

KONNECT RADIO

The UK's first and only mixed format Christian radio station.

OUR LISTENERS

Konnect Radio's core audience are **25-45** year old adults. Konnect listeners are looking for something different and 'meaningful' to listen to, despite juggling their various roles. They may be Christian or know nothing about the Christian faith.

Listeners enjoy Konnect because they feel it fulfils their needs throughout the day. Konnect Radio is more than just radio, it has the potential to change lives for good. It's programmed to emotionally connect with its listeners, broadcasting encouraging Christian content which doesn't make them feel awkward but challenges them. It plays the right songs to get them up in the mornings, keep them going through the day and then helps them to unwind and relax in the evening.





THE MUSIC

Konnect's music format is like no other in the UK. We are the first radio station to play secular music together with contemporary Christian music. Our secular tracks must align with Konnect Radio's values before they are considered by our music team for broadcast.

Current core artists include Coldplay, Rend Collective, Take That, Adele, Crowder, Hillsong, Lady Gaga and Marshmello.

WHY KONNECT RADIO?

At Konnect we carefully choose, research and painstakingly craft the unique mix of Christian and secular music we play. We bring people to Christ, who would otherwise never listen to Christian radio.

We have a team of creative, digital and advertising experts who will work with you throughout your campaign. We listen to you and we listen to your customers, everything we produce for our clients is produced to match their exact business needs.

We bring you the personalities that entertain, the competitions that excite and the news stories that matter, to cultivate the most valuable audience for our customers.

We are a communication tool for the Christian community with a strong diverse national identity. Currently we attract over 30,000 listeners and this is rapidly on the increase.





WHY RADIO ADVERTISING?

- Brands using radio advertising get their money back almost 8 times on average.
- For every £1 spent on radio advertising you get twice as much audience as any other advertising medium.
- 87% of people say that they trust radio making it the uk's most trusted medium.
- Radio has the lowest level of ad avoidance of all media; 16% avoid radio ads v 68% avoid newspaper ads.
- Adverts on the radio talk to the right people at the right time & place with targeted messages.
- Radio is the number 1 platform for targeting and number 1 platform for cost per thousand audience.
- Radio has always been a strong "call-to-action" medium, and this is even more true in a world where consumers access brands via the internet.
- 80% of adults in the UK listen to the radio every single week.



HOW TO LISTEN TO KONNECT

At Konnect Radio we engage our audience through multiple digital platforms. Our content strategy is simple: everything we do reflects our consumers' lives, not ours. Every email we send, every Facebook post, every tweet, is engaging, encouraging, funny or meaningful.

VIA SMART SPEAKER

32% Claim to own a Voice Activated Speaker.
18% of users claim to use it to listen to Radio everyday.
Simply say 'Alexa, open Konnect Radio'.

OUR SMART PHONE AND TABLET APP

27% of Adults 15+ claim to listen to Live Radio via a Smartphone or Tablet at least once per month.

The Konnect Radio App has been design to be as easy to use as possible. A person can be listening by 1 click of a button. The listener can also interact with the studio.

AUDIENCE INFORMATION



Konnect Radio attracts
30,000 adults every
month.



Konnect listeners listen
on average for 54
minutes every day.



The average age of a
Konnect Radio listener is
35*.



Konnect Radio reaches
on average 124
countries.



KONNECT RADIO

We would love to partner with you to build
your brand through Konnect Radio.

Contact our Sales team today
Sales@konnectradio.com



@KONNECTRADIO