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RADIO 16

RADIO16.COM.AU NEWCASTLE

Playing All Time Favourites 24-7

WHO WE REACH

Our **Primary Demographic** is male/female 40 – 60 with a median target of 40. The music format is music from the sixties, seventies and eighties.

Radio 16 digitally reaches on average 15,000 Newcastle people per week.

Radio 16, Market: 2300 27th April 2022

A-Digital Listeners Last Week 15469 (Source: www.radio16.com.au real time logs).

B-Newcastle Market Share 12.5% (Calculated Listeners against Population 12+).

C-Newcastle 55+ Market Share 15.3% (Calculated Listeners against Population 55+).

G: Overall Age Spread: (Source: www.radio16.com.au real time logs).

55-75	56.95%	18-35	13.30%		
35-55	28.83%	75+	0.51%	0-18	0.38%



Radio 16 Newcastle is also syndicated through the Hume Travel FM Radio Network which reaches 4,612,771 persons in South Eastern Australia per year.

The Hume Travel Radio Network has Audience fed from five sources:

NSW FM Broadcast area population 320,817 (Source Australian Bureau Statistics)

VIC FM Broadcast area population 459,454 (Source Australian Bureau Statistics)

Hume Hwy Averaging 3,832,500 vehicles PA (Source NSW RTA Traffic Volume Data)

The **Primary Demographic** is male/female 40 – 52 with a median target of 45. The music format is Country Rock which blends modern country music with sixties, seventies and eighties CHR.

Our **Secondary demographic** is female cultural Tourists aged 19 to 29 with a median target of 26. A cultural Tourist is generally an Australian Citizen who holidays by car domestically experiencing sites of Cultural or Historical significance and attending festivals and other events.

Our **Third Demographic** is male commercial travelers aged 35 to 52 with a median target of 45. We define Commercial travelers as people who make frequent (at least weekly) trips on the highway of a distance of 50km or more. This includes primarily Truck and coach drivers and those who travel on a daily basis to different sites of work such as Tradesman. It can also less regularly include Emergency Service personnel and Taxi drivers.



Radio 16 offers a specialized package of advertising for food outlets. Spots revolve around breakfast, lunch and dinner targeting consumers at meal times. At the precise moment consumers are making choices about food we are there with your advert.



Contact us today and let Radio 16 start bringing people through your door.

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