

Radio Advertising Rate Card

Effective April 2024



SPOT LENGTH	LONDONWIDE		NATIONWIDE	
	<i>Premier Christian Radio</i> (London & Surrey Medium Wave)	<i>Premier Gospel</i> (London DAB, Online)	<i>Premier Christian Radio</i> (National DAB, Freeview, Online Medium Wave)	<i>Premier Gospel</i> (London DAB, Online)
10 seconds	£23.50		£43.50	
20 seconds	£35.25		£65.25	
30 seconds	£47.00		£87.00	
40 seconds	£58.75		£108.75	
50 seconds	£70.50		£130.50	
60 seconds	£94.00		£174.00	



Premier Christian Radio has been broadcasting inspirational teaching, praise, worship, news and debate 24 hours a day, 7 days a week since 1995.

Totally unique in the UK radio sector, *Premier Christian Radio* exclusively offers commercial access to the over 2 million strong evangelical Christian community.

Premier Christian Radio is trusted by its audience which is uniquely loyal, involved and responsive and with over 20 years of experience and has a proven track record of running effective campaigns by using a consultative, multi-media approach.

Premier Christian Radio's broadcast is