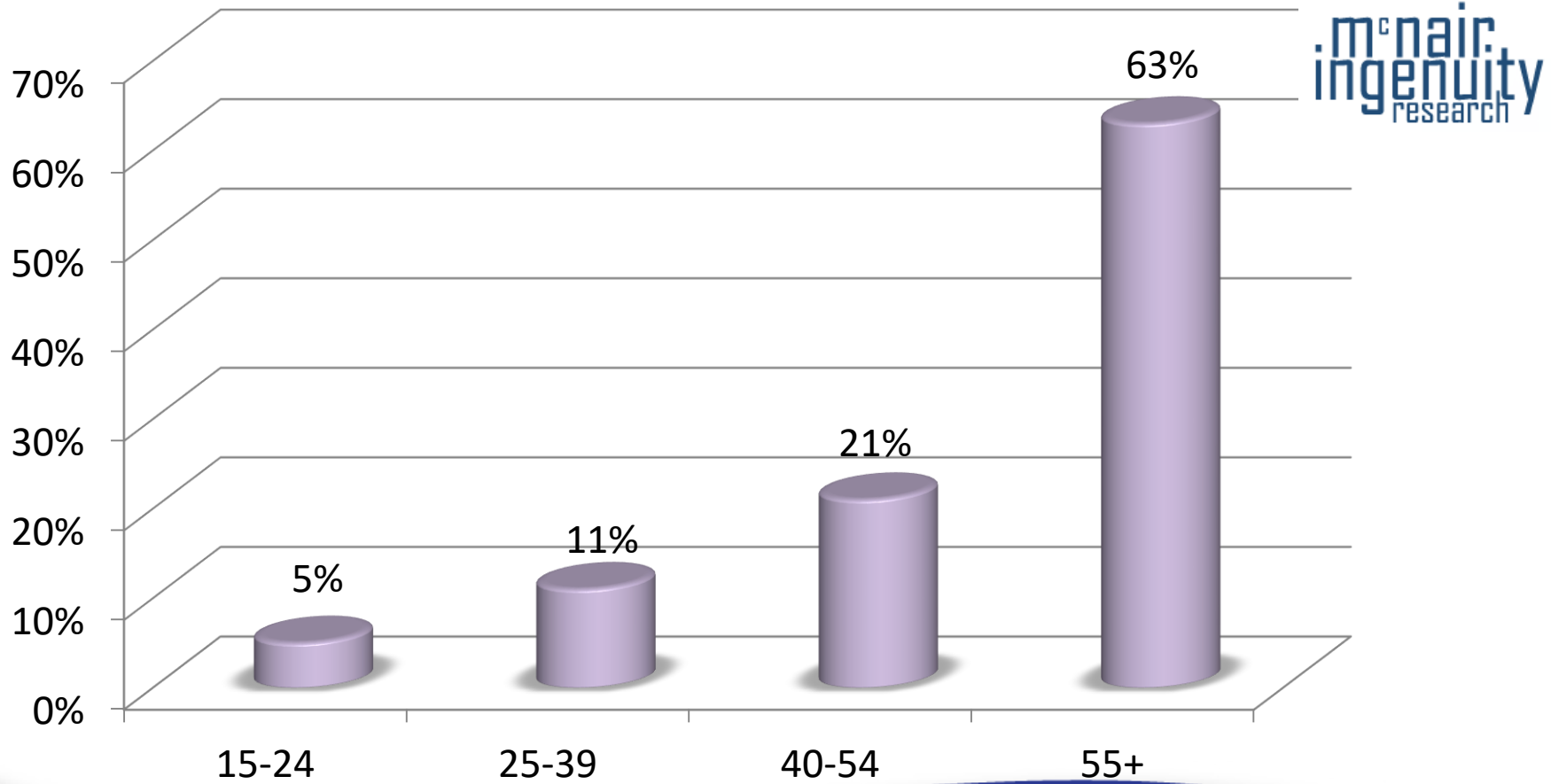
Sunshine Coast Radio Stations listened to in the last Week





More by Age Group

- Weekly percentages





Loyal listeners

Sunshine FM listeners indicated they listen to an impressive 15 hours in the average week

