



**SPAIN'S LEADING ENGLISH LANGUAGE RADIO STATION**



**BayRadio**

[www.bayradio.fm](http://www.bayradio.fm)



BayRadio has the largest and most listened to network on the Southern Coast of Spain covering the Costa Blanca, Murcia and Costa Almeria regions. Broadcasting from Valencia to Almeria we cover a potential audience of up to 1,100,000 English speaking consumers everyday. *(Source University of Zaragoza 2010).*

Our programming and schedule is specifically designed to appeal to the ABC1 35+ demographic giving us an older and wealthier audience profile. Our station consistently beats the opposition in two key areas: attracting the most listeners (Audience Share) and keeping them listening for longer.

BayRadio enjoys the highest brand recognition in the region due to its extensive marketing campaign within national and local press as well as sponsorship of major events and high profile activities within the community.

## THE POWER OF RADIO ADVERTISING

Research proves that, compared to any other media, radio advertising has the lowest level of advertising avoidance. The immediacy of radio makes it the perfect for special offers, price promotions and announcements.

Radio builds brand awareness for a business or product in much the same way that radio stations create chart music success. When a major recording artist releases a new single its success is a direct result of the amount of airtime the track is given. The more a listener hears an advertisement the more familiar they will become with it. This product familiarity develops trust, which in turn, translates into purchasing intention.

Advertising on a quality radio station should be an integral part of any marketing strategy, here's why:

People see radio as a welcome part of their daily lives; it keeps spirits up, and is readily accessible whether in a car, at work or relaxing at home. For the expatriate population in Spain radio is the primary source of international, national and local news. This is an extremely valuable context for an advertiser to appear in.

Radio reaches people at relevant times and places, this means that advertisers reach listeners at key 'touchpoints'; when they are on the school run, surfing the internet, before going out for the evening, and so on.

Recent research by IAB/RAB reveals that at any given time 1 in 5 internet users are listening to the radio, making it easy for them to access brand information as soon as an advertisement is heard.



# So why BayRadio?

- BayRadio has the largest and most listened to network on the Southern Coast of Spain, broadcasting from Valencia to Almeria, reaching 1,100,000 English speaking consumers in the ABC 1 demographic (age 35+) with higher than average purchasing power.
- BayRadio is fully staffed with radio professionals with decades of radio experience. We have presenters on air all day, every day, presenting live shows 7 days a week.
- BayRadio works alongside some of the media industries biggest names such as The Sun and News International Limited.
- BayRadio is compliant with broadcasting requirements.
- BayRadio has the widest range of informative programming, specialist shows covering many genres of music, fantastic talk radio hosted by some of the very best presenters in Spain, including Sony Award winner Jon Gaunt. BayRadio has featured guests such as David Cameron, William Hague, Joanna Lumley and many more.
- BayRadio is the only station operating a structured, high visibility marketing campaign, including 7 branded cars and press advertising which includes The Sun, The Round Town News and the Costa Blanca News.
- BayRadio gives advertisers the ability to target their marketing message to specific areas within our network.
- BayRadio has an enviable reputation for organising high profile events and competition prizes. These have recently included back stage passes to Robbie Williams, holidays to the Caribbean, and a Mediterranean cruise.
- BayRadio has a popular and innovative website with the number one search position for ´Radio Costa Blanca´ along with the largest number of on-line listeners.
- BayRadio increases client’s profile and advertising response by producing advertisements, jingles, sonic logos and voice-overs to the highest industry standard.

# Smart advertisers choose BayRadio

We supply the widest, most creative and innovative range of advertising opportunities in the marketplace.

Whether you are looking for a straightforward spot campaign or a fully-blown sponsorship package we have tailor made solutions to suit every need. Our skilled staff will ensure your campaign is effective, regardless of the size or your budget.

With our high profile advertisers you will be in good company. BayRadio regularly attracts advertisers such as Linea Directa, Next, Littlewoods, Barclays Bank, Ikea, Monarch Airlines, Renault, Ford and many more blue chip companies looking to effectively reach the English speaking community in Spain.

BayRadio operate a professionally researched and tested on-air format that results in larger listener numbers and longer listening hours than any other station in the region.

BayRadio has the highest visibility in the region through its extensive marketing campaign.

BayRadio has an older and wealthier audience profile.

Our listeners engage with BayRadio due to the perfect mix of music, entertainment, informative content and talk shows, delivered to you by the very best presenters In the business.

