Radio MADE in Market Harborough



Your Complete Guide to Advertising with HFM

This guide includes:

- ✓ Advertising & Sponsorship Opportunities
- ✓ Client Testimonials
- ✓ Listenership Fact Sheet
- ✓ Social Media Coverage
- ✓ Online Opportunities
- ✓ Advertising & Sponsorship Order Form

Telephone: 01858 464666
Email: sales@harboroughfm.co.uk

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Why choose to advertise on HFM?

HFM is the only radio station solely dedicated to Market Harborough, South Leicestershire and North Northamptonshire.

Advertising on HFM provides excellent value for money and raises your company profile quicker than any other advertising medium.

It's available in homes, cars, shops and workplaces via the radio, the internet, smart-phones and smart speakers.

It's there 24 hours a day and unlike newspapers listeners can be doing other things whilst listening to your advert!

Radio provides the strongest memory retention of a brand or company, as your message will be heard repeatedly.

Advertising Rates

Duration	Details	Rates (Ex VAT)
4 Weeks	4 Week campaign with a 30 second advert – four plays a day One-off, one voice production cost	£230 £130
6 Weeks	6 Week campaign with a 30 second advert - five plays a day One-off, one voice production cost	£470 £130
8 Weeks (+ 2 weeks FREE)	10 Week campaign with a 30 second advert – six plays a day One-off, one voice production cost	£870 £130
13 Weeks (+ 3 weeks FREE)	16 Week campaign with a 30 second advert – seven plays a day One-off, one voice production cost	£1,400 £130

Listed prices exclude VAT at 20%

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Why choose sponsorship on HFM?

Sponsorship is an exciting way to build a lasting relationship with our listeners.

On-air opportunities include Top of the hour, Weather, Travel News, our flagship daytime shows, popular weekend shows and evening and late shows.

For show sponsorship, you will get **three** plays of your professionally-produced sponsor tag (12 seconds) every hour during the show.

Costs for Sponsorship Opportunities

Sponsorship Opportunity	Monthly Cost (Ex VAT)
Weather - *24 plays per day*	£900
Top Of The Hour - *24 plays per day*	£800
Traffic and Travel	£600
The HFM 'What's On' Guide	£600

Weekdays	Monthly Cost	Weekends
Breakfast Show (7am – 10am)	**£500**	**'Saturdays On Hfm'** (10am – 5pm) **£250** for THREE months
10-1 Show (10am – 1pm)	**£300**	
Lunchtime Bit (1pm – 3pm)	**£300**	
Home Run (3pm – 6pm)	**£500**	**'Super Sunday'** (8am – 2pm) **£200** for THREE months
Evenings (6pm – 9pm)	**£300**	
Late Show (9pm – 11pm)	**£200**	

Listed prices exclude VAT at 20%

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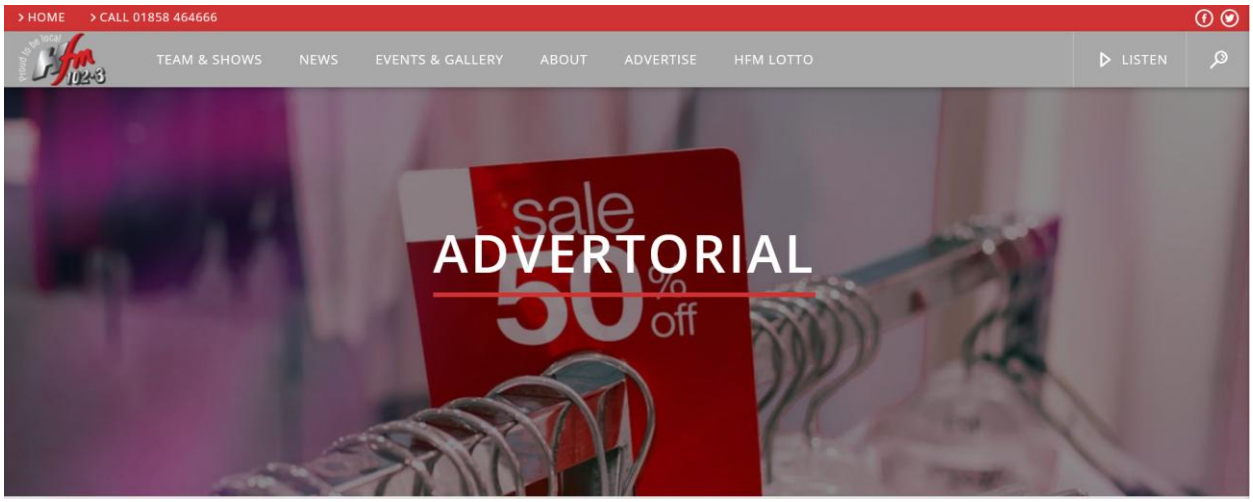
Online Opportunities - Advertorials

