

INTRODUCING:

LANCASHIRE'S

LOCAL

RADIO

STATIONS





Preston, Leyland & Chorley Blackpool & East Lancashire

Central Radio is a locally-owned, independent commercial radio station which covers most of Lancashire.

It is a trusted source of local news, events and provides the red rose county with the biggest variety of music and local information.



Lancaster & Morecambe Bay

Beyond Radio is an exciting community radio station for Lancaster & Morecambe Bay.

The station has broad appeal across all audience demographics and aims to be the local choice for local music, news and community information.

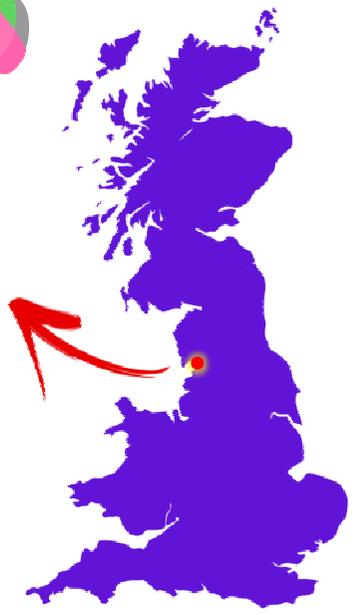
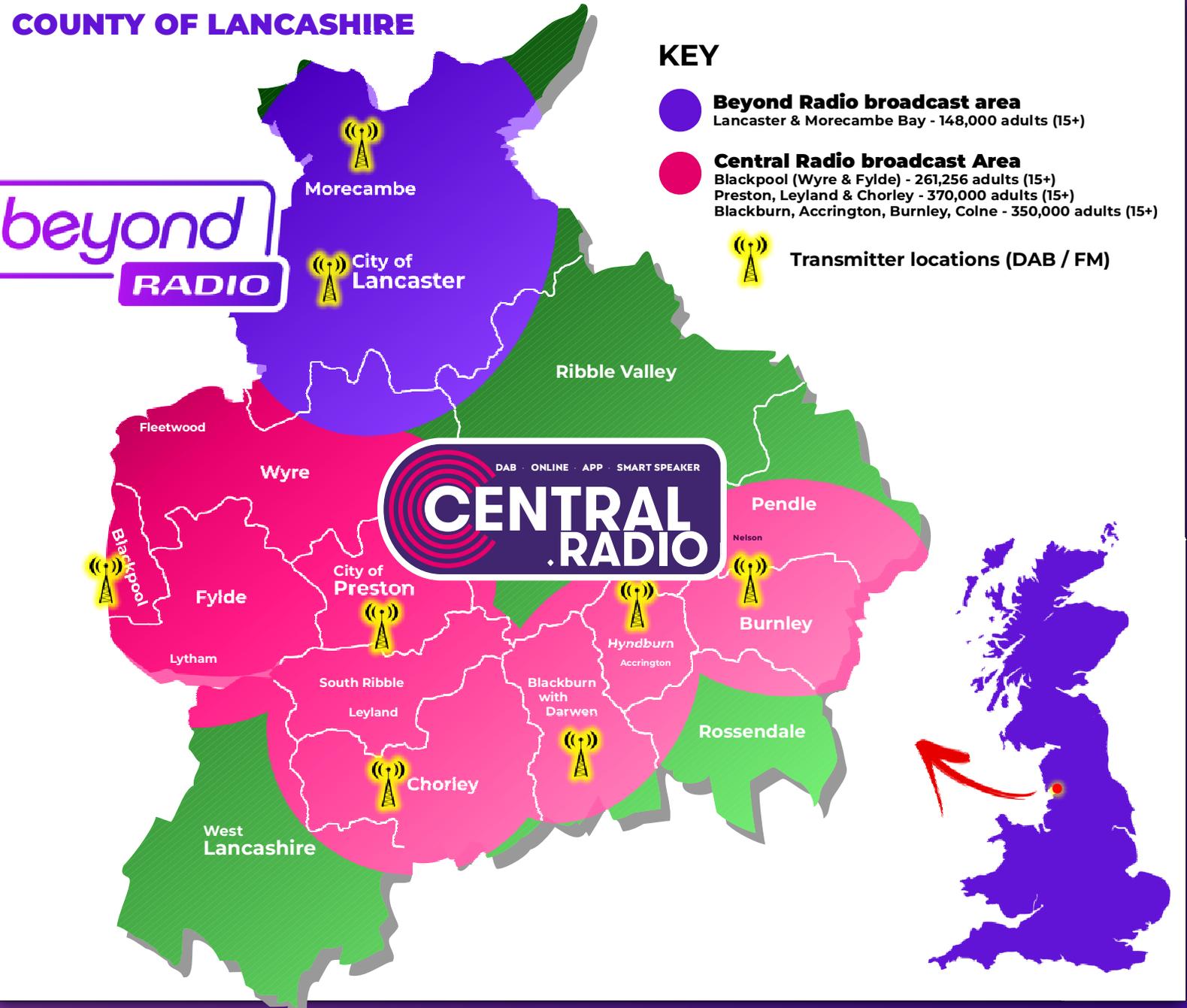
Beyond Radio showcases a vibrant range of community led evening shows, including specialist genres which are typically missed by other radio stations.



