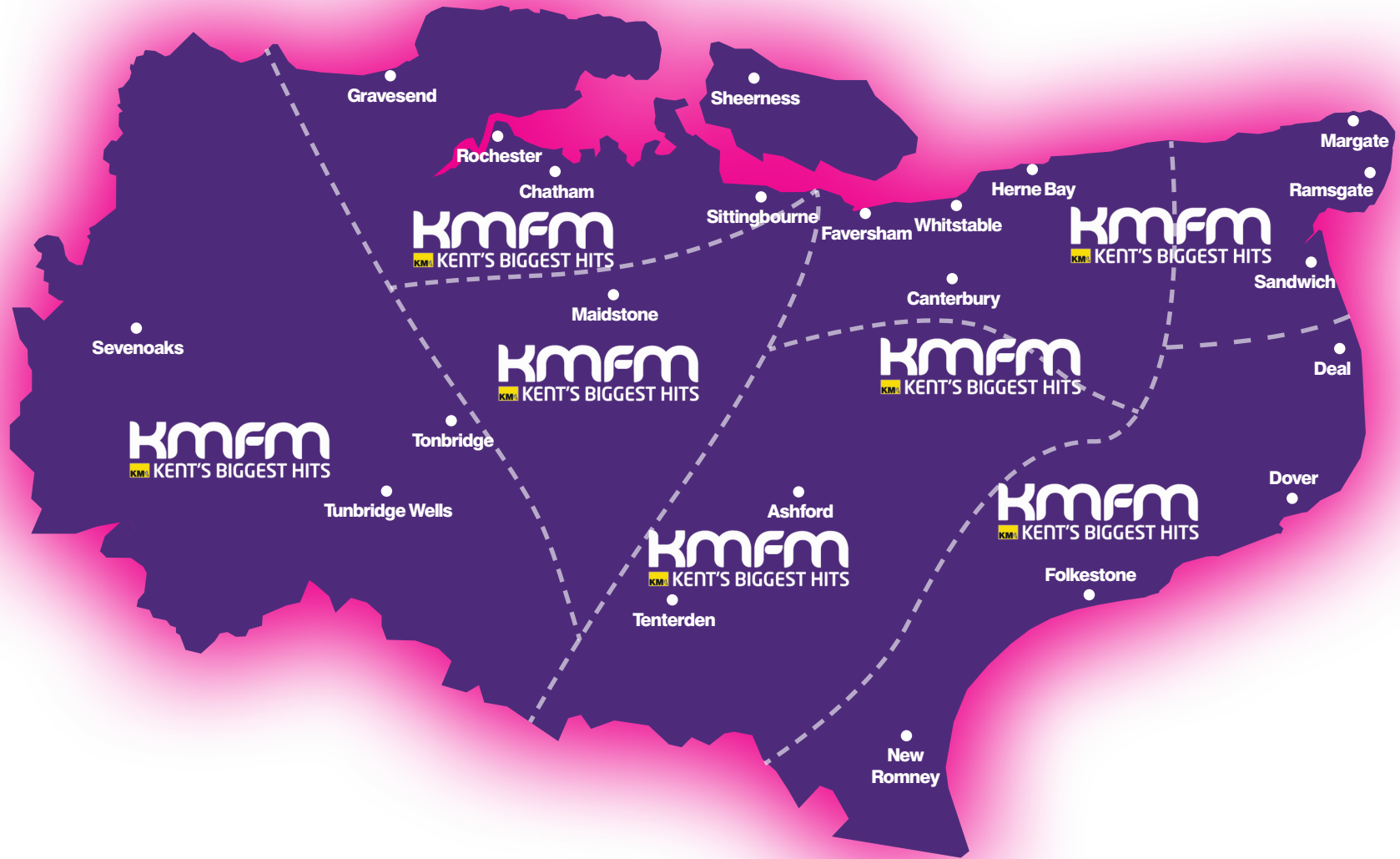


KMFM

KM KENT'S BIGGEST HITS



RADIO MADE IN KENT



KMFM
 KENT'S BIGGEST HITS

Countywide reaches 169,000 listeners each week*

* RAJAR Q1 2017 (Oct 2016 - Mar 2017)