Promoting your business on HFM's website is a fantastic way to compliment an on-air advert or sponsorship.

With an average of 35,000 users per month* and links to your advertorial from our popular Facebook page, your company will stand-out even more!

A three-month entry in our Advertorial, featuring details about your business, costs just £100 + VAT, if booked with an advertising or sponsorship campaign, or £300 + VAT without.

And that includes a link to your advertorial from our Facebook page once a week for the duration of the three months!



Check-out what it looks like here:
https://harboroughfm.co.uk/category/advertorial/

* Google Analytics data

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Coverage Area

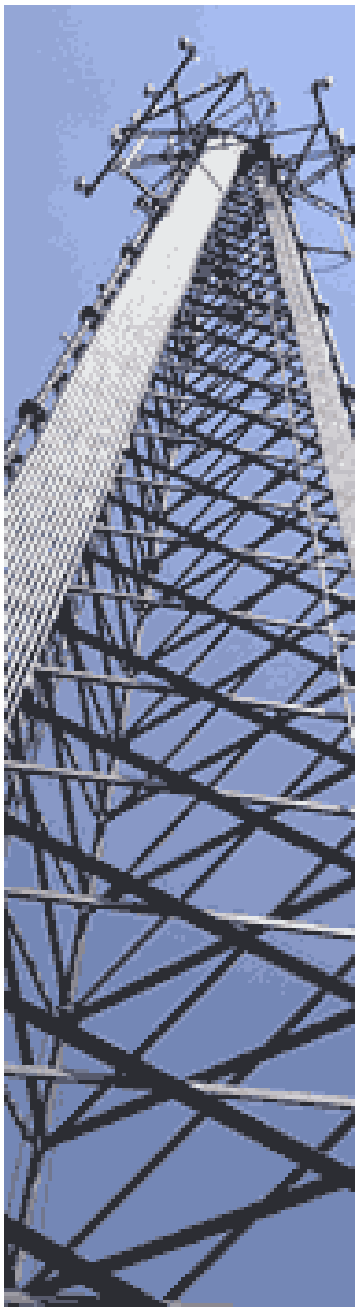


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Proud to be local Hfm 102-3
www.harboroughfm.co.uk

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Client Testimonials



"Advertising with Hfm really works well for us. Using soundtracks from our shows on the adverts is a fantastic way of informing our audiences. It says so much more than the written word."
Kilworth House Theatre

"The response we have had from our adverts has been fantastic! People have visited because they heard about us on HFM. The feedback has been tremendous."
Veneto Restaurant, Market Harborough

"I use Hfm to advertise offers and events taking place in my pharmacy. I find the radio advertising very successful and I will always use Hfm in the future.
Mistrys Pharmacy, Market Harborough

"We have advertised regularly with Hfm for many years and they have helped us to raise our profile and become known as the place to go for batteries. They have always been creative and effective and have also helped us develop different seasonal campaigns to grow our retail business. I have no hesitation in recommending them to you."
Battery Store, Market Harborough.

