

105.1 **life**fm[📶]

Sponsorship Media Kit



www.life1051.org.au

Who is Life FM?

105.1 Life FM is Bendigo's family friendly radio station, broadcasting 24 hours a day, seven days a week.

It was established as Central Victorian Gospel Radio in 1983, as an inter-denominational non-profit radio station fully supported and operated by local Christian volunteers.

In 2011 the studio moved to Forest Street Bendigo, and transitioned to a more contemporary music and program format, including lifestyle interviews and talk segments. The style is modern and family-friendly, with a community focus that provides a positive input into daily life.

Today we broadcast on 105.1 FM and continue to share a Christian message of life, hope and purpose.



What makes 105.1 Life FM different?

LISTENER LOYALTY

Our aim is to broadcast engaging radio content suitable for all ages. In a world that offers little hope or encouragement, our listeners tune in to hear a positive message. Our time spent listening figures show that people are tuning in, and listening longer.

LIMIT OF 5 MINUTES

Under a community license, sponsorship time is limited to just 5 minutes per hour (that's just 10 x 30 second spots). Your message will stand out. On commercial stations your message can get lost in the clutter with up to 15 minutes of advertising each hour!

TRANSFER OF TRUST

Our listeners want to support businesses and organisations that they hear on the station.



85% **trust** our sponsors more than commercial station advertisers.*



78% of listeners indicate they are more likely to **respond** to our sponsor's message than a commercial station's advertisers message.*

RADIO IS EFFECTIVE

Despite changes in media, radio's popularity and versatility continues.

Our listeners are tuning in via radio, computer, mobile phone and tablet.

VALUE FOR MONEY

As 105.1 Life FM is a not-for-profit station, using us as part of your marketing strategy represents great value for money.

Our bottom line is to build up the community, not to make money from the community.

Our sponsorship rates are extremely competitive compared with other radio station, print media and television.

Our Broadcast Region

OUR BROADCAST REGION

We broadcast on 105.1 FM across Bendigo with a population of 108,000 people.

According to McNair Ingenuity research conducted by the Community Broadcasting Association of Australia in 2015, of all people age 15+ throughout non-metropolitan Victoria:

- 25% of people listen to community radio, and
- 52% of those identify themselves as Christians

STREAMING ONLINE

We stream online via life1051.org.au, or people can tune in on their smart devices via the Tune In radio app, which means people can tune into 105.1 Life FM anywhere in the world!



Your target demographic – our listeners

OUR LISTENERS

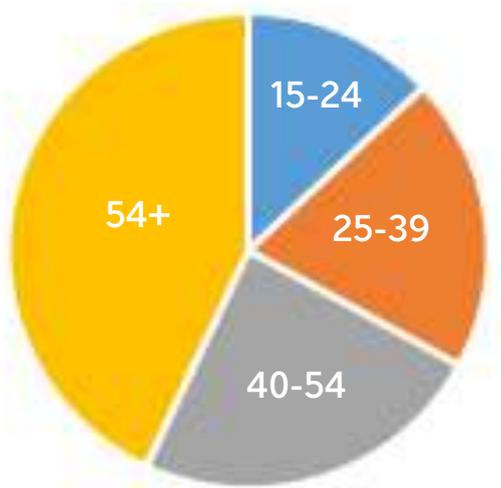
Our focus is to provide positive and engaging radio content that the whole family can listen to.

GENDER

Our community radio audience is 50% female and 50% male.

AGE GROUPS

The age groups of community radio listeners in non-metropolitan Victoria are represented below.**

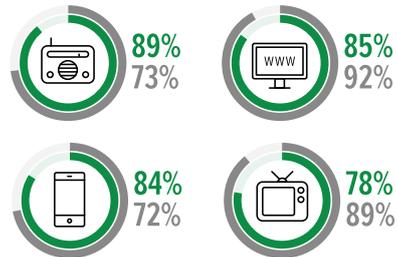


EMPLOYMENT & INCOME

71% are employed in some way compared to 58% of commercial radio listeners, and 61% of listeners have a household income >\$1200/week, compared to 58% commercial radio listeners.*

MEDIA USE

Our type of audience is well connected.*



COMMUNITY ENGAGEMENT

Our audience is highly engaged in the local community. 73% of listeners volunteer compared to 23% of commercial radio listeners.*

The positive benefits of Christian community radio*

THE POSITIVE BENEFITS OF RADIO

Radio has a 'massive/significant' benefit for listeners surveyed:

- 78% believe it benefits them personally.
- 63% believe it benefits the local community.
- 60% believe it benefits their family.