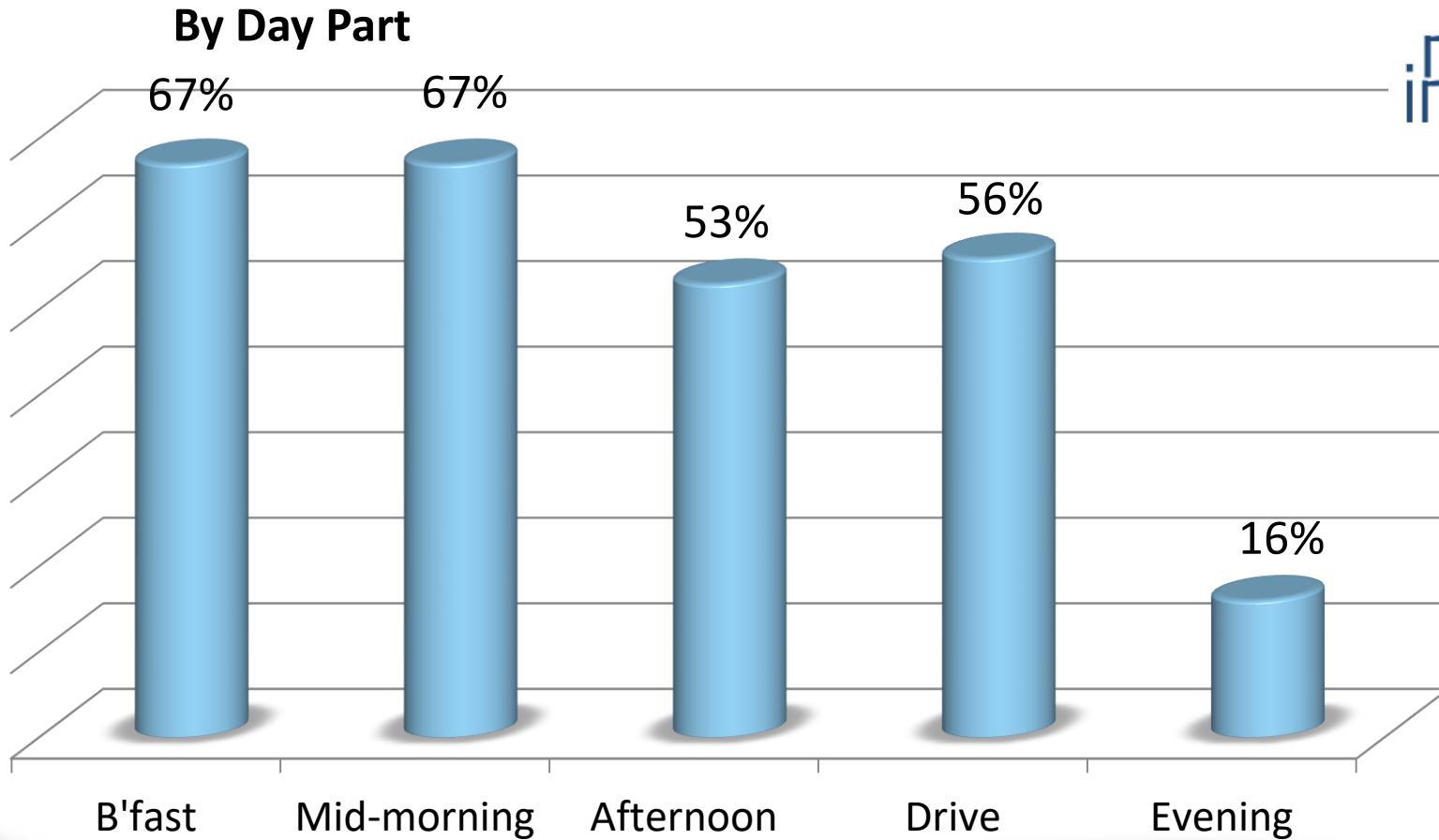


mcnair
ingenuity
research



When do they listen?