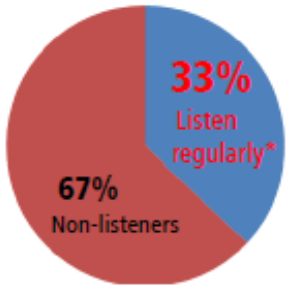
Advertising on HFM works!

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Listenership Fact Sheet

Penetration



*more than 15 minutes weekly

Coverage

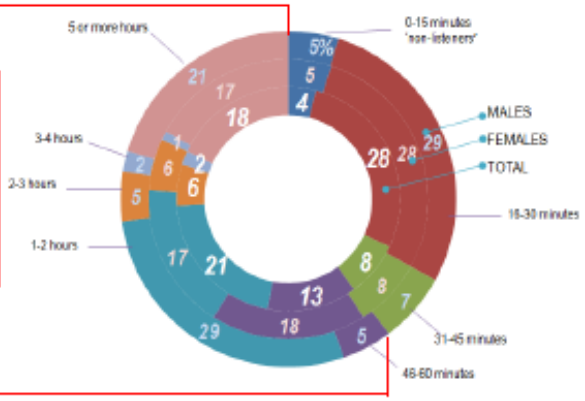
Centres of population	
Market Harborough	23,000
Desborough	11,000
Rothwell	8,000
Kibworth	6,500
Fleckney	5,000
Other villages, at least	15,000
Total population in transmission area	at least 68,500

33% of >68,500 =

OVER 22,600 REGULAR LISTENERS

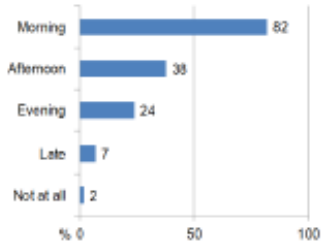
Who listens?

60% of all listeners – 62% of men and 59% of women listen for more than one hour each weekday



When do they listen? Weekdays

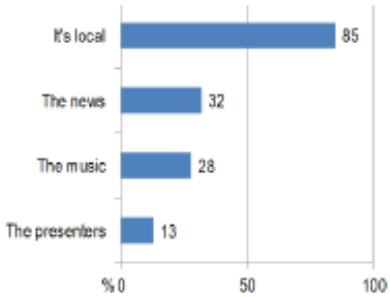
At what times during the weekday, do you normally listen to HFM Radio?



On weekdays, four out of five (82%) of listeners listen during the morning and over one-third (38%) in the afternoons

At the weekend: On Saturdays, almost one half (46%) listen for more than an hour – 64% in the morning and 38% in the afternoon. And on Sundays, almost one half (47%) listen for more than an hour – 63% in the morning and 37% in the afternoon

Why do they listen?



The majority (85%) listen because HFM is local and one-third (32%) listen to the news

Listener hours per week:

Averages of daily listening per listener:

Weekdays	1hr 59min x5 =	9hr 55min (9hr 45 in 2012)
Saturday	2hr 15min	2hr 15min (1hr 32)
Sunday	2hr 26min	2hr 26min (1hr 50)

Total listener hours per week 14hr 36min (13hr 7)

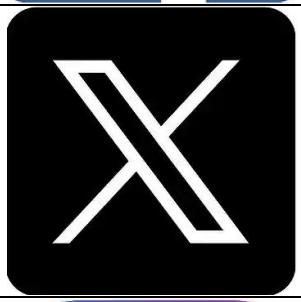
The research method

Research was conducted by **Sharp Focus**, an independent market research company based in Market Harborough. Sharp Focus conducted 120 face-to-face interviews with people who live within the 102.3 HFM transmission area
research was conducted in accordance with the Market Research Society Code of Conduct. More details of the findings can be obtained from graham@sharpfocus.co.uk

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HFM's Social Media Coverage

	**Over 17,000 Follows on Facebook**
	**Over 7,800 followers on X** (formally Twitter)
	**Over 1,300 followers on Instagram**

Advertising on HFM works!