Male

83,900



49%

Female

85,100

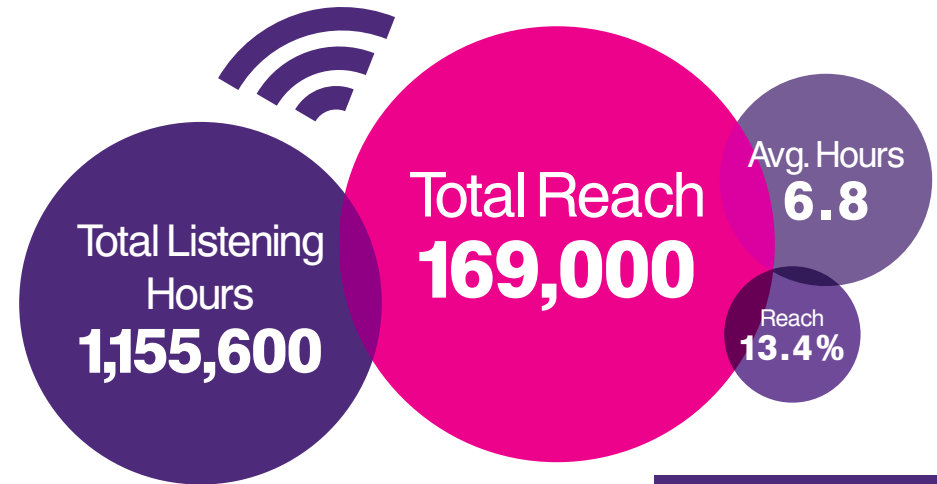


51%

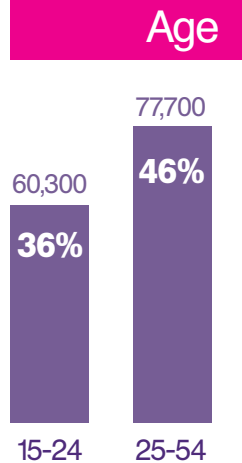
Main Shopper



Main Shopper with Kids



Social Grade



Listeners - number of and proportion that are...

Adults 17 + with 1 or more cars in household

145,800
86%



Adults 18 + living in owned home

90,500
54%

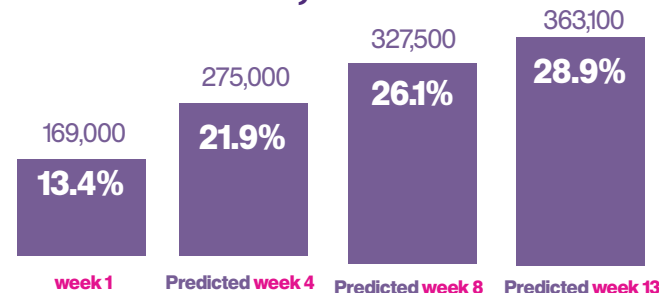


Adult listeners that listen to NO OTHER local commercial station

65,200
39%



More weeks, more listeners



Source: RAJAR/Ipsos-MORI/RSMB 6 Months Q1 2017

Listeners trust their Local Radio Station...



Increased brand consideration

My local station

Other commercial radio listeners

62%

46%

Agree:

“ I am more likely to consider a company / brand I hear on my station ”



Action taken after hearing about a brand on my station



Bought

My local station
42%

Other commercial radio listeners
30%



Visited a store

52%

29%



Searched online

60%

46%



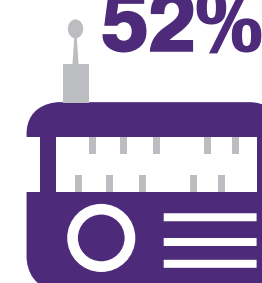
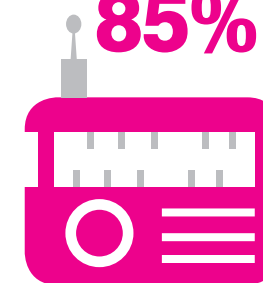
Local stations are more influential at a local level

My local station

Other commercial radio listeners

85%

52%



Agree:

“ It feels like part of my area ”

5 Reasons to Use Radio

1 Radio talks to people at the right time and place.

Radio works in “real time” so ads can be run at just the time when people are most ready to be influenced by the message.

2 Radio reaches the right local audiences.

Naturally the listeners to a local radio station are locals. But more importantly they are also the right kind of locals. Compared to other media, commercial radio listeners tend to be significantly younger.

3 Radio is a ‘local friend’ for listeners.

Listeners typically describe their favourite local radio station as a friend, and that friendship can be used by advertisers to change the way local people perceive them – to keep ahead of the competition.