THE IMPORTANCE OF FAMILY FRIENDLY CONTENT

When asked about the impact of the content of commercial radio on kids, 33% of listeners surveyed said most content was inappropriate.

RADIO IMPACTS LIVES

Asked about the impact of radio content on their lives, 67% of listeners surveyed indicate that the quality of their decision making has increased.

WHY LISTEN?

- Content
- Music & lyrics
- Announcers
- Personal connection
- Stories & interviews

RESPONSIVENESS

A survey of Christian community radio listeners compared to commercial listeners showed that in the last year in response to a sponsor/advertiser message our type of listeners are:

- 2.3 x as likely to access your advertised service
- 2.3 x as likely to visit your website
- 5 x as likely to donate to a financial appeal
- 1.9 x more likely to attend an event
- 1.9 x more likely to purchase a product

NET PROMOTER SCORE

On a scale of 0-10, would you recommend your radio station to a friend or colleague?

$$\text{NPS} = \frac{\text{Scores of Promoters}}{[9+10]} - \frac{\text{Scores of Detractors}}{[0+1+2+3+4+5+6]}$$



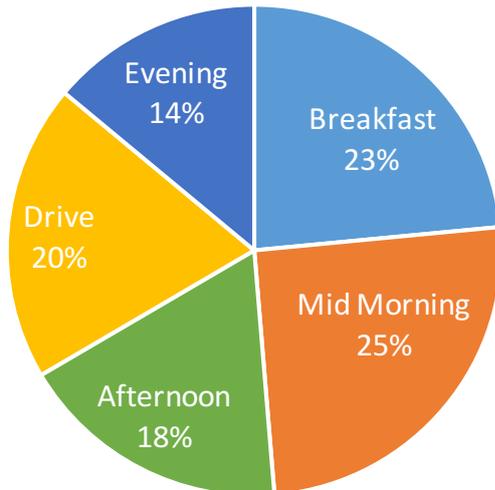
Compared to the avg. NPS across other industries



Broadcast Highlights

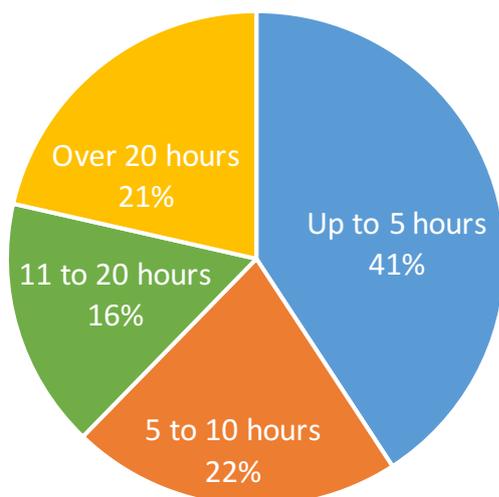
WHEN DO PEOPLE LISTEN?

Our audience is dedicated and consistent, with listening spread evenly across all day parts.**



TIME SPENT LISTENING

Our listeners spend a significant amount of time tuning in each week.**



STATION PROGRAMMING

Life FM has a talented team, both on air and behind the scenes that share the station's passion for providing engaging radio content suitable for all ages.

Some highlights include:

- Breakfast and Drive programs each weekday
- Vision National News each hour and regular news updates
- Local weather and traffic report
- Music programs like TCM, Fresh and Hot 25
- Programs like Focus on the Family and The Journey

A full program guide is available on our website.

