

# 105.1 **life**fm<sup>📶</sup>

## Sponsorship Media Kit



[www.life1051.org.au](http://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 not-for-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.

In 2018 we moved into new, modern and purpose built studios in a high exposure location in Marong Rd, Golden Square.

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.

## TRANSFER OF TRUST

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



83% **trust** our sponsors more than commercial station advertisers.\*



75% of listeners indicate they are more likely to **respond** to our sponsor's message than a commercial station's advertisers message.\*

As a listener supported station, we value that supporters become members and, in time, become loyal to all that we are and offer.

## LIMIT OF 5 MINUTES

Under a community license, sponsorship time is limited to only 5 minutes per hour (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!

## RADIO IS EFFECTIVE

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

Our listeners tune in via radio, computer, mobile phone and tablet, and further find it positively impacts their lives.

## 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. In fact, our listeners are 3x more likely to contribute to and be involved in the local community.

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

# Our Broadcast Region

## OUR BROADCAST REGION

We broadcast on 105.1 FM across Bendigo with the population reaching 110,000 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

Recently, research by McCrindle (2019), found that our listeners are exclusive, in that 41% do not listen to commercial radio.

## STREAMING ONLINE

We stream online via [life1051.org.au](http://life1051.org.au), or people can tune in on their smart devices via the Tune In radio app, which means people listen to 105.1 Life FM anywhere in the world!

Our website statistics indicate a growing interest of people interacting with us via social media, live streaming and current topics of interest.

Sponsors also get good exposure on our website.

Positive radio leads people to interact more and recommend us to friends and others.



# Your target demographic – our listeners

## OUR LISTENERS

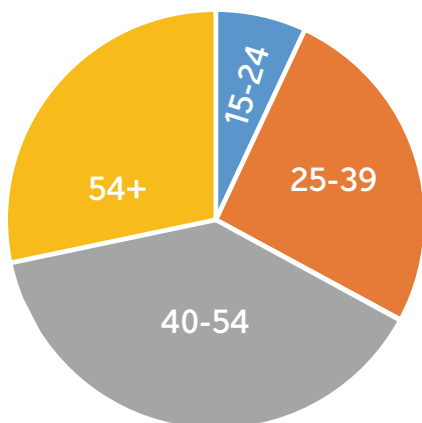
Our focus is to provide positive and engaging radio content that the whole family can listen to.

## GENDER

Our community radio audience is 65% female and 35% male.\*

## AGE GROUPS

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



Currently, 70% of our listeners are of the age 25-54 y.o.\* compared to 58% nationally.

## EMPLOYMENT & INCOME

72% are employed in some way compared to 51% of commercial radio listeners; and 49% of listeners have a household income >\$1,200/week, compared to 43% commercial radio listeners. Further, our listeners are twice as likely to hold higher degrees and be well educated.

## MEDIA USE / HOW LISTEN

Our type of audience is well connected.\*



People listening to Christian radio will spend an extra 13 minutes per day listening than the commercial radio audience.

## COMMUNITY ENGAGEMENT

Our audience is highly engaged in the local community. 72% of listeners volunteer compared to 23% of commercial radio listeners.\*

Further 45% (compared to 13%) are engaged in leadership in the community.

# The positive benefits of Christian community radio\*

## THE POSITIVE BENEFITS OF CCR

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

- 77% believe it benefits them personally.
- 60% believe it benefits the local community.
- 56% believe it benefits their family.
- Significantly promotes emotional wellbeing and personal growth.

## 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, 64% of listeners surveyed indicate that the quality of their decision making has increased.

