

**Premier.**

# PREMIER AT A GLANCE

We are the UK's largest Christian multi-media organisation, including Print, Online and On-air channels. Since 1995, Premier has been a strong Christian voice, representing and reflecting all denominations and communities.

## Why advertise with Premier?

We have a very loyal audience – many of which have been with us for decades. Association with our trusted brands provides direct connection to over 2 million people every week, from affluent consumers to influential business decision-makers across the country. Research shows that 41% of our audience have bought or donated to something that they have heard advertised on the radio.

## NHS

*'Thanks to partners such as yourselves we have communicated with a wide range of people: provided them with emergency messaging around staying at home, advised them of behaviours to adopt to help keep them and their loved ones safe, and of course mobilised the uptake of COVID-19 vaccinations, helping break the link between infections and hospitalisations.'*

**Conrad – NHS, Multicultural Marketing Consultancy**

- RIGHT MESSAGE
- RIGHT TIME
- RIGHT PEOPLE
- RIGHT CHANNEL



## RADIO

### NATIONAL AND REGIONAL STATIONS ACROSS THE UK

**Premier.**  
**ChristianRadio**

WEEKLY LISTENERS  
**1,200,000**

**Premier.**  
**Gospel**

WEEKLY LISTENERS  
**1,000,000**

**Premier.**  
**Praise!**

WEEKLY LISTENERS  
**1,100,000**



## MAGAZINES

### MONTHLY MAGAZINES

**Premier.**  
**CHRISTIANITY**

ANNUAL CIRCULATION  
**132,000**  
MONTHLY READERSHIP  
**27,500**

**Premier.**  
**YCW**

SUBSCRIBERS  
**7,270**

**Premier.**  
**woman alive**

ANNUAL CIRCULATION  
**60,000**  
MONTHLY READERSHIP  
**11,500**



## ONLINE

### DISPLAY ADVERTISING ACROSS ALL OUR 10 WEBSITES

**Premier.** **ChristianRadio** **Premier.** **Gospel** **Premier.** **Praise!** **Premier.** **digital** **Premier.** **Unbelievable?**

**Premier.** **YCW** **Premier.** **CHRISTIANITY** **Premier.** **woman alive** **Premier.** **Jobsearch**

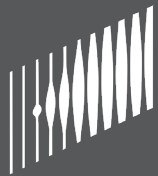
LeSEA Global

# FEED THE HUNGRY

A full life feels good.™

*'Premier has been an incredible catalyst for growth at Feed the Hungry UK, resulting in annual turnover rising from £150,000 a few years ago to over £1.2 million today. We wouldn't have the reach and influence we have today for Christ if it were not for our relationship with Premier.'*

**Stefan Radelich – President Feed the Hungry UK**



**SONY PICTURES**

*'Working with Premier has enabled us to bring relevant content to the Christian community such as Risen and Miracles from Heaven. The team is always thorough in their media planning and analytics, so we know that each pound we invest will work hard for us! We look forward to working with Premier on our upcoming titles.'*

**Amy – Sony Pictures, Europe**

## DON'T DELAY

CONNECT WITH US TODAY AT 020 7316 1340

OR EMAIL [SALES@PREMIER.ORG.UK](mailto:SALES@PREMIER.ORG.UK)

Source: Savanta Com Res surveys 2018-2021



### DIGITAL

#### HIGHLY TARGETED DAILY, WEEKLY AND BESPOKE E-SENDS

SUBSCRIBERS

120,000

VOICE OF HOPE DAILY E-SENDS

EMAIL NEWSLETTERS

5

DAILY NEWS, LEADERS WEEKLY, BESPOKE

EMAIL LISTS

7



### EVENTS

#### ONLINE, HYBRID AND IN PERSON EVENTS

Premier. digital awards and conference

Premier. Unbelievable? The Conference



### PODCASTS

#### REACHING A DIVERSE AUDIENCE ACROSS 11 PODCASTS

DOWNLOADS PER MONTH

840,000

PODCASTS

11

APOLOGETICS, THEOLOGY, BIBLE STUDY, POLITICS, HIGH PROFILE INTERVIEWS