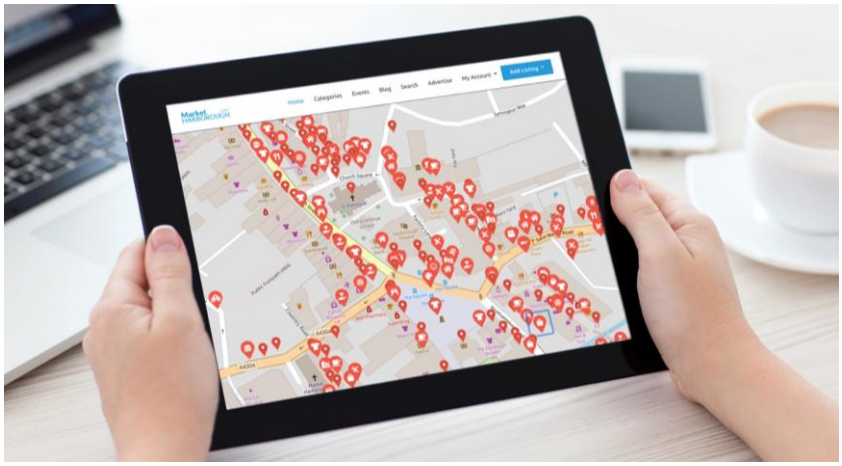
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Want to increase your local exposure?

We've teamed up with marketharborough.com, the area's longest running local directory, help our advertisers get even more exposure

For over two decades, our friends at marketharborough.com have been advertising local businesses and attractions, benefitting local trade and promoting the area as a destination.



Popular with locals and tourists, many thousands go to the website each month looking for information on businesses just like yours.

Take advantage of Free listing, or for greater exposure there's a range of affordable advertising packages starting at just £29 per year.

Paid advertising benefits include

- Featured exposure and advertising 'spotlight' opportunities
- Paid listings display above free listings
- Promotion on marketharborough.com's social media channels

Use code '**HFM20MH**' for 20% OFF your first year of 'Premium' advertising.

Don't miss out, get listed on MarketHarborough.com today!

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Advertising & Sponsorship Order Form

Please provide us with your contact information:

Full Name:_____ Job Title: _____

Company Name: _____

Address: _____

_____Postcode: _____

Telephone: _____ Email: _____

Confirmation of your Advertising / Sponsorship Package (Please tick your chosen option(s) below)

Advertising packages:

☐ 4 Week campaign with a 30 second advert – four plays a day

☐ 6 Week campaign with a 30 second advert - five plays a day

☐ 10 Week campaign with a 30 second advert – six plays a day

☐ 16 Week campaign with a 30 second advert – seven plays a day

Advertisement production requirement:

☐ One-off, one voice production required ☐ No production required

Sponsorship packages:

☐ **Weather** - *24 plays per day*

☐ **Traffic and Travel**

☐ **Breakfast Show** (weekdays 7am–10am)

☐ **Lunchtime Bit** (weekdays 1pm – 3pm)

☐ **Evenings** (weekdays 6pm – 9pm)

☐ **'Saturdays On HFM'** (10am – 5pm)

☐ **Top Of The Hour -** *24 plays per day*

☐ **The HFM 'What's On' Guide**

☐ **Morning Show** (weekdays 10am–1pm)

☐ **Home Run** (weekdays 3pm – 6pm)

☐ **Late Show (weekdays** 9pm – 11pm)

☐ **'Super Sunday'** (8am – 2pm)

Number of months:* _____Start date: _____

☐ Include 3 months advertorial alongside the advertising/sponsorship package

Your signature:_____

Print name: _____Date: _____

*Sponsorship of 'Saturdays on HFM' or 'Super Sunday' run for 3 months

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