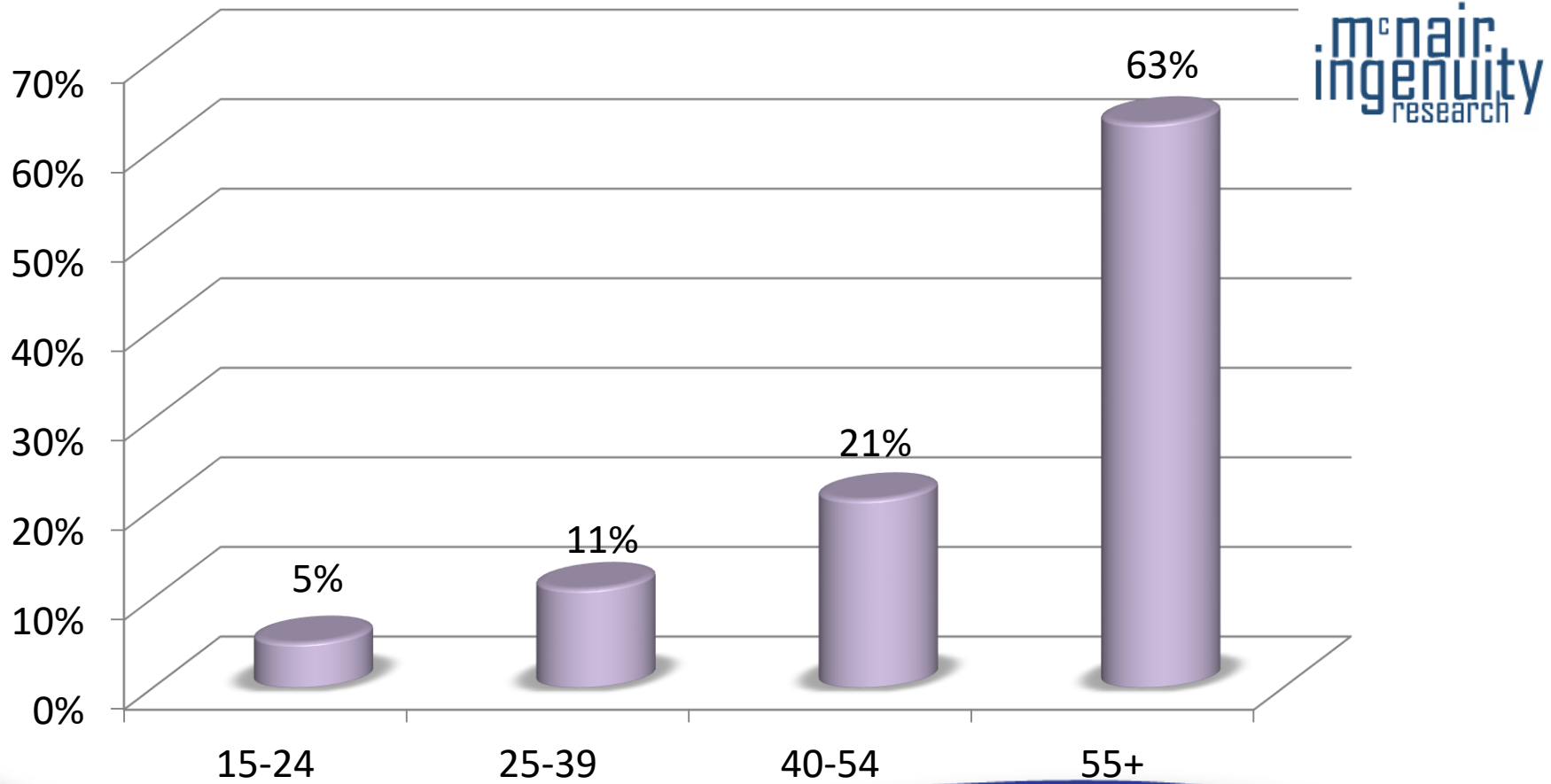
mcnair
ingenuity
RESEARCH





Age Group

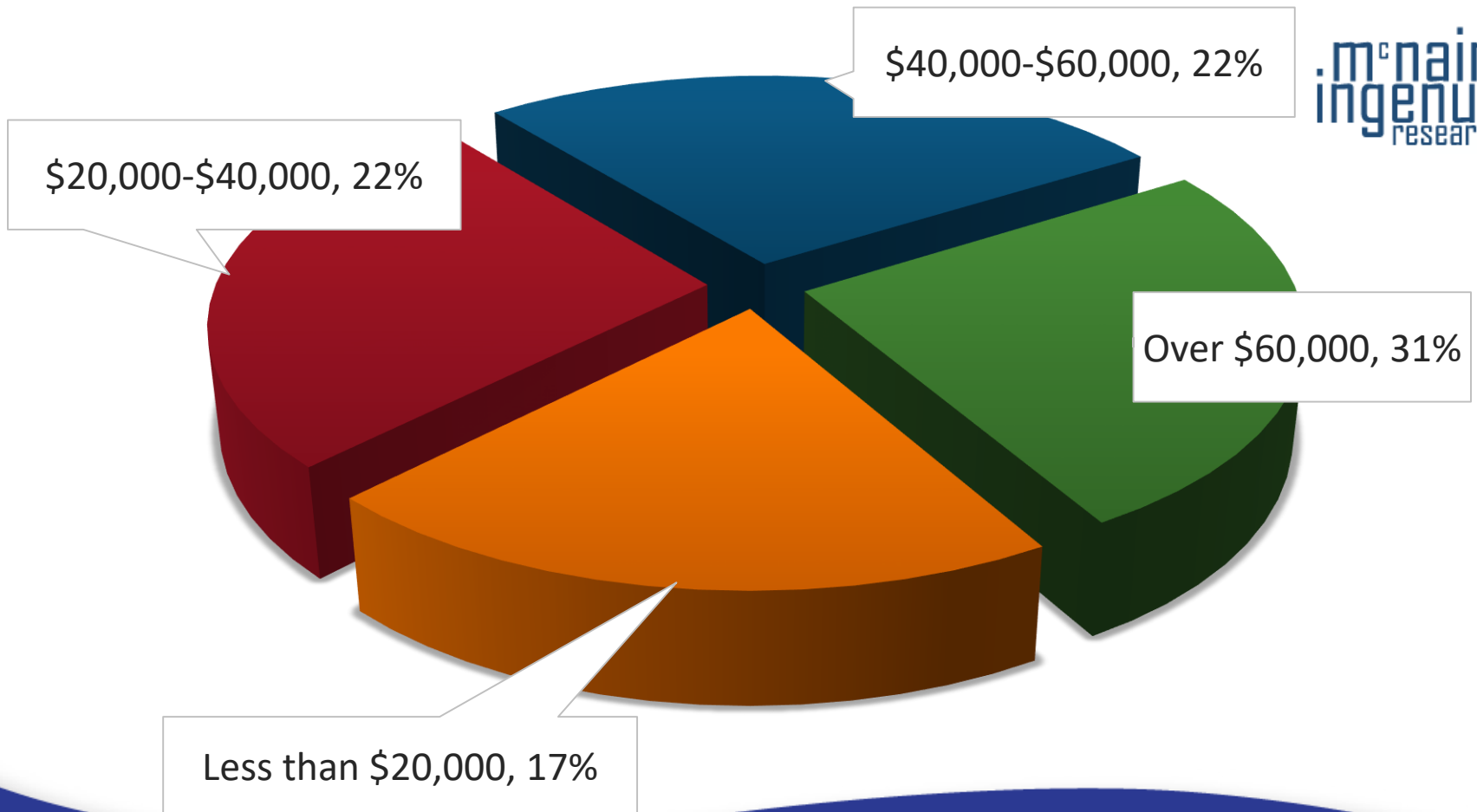