## WHY LISTEN?



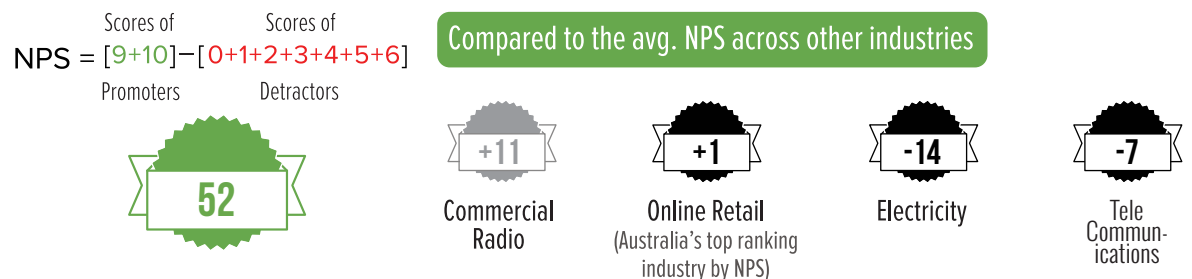
## RESPONSIVENESS

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: (*x = times*)

- 1.5 x as likely to access your advertised service/product
- 1.9 x as likely to visit your website
- 2.9 x as likely to donate to a financial appeal
- 1.7 x more likely to attend an event

## NET PROMOTER SCORE (TRUST FACTOR)

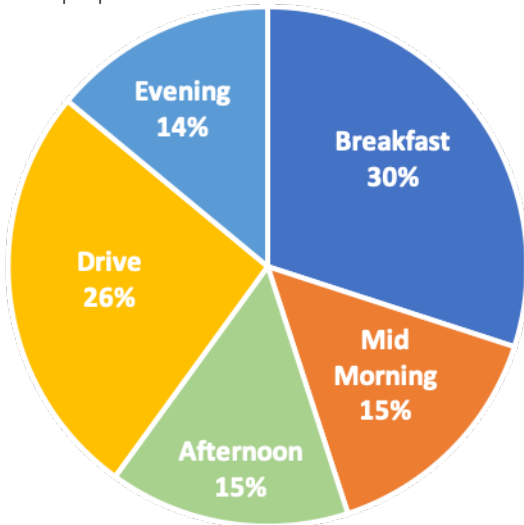
On a scale of 0-10, would you recommend your radio station to a friend or colleague?\*



# Broadcast Highlights

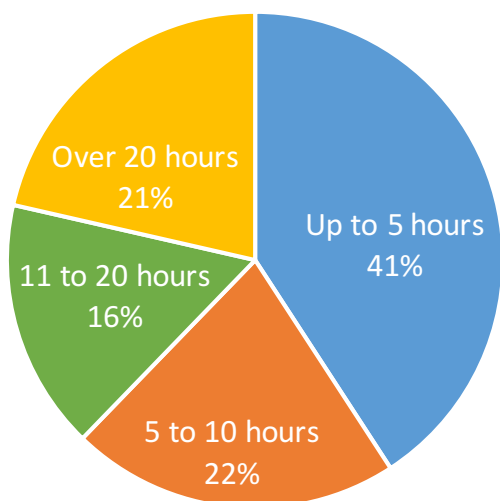
## WHEN DO PEOPLE LISTEN?

Our regional audience is dedicated and consistent, with listening spread evenly across the day, with Breakfast and Drive most popular.



## TIME SPENT LISTENING

CCR 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:

- Very popular and engaging Breakfast and Drive programs each weekday - Breakfast 61% (46%) and Drive 64% (44%)\*
- Vision National News each hour and national headlines on 1/2 hour
- Local weather and local news and community updates
- Music programs like Today's Christian Music Countdown (TCM), Fresh and Hot 25
- Life programs like Focus on the Family and other topical Christian teaching sessions

A full program guide is available on our website.

Our listeners are 33% more likely to be more positive and optimistic compared to those who listen to commercial radio; and 25% (18%) more likely to increase their listening.

