



Nº 1 on the Coast

# CENTRAL FM

98.6 103.8

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## the origin of Central FM



- central fm was established in 1996
- acquired second frequency in 1999
- research identified a gap in the market for 20 - 55 year olds
- central fm is now the flagship english station in spain
- most-listened to english radio station in spain



# brand values



- reflects people's lives
- music - driven shows
- upfront and entertaining presentation
- interactive and familiar programming
- a great mix of music



# transmission area



# programming



- music

classic tracks & today's best music

- news & information

international news, every hour  
regional news, four times a day  
sport  
weather  
financial news  
traffic and travel reports

- presentation

real people on the radio



## central fm today



- central fm is spain's number one english station
- the station broadcasts to the entire costa del sol and gibraltar
- highest listenership and largest active database of clients
- latest releases, classic tracks, humour, interviews and competitions
- over 500 calls/sms each day to the on-air studio



# audience summary



<b>period surveyed</b>	<b>Q4 2005 – Q3 2006</b>	
<b>total reach</b>	<b>854,000</b>	
<b>men</b>	<b>436,000</b>	
<b>women</b>	<b>418,000</b>	
<b>abc1</b>	<b>607,000</b>	
<b>16 – 24 years</b>	<b>(%)</b>	<b>27</b>
<b>25 – 54 years</b>	<b>(%)</b>	<b>41</b>
<b>55 + years</b>	<b>(%)</b>	<b>32</b>



\* source MESA España S.A.

## sponsorships per hour



- 3 live commentaries by the presenter within an hour
- an association with programming
- direct from presenter means your product will stand out
- personal, intense and engaging form of publicity
- makes your advertising more targeted



# radio commercials



- radio commercials give listeners a call to action
- commercials build corporate identity
- adverts are rotated weekly for maximum exposure
- enable your product to become a part of the programming
- enhance brand values and are constant reminders



# sample of advertisers



## **multinational companies**

British Airways, Coca-Cola, BMW  
Thomson Fly, easyJet, Brittany Ferries,  
BUPA, Daily Telegraph, Barclays, Duracell  
The Spanish Home Office, SuperSol,  
Master Cadena, AKI, RENFE, Boulanger

## **national companies**

## **regional companies**

Palacio de Ferias Málaga, Hotel Tamisa,  
Casa de Marmol, Television World,  
Tivoli World Park, El Paraiso Golf Club,  
Arcoplan, Clinica Sandalf,....



## central fm online



- 258,000 hits to the central fm website each month
- website is continually promoted on-air
- listen to exclusive interviews and win major prizes on line
- listen to central fm anywhere in the world
- request tracks and email a presenter interactively



## summary



- central fm is the biggest mouthpiece in spain for your company
- the station has an enviable, first-class reputation for delivering results
- unique ability to focus on the large, english speaking market
- the number one