- Weekly percentages





Annual Income

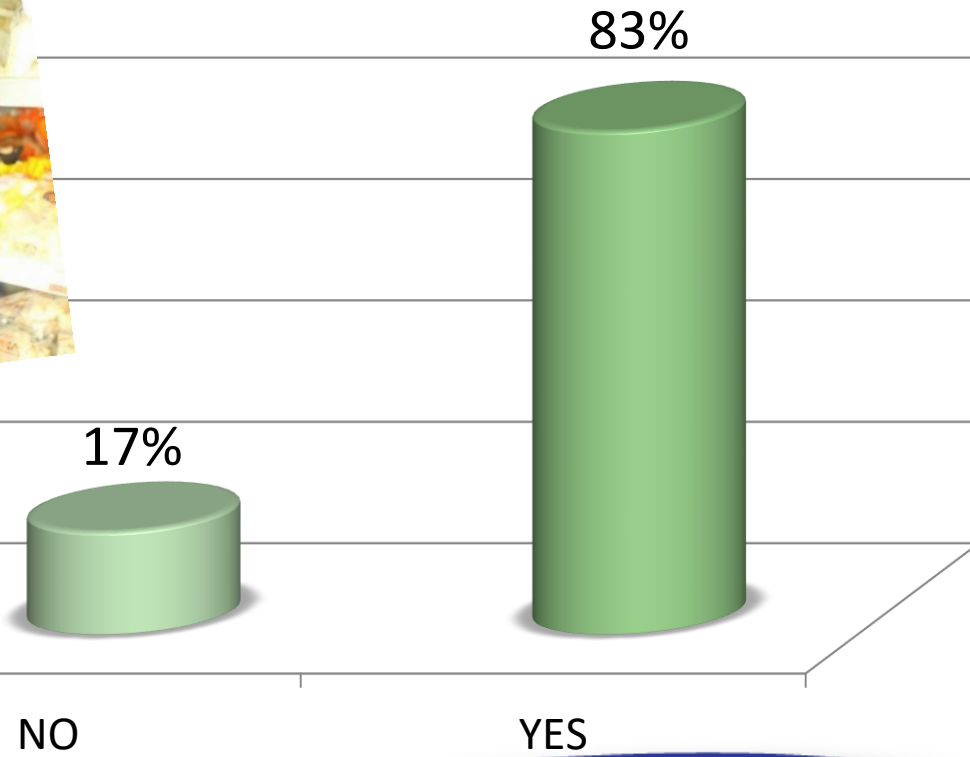
- What do they bring home?





