The UK's BIGGEST Christian radio station broadcasting nationwide.

Premier. ChristianRadio

MORE THAN **1.2M** LISTENERS EVERY WEEK

Established in 1995, it was the fi rst Christian radio station in the UK to be granted a broadcast license and now reaches a nationwide audience of more than a million on MW, digital and online radio. The station features the best in worship music, teaching, interviews, debate and news from a Christian perspective, fronted by longstanding and much loved presenters including Maria Rodrigues, Pam Rhodes, and Justin Brierley.

Premier Christian Radio off ers the unique opportunity to talk directly to the Christian community across the UK.

"We've worked with Premier Christian media for several years now and have a good working relationship. Premier have helped us to reach and engage our key audiences with sometimes sensitive messages. We value the contribution Premier make to ensuring our campaigns are successful, often going the extra mile!"
Multicultural Marketing Consultancy

"We know that listeners to Premier Christian Radio are very loyal to the station in a way that is unique among radio listeners as a whole."
**Deanna Hallett,
Hallett-Arendt Market Research**

Maria Rodrigues   Josh Carter   Pam Rhodes   Michael Fanstone   Esther Higham

AUDIENCE

- Nearly 42% of the Premier Christian Radio audience listen every week, and 15% daily.
- Premier Christian Radio's audience is very loyal. Over 16% of its audience listens to no other radio station in the average week.
- Listeners emotionally engage with Premier Christian Radio as it is a trusted friend to them. They tune in to lift their spirits, to be inspired and for it to be a support in their lives. As a result they are highly responsive to it. Premier Christian Radio reaches key influencers, taking the advertiser's message further.