TWO RADIO BRANDS = EVEN BIGGER IMPACT

TRANSMISSION

AREAS



Broadcast area map is intended as a guide only

WHY RADIO?

See radio differently: reach, resonance and results for your advertising

87%

of adults listen to radio every week

£1

a simple £1 spend in radio on average
ROI = £7.70

20.5hrs

of live radio consumed weekly on average

Radio is intrusive

It is real time and consumed while doing other things, which means listeners find it harder to avoid adverts, so will pay more attention to your message.

RETURN ON INVESTMENT (ROI)



£1 'in' can potentially provide £7.70 back.^[1]

Radio is emotive

Nothing can match the power of the spoken word. Watch your television with your sound off, pictures without sound doesn't work; sound without picture DOES!

Radio is POWERFUL.

It can help transform your business.

OUR AUDIENCE



POTENTIAL AUDIENCE: 981,359*

WEEKLY REACH 9.50%^{**} ADULTS

TOTAL WEEKLY REACH 93,000 ADULTS

SOCIAL MEDIA FOLLOWERS: 24,800
TOTAL UNIQUE WEBSITE VIEWS: 21,000

OUR TARGET AUDIENCE AFFLUENT ADULTS AGED 35 - 64



POTENTIAL AUDIENCE: 148,000^[1]

FEMALE 65%
MALE 35%

BRAND AWARENESS

When asked to name five radio stations, Beyond Radio ranked 2nd overall, only behind BBC Radio 2

WEEKLY REACH 41.29%^[2] ADULTS

TOTAL WEEKLY REACH 61,113 ADULTS

SOCIAL MEDIA FOLLOWERS: 23,600
TOTAL UNIQUE WEBSITE VIEWS: 34,000

*TSA number from those persons within Ofcom SSDAB polygon broadcast areas.

**Data provided by RAMS (Radio Audience Measuring Service) Q4,2025

[1] TSA - FM broadcast area of adults

[2] Data provided by Lancaster University Research 2025

WHAT CAN WE OFFER?

There's so many options, but here's just the basics!



Spot Advertising (radio ads)

(Those 20-30 second radio ads you hear)

Prices start from just a few pounds!



Sponsorships (sponsor tags)

Weather, travel, sports, entertainment or even a whole show!
These are shorter ad spots, but with higher frequency



Social media, paid-for articles, new business openings:

The sky is the limit, we can add these such elements to your on-air package to really boost your business or brand.



Outside Broadcasts

Bring the radio studio to your venue, with Beyond Radio Comes To You' - our outside broadcast and events package.



Event Hosting

We've worked with some big events in the area, including hosting the Family Fun Day as part of 'The Highest Point Festival' & Lancaster & Chorley Christmas Lights Switch On events.



Shh! It's no secret, we provide great value-for-money promotion!



Switching the lights on in Lancaster Nov 2025
Beyond Radio team hosting the stage.



Outside Broadcasts & Events

Central Radio & Beyond Radio have years of experience when it comes to hosting and broadcasting from venues and events across Lancashire. Some examples include hosting the main stage at Lancaster's Highest Point Festival, broadcasting live from Adlington Carnival (near Chorley) and various Christmas Lights Switch on's, including Lancaster & Chorley, we've also hosted and broadcast from various business awards.

We can:

- Promote your event
- Give tickets away on-air as a promotional competition
- Host the stage at events or venues
- Run themed music / disco / quiz events from pubs
- Broadcast live from your event
- Provide event support
- To include on-air, online and social media activity.



Beyond Radio hosting the Highest Point Festival



Central Radio hosting the Chorley Christmas Lights Switch On



Beyond Radio hosting the Lancaster Christmas Lights Switch On



Central Radio broadcasting live from Chorley Market



Hosting & broadcasting from business awards



Testimonials



"I've had the pleasure of working with the Central Radio team on multiple occasions and they always deliver! From big scale marketing Christmas campaigns to smaller more focused arts festival campaigns, Central Radio always offer great value for money and help to meet our marketing aims of targeting an active localised audience. Working with the team is stress free and the packages are always tailored to specifically meet the needs of our radio campaigns."

Eleanor. G - Marketing Officer, Preston City Council



Central Radio provided a presenter for our Christmas Light Switch on event. They did a professional job and communicated well with our visitors throughout the event. The pre-event communications were good and Central Radio promoted our event on air to all their listeners and spoke about our event in the build up to it. This built up the excitement and the anticipation ahead of the event.

Bobby Wood, Events & Marketing - Chorley Council



"Definitely makes a huge difference to be noticed on a reputable station. You certainly make a huge difference and every business should look to advertise through Central.

I would recommend any business who wishes to grow to advertise through Central Radio. We have tried many, but yours (hats off) has made the impact!"

Star Print - Nelson & Lancashire



"I had a lovely gentleman in today, who bought a watch from me. He found out about me due to the radio advert ... it proves it works!"

John on Queen St - Morecambe
(Watch repairs and sales)

Just a handful of positive testimonials... we can supply more, on request!

Let's make **great** things happen



Let's talk....



Sarah Brown

Advertising & Sponsorship Executive

advertising@central.radio

07428 107 107