Main Grocery Buyer

Do they listen to the radio?





More Opportunity

- Who's taken up the opportunity to be on 104.9 Sunshine FM?



just comfort | Shoes





Our Mission

With a maximum 5 minutes of commercials each hour 104.9 Sunshine FM plays *More Music, More Memories, More Often...*

Our target audience is mature-age listeners, so **we play some of the best known music of all time from the 50s, 60s & 70s** plus a light sprinkling of more recent popular songs.

We aim to ***provide a variety of both music and information and lifestyle based programs***, plus local news updates whilst retaining our entertainment theme at all times.





Why do they listen?

- **Local information and local news**
- 37% tune in for **our special mix of music**
- Almost a third listen for **independent opinions** delivered by **local voices** that sound like **real people**





Key Strengths

Radio has high engagement:

- On average, people are 32% **more engaged** with their favourite radio station than with other media Content⁽¹⁾

Radio has high response rates:

- 83% of Australians **respond** to what they hear on radio⁽¹⁾
- On average 64% of listeners **take action** as a result of radio advertising⁽¹⁾



Radio Relevance

Radio boosts up website traffic:

- People are, on average, six (6) times **more likely to visit a brand's website** if they hear a radio ad with a digital call to action, than those not exposed to the radio ad⁽²⁾
- Radio advertising has an **immediate effect!** Over three quarters (78%) of those who heard the ads took some form of digital activity within 24 hours⁽²⁾



Radio Relevance

Radio makes your business or brand

Top of Mind

Radio creates an **automatic default point of reference**, so that the consumer knows where to go get your product or service when it's needed.



Introducing the SUNSHINE FM MOBILE APP



Available on the
App Store



ANDROID APP ON
Google play





About the Sunshine FM App



- **6,080 Downloads** (Over 12 months)
- **64,000+ Sessions** (Over 12 months)
- **53% of listeners use the Sunshine FM App/Web to listen to live broadcast**
- **Average 4,400 Live Streaming via the Sunshine FM App per month**
- **FREE to download from App Stores**
- **Finalist in the 2016 CBAA Awards for Digital Excellence**



Consumer Path To Purchase Actions



Here at Sunshine FM we are very appreciative of the support we receive from our sponsors through on-air sponsorship messages. As a community station we are always looking as to how we can provide further benefits for our community and sponsors.

Radio has always been a fantastic medium to promote your business and is one of the few traditional mediums that continues to grow. However over the past decade or so there has been a shift in how consumers respond to radio campaigns. The first action people take now after hearing your message on-air is to go online. This is where people will do their research and look for websites, contact information, social media etc. Here at Sunshine FM we realise this is an important step in the path to purchase and have developed a method to assist with connecting your customers with you.

The Sunshine FM app was launched just over 12 months ago to provide better engagement with our community. Along with many other popular features we have found the Sponsor Tab to be used regularly by people looking for products or services. We have found that our audience has been increasingly visiting Sponsors on our App particularly during a radio campaign.





App 'PREMIUM SPONSORSHIP' Listing

Sunshine FM Listeners are increasingly using our Mobile App to seek further information about our sponsors. A Premium Sponsorship Listing will provide our listeners with easy to access information about your business. Over the last 12 months we have had over 64,000 sessions on our mobile app.



A Premium Sponsorship Listing Includes:

- Professionally Designed
- Logo, images, special offers and general information
- Link to your website
- Tap To Call
- Tap for Directions
- Tap to Email
- Images/graphics
- Links to Social Media
- Plus many more features

Only \$18+gst per week

Our listeners want to support those who support us...Make it easy for them.



Sunshine FM App 'LOCAL OFFER'

Sunshine FM is a community radio station that relies on supporters and sponsors to operate. To reward both our loyal audience and our station sponsors we are introducing a new initiative on our App called 'Local Offers'. This tab provides our sponsors with the opportunity to promote an exclusive offer and their business to our large audience with a minimal investment. Sunshine FM averages 55,000 listeners per week and our App has had over 64,000 sessions over the last 12 months.