## BAYRADIO – OUR BUSINESS IS HELPING YOUR BUSINESS GROW

### Before choosing a radio station make sure you have satisfied these questions:

#### Is the station compliant with Spanish legal broadcasting requirements?

BayRadio’s broadcasting application was accepted in April 2007 by the Generalitat de Valencia. We are fully compliant with the SGAE (Sociedad General de Autores y Editores) for payment of music royalties.

#### Is the station’s programming of sufficient quality to attract and retain listeners?

BayRadio employs some of the leading broadcasters in Spain and is able to provide world class programming. Guests appearing on BayRadio have included; David Cameron, Boris Johnson, Peter Andre, Michael Bolton, Gary Lineker, Terry Venables and a raft of international stars, leading politicians and celebrities.

#### How well is the station promoting itself to ensure solid brand awareness?

BayRadio has huge visibility and enjoys high brand awareness. With 7 branded vehicles operating in the transmission area, press advertising in national and local press, road-side bill boards, the highest number of web links and optimised search engine results. The station is well known for its high profile events and competition prizes. Recently, these have included back stage passes to a Robbie Williams concert, holidays to the Caribbean and an all expenses paid Mediterranean Cruise.

#### Is the quality of their advertisement production of the professional quality your business demands?

BayRadio provides radio creative and production services for individual businesses, media companies and ad agencies. We produce the very highest quality audio commercials using the latest digital technology and have a great team of script writers, composers and engineers at our disposal. We consistently produce well thought out, creative, professional productions that reflect the quality of your business.

**AND ALWAYS, ALWAYS, ALWAYS, TEST THE COVERAGE AREA!  
YOU ARE MAKING AN IMPORTANT INVESTMENT IN YOUR BUSINESS . THERE ARE MANY FALSE CLAIMS MADE REGARDING HOW FAR STATIONS COVER AND THE QUALITY OF THEIR SIGNAL.**

We are the largest and most successful firm of independent financial advisors advising UK expatriates in Europe, and have been advertising on BayRadio for over two years. I have always been extremely impressed by BayRadio and their professional team. Advertising on the station has definitely helped the growth of Blevins Franks in Spain and I would definitely recommend BayRadio to any business.

**ROBERT CROIZAT**  
**Blevins Franks**  
Senior Partner

# Viva

blue bay  
PUBLISHING

www.bayradio.fm  
**BayRadio**  
88.4fm 89.2fm 89.4fm 98.5fm  
Murcia Denia Valencia Cádiz Alicante Javea

the bay media  
group

## BAYRADIO

Ctra Cabo La Nao  
Javea, 03730  
Alicante

**Tel** 0034 96 579 6761

**Fax** 0034 96 579 2825

**Email** sales@bayradio.fm

**Web** www.bayradio.fm

## BayRadio - Getting Bigger By Being Better

### TESTIMONIALS

Our company are specialists deal ing with all legal and tax matters in Spain. We have been advertising with BayRadio for 4 years. I have always been satisfied with the service provided by their professional team and although we have tried other stations in the region, we always receive the best response from BayRadio.

**Clive Webster** - Managing Director - *Webster Asesores*

We have been advertising with BayRadio for the past two years and as the number one telecommunications company in the Costa Blanca, we wanted our brand to be associated with the Number one radio station. The decision to go with BayRadio was very easy and has been invaluable with building our business and as we look to the future to launch more products and services BayRadio will be an integral part of our marketing strategy.

**Colette Woodward** - General Manager - *Europa Network*

We have been using BayRadio as our main form of advertising since day one and have always been pleased with their level of professionalism.

The advertising and commercial branding that BayRadio have offered me has vastly improved the turn over of my business, you can already hear BayRadio from Alicante to Valencia and wherever they expand to I always follow. I am also in a unique position to judge how many of my clients are BayRadio listeners as over 90% of the cars that come in for repair already have BayRadio tuned in.

**Terry Denty** - Owner - *BusyBees Car Services*

After extensive research into which radio stations would truly be the most effective in representing our clients Barclays, Knight Insurance, Linea Directa & Liberty Seguros and others to their customers on the Costa Blanca, we were happy to choose BayRadio. Their professional approach, presenter-based programming, high actual listener levels, and true coverage across the whole of the area made advertising on BayRadio an easy decision. We are delighted with the results from our latest campaigns and look forward to continuing to use BayRadio in the future.

**Louis López Hernández** - Representing one of the top ad agencies in Spain

We have been advertising with BayRadio since our Benissa store opened 2 years ago. BayRadio were very supportive when they helped to open our store in Javea earlier this year which has proved a massive success, partially down to BayRadio's excellent service. The team has been polite and helpful throughout our advertising campaign and we definitely recommend them to any other local businesses.

**DAVID DOOLAN**  
Iceland Stores  
Manager