## Sponsorship Enquiries

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

David Holmes ("Holmesy")  
Sponsorships Manager  
**M:** 0417 338 255  
**E:** [sponsorships@life1051.org.au](mailto:sponsorships@life1051.org.au)

### Life FM Studios

137 Marong Road,  
Golden Square 3555  
**Web:** [www.life1051.org.au](http://www.life1051.org.au)

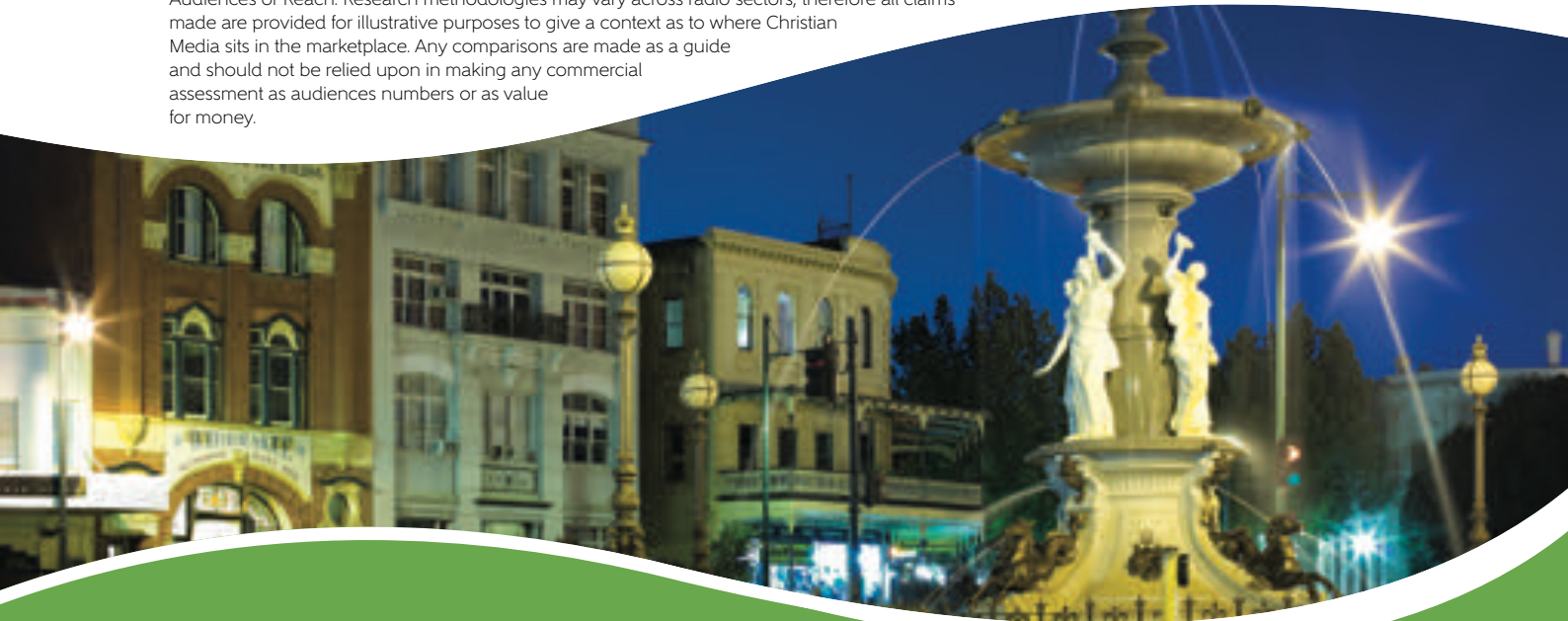
105.1  
**life**fm   
BENDIGO'S POSITIVE CHOICE

PO Box 126  
Golden Square Vic 3555  
**Studios:** 137 Marong Road,  
Golden Square 3555  
**Ph:** 03 5444 3512  
**E:** [manager@life1051.org.au](mailto:manager@life1051.org.au)

\* **mccrindle** CMAA Member Station Listener  
FORECASTS • STRATEGY • RESEARCH Engagement - McCrindle March 2019

\*\* **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.



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