The 'Sunshine FM Local Offers' Tab will be heavily promoted to our audience via 30 second commercials, live announcer mentions, social media and App. Each category in the 'Local Offers' Tab will be limited to between 5 & 10.

A 'LOCAL OFFER' listing includes

- Professionally Designed Listing
- Logo, images, special offer and general information
- Link to your website
- Tap To Call
- Tap for Directions
- Tap to Email
- Images/graphics
- Links to Social Media
- Change offer at any time

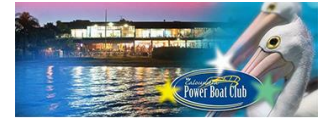
Only \$35+gst per week



A word from our existing sponsors

*"We work very well with Sunshine FM. We have found that they are **very beneficial to the growth of the club** and we engage together in many community activities including the Sunshine Coast Volunteer of the Month awards. **I would recommend Sunshine FM to any future sponsors as they would be very beneficial to your bottom line.**"*

Kevin Deguara - Caloundra Power Boat Club



*All Energy HQ has been a sponsor of Sunshine FM for a few years now and we intend to continue doing so. We feel the listening audience is mature, sophisticated and experienced. They are wide-eyed and bushy-tailed when it comes to sales people. So if you are a local business owner who is concerned about your customers' welfare, rather than how much money you will make, you may want to consider becoming a 104.9 Sunshine FM sponsor. Since becoming a sponsor, our family business of 28 years has expanded all over the Coast instead of just our local neighbour. **Ian P Hall – All Energy HQ Pty Ltd.***



We have been an active sponsors of Sunshine FM for a number of years and I can recommend this station as an ideal way of getting your message across to the Sunshine Coast in a cost effective way.

Rebecca, Good Guys, Kawana Waters.





Sunshine Coast coverage and demographics

Internet Connection

Sunshine Coast had 105,389 occupied private dwellings with an internet connection (78.3% of all occupied private dwellings).

Total Personal Income

- Less than \$400 per week (38.5%)
- \$400 - \$999 per week (34.4%)
- \$1000 - \$1999 per week (16.0%)
- \$2000 or more per week (3.7%)

Estimated Residential Population

The estimated resident population of the region was 363,526 persons.

Population By Age

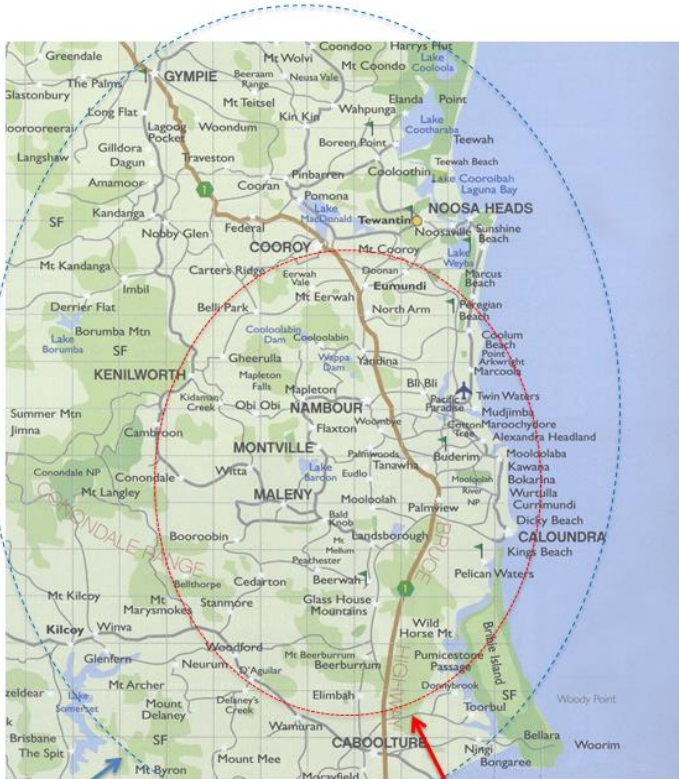
- 0-14 years 18.8%
- 15-24 years 11.4%
- 25-44 years 23.8%
- 45-64 years 28.1%
- 65+ years 17.9%

Median Age

The median age for the region was 42.5 years.

Family Composition

There were a total of 99,049 families.



Sunshine FM reception area

Sunshine FM license area

That's 46% of the coast's population aged over 45