4 Radio is the most flexible medium.

Business conditions can change fast and radio is well set to meet those changes. Production of commercials is quick and relatively low-cost.

5 Radio builds long-term brand dominance.

Because radio messages are repeated more often and have lower levels of avoidance, by the time a listener is ready to make a purchase, the retailer’s brand name and values are strongly established in their mind. This is particularly true for brands which invest in sonic identities or jingles.

5 Reasons to Use Radio

1 kmfm – Radio Made in Kent.

kmfm is the local radio station for Kent broadcasting from our Kent studios 24 hours a day, 7 days a week.

2 Kent's Biggest Hits.

The biggest songs from today and the last 20 years targeted at 15-44 year olds across the county.

3 Part of the community.

Throughout the year kmfm supports and gets involved in over 100 events from the big shows to charity projects.

4 kmfm entertains and informs.

Providing the best news, travel, weather and what's going on every hour with our team of presenters and journalists. All this supported by KM Group network offices in Kent.

5 The biggest prizes.

kmfm gives away over £100,000 worth of prizes to listeners in Kent each year with big audience building promotions every month.

kmfm Show Schedule

-Weekdays

06:00 – 10:00 Breakfast with Garry and Laura

Featuring 'Workplace 3', Kent news, promotions including 'Say it' and travel every 20 minutes.

10:00 – 13:00 Daytimes with Andy Walker

Listen for 'We Love the 90s' between 10-11am and Kents's Biggest Hits.

13:00 – 16:00 Afternoons with Andy Walker

Listen for 'Total Request Lunchtime' 1 - 2pm and Kent's Biggest Hits.

16:00 – 19:00 Drivetime with Rob Wills

Featuring the music of 'Music Blaster' and the '5pm Whistle' plus travel news every 20 minutes.

19:00 – 22:00 The Hit List with Glen Scott

Mon - Thurs

3 hours of fresh new music featuring the Hit List with the biggest artists.

19:00 – 00:00 Floorfillers

Friday

The best remixes of hits, old skool favourites and more.

22:00 – 06:00 Kents Biggest Hits non stop

Mon - Thurs

kmfm non stop with Kent's Biggest Hits from the last 20 years.



Gary Wilson & Laura Nevitt



Andy Walker



Rob Wills



Glen Scott

kmfmShowSchedule

-Weekends

Saturday

- 07:00 – 11:00 Weekend Breakfast with Andy Walker**
Your motivation to wake up at the weekend, including 'We Love the 90s'.
- 11:00 – 15:00 Weekends with Emma Adam**
Playing you Kent's Biggest Hits on your Saturday afternoon.
- 15:00 – 19:00 Weekends with Luke Gregory**
Tune in for Kent's Biggest Hits and chances to win great prizes.
- 19:00 – 22:00 Floorfillers with Rob Wills**
The biggest remixes of the Biggest Hits, old skool favourites and more.
- 22:00 – 00:00 Floorfillers non Stop**
The best remixes of hits, old skool favourites and more.

Sunday

- 00:00 – 07:00 Kent's Biggest Hits non stop**
kmfm non stop with Kent's Biggest Hits from the last 20 years.
- 07:00 – 12:00 Weekend Breakfast with Garry Wilson**
Including 'We Love the 90s', showbiz and Kent gossip.
- 12:00 – 16:00 Weekends with Steve Reed**
Playing you Kent's Biggest Hits on your Sunday afternoon.
- 16:00 – 19:00 Tony Blackburn's Playlist**
Tony's favourite tracks.
- 19:00 – 22:00 Hit List with Glen Scott**
3 hours of fresh new music.
- 22:00 – 06:00 Kent's Biggest Hits non stop**
kmfm non stop with Kent's Biggest Hits from the last 20 years.



Andy Walker



Emma Adam



Luke Gregory



Rob Wills



Steve Reed



Gary Wilson



Tony Blackburn



Glen Scott

Reset **Your** Preset

KMFM THANET **107.2 FM**

KMFM CANTERBURY **106 FM**

KMFM FOLKESTONE AND DOVER **96.4 FM / 106.8 FM**

KMFM ASHFORD **107.6 FM**

KMFM WEST KENT **96.2 FM / 101.6 FM**

KMFM MEDWAY **100.4 FM / 107.9 FM**

KMFM MAIDSTONE **105.6 FM**

KMFM DAB DIGITAL RADIO