Sponsorship Enquiries

Our listeners are waiting to hear from you!
For sponsorship enquiries please contact:

Noemi Cummings
Sponsorships manager
M: 0423 450 703
E: sponsorships@life1015.org.au

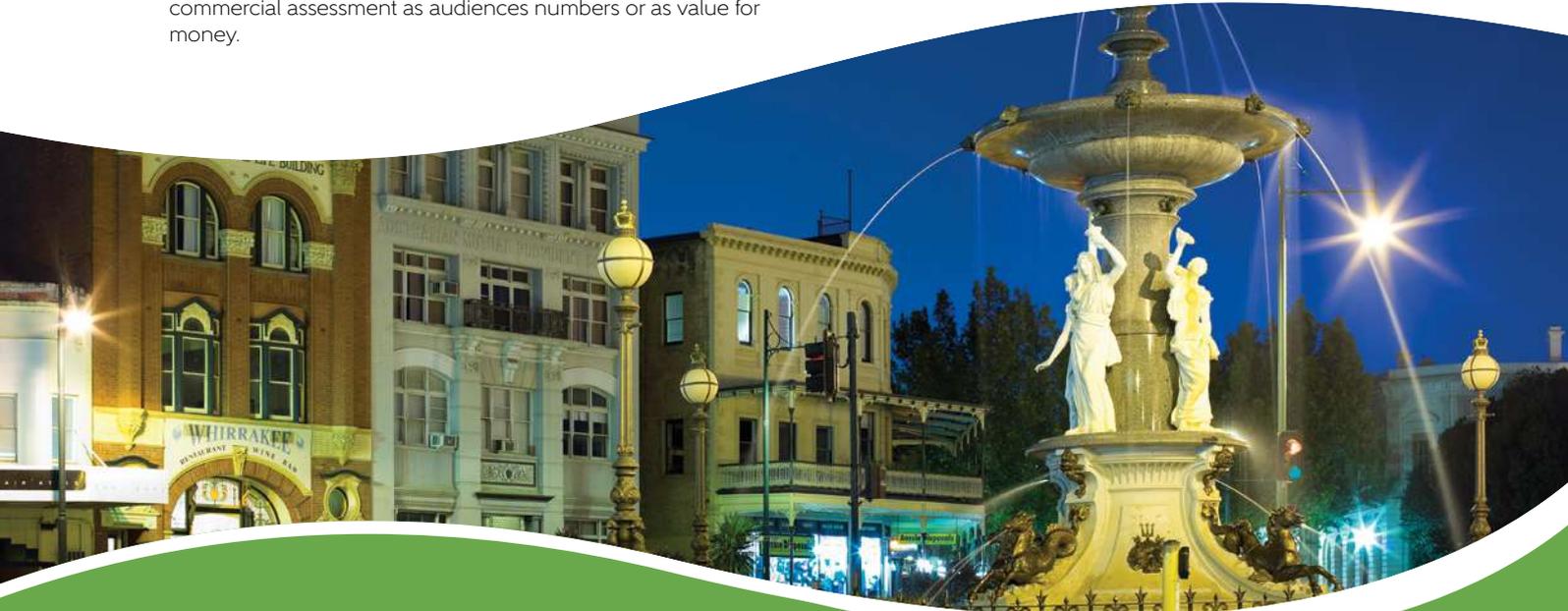
Life FM Studios

137 Marong Road, Golden Square 3555
Web: www.life1051.org.au

* **mccrindle** CMA Member Station Listener
FORECASTS • STRATEGY • RESEARCH Engagement - McCrindle April 2015

** **mcnair**
ingenuity
research McNair Ingenuity Non-Metro Vic National
Listener Survey Wave #1 July 2015

The information provided in this presentation has been taken from commercial and community radio research reports and market surveys. The majority of the information comes from publicly available McNair Ingenuity Research and McCrindle Research. Comparisons between commercial and community radio are made only in respect of Cumulative Audiences or Reach. Research methodologies may vary across radio sectors, therefore all claims made are provided for illustrative purposes to give a context as to where Christian Media sits in the marketplace. Any comparisons are made as a guide and should not be relied upon in making any commercial assessment as audiences numbers or as value for money.



105.1 lifefm

BENDIGO'S POSITIVE CHOICE

PO Box 126 Golden Square Vic 3555
Studios: 49 Forest Street, Bendigo Vic 3550
Ph: 03) 5444 3512
Email: manager@life1051.org.au



www.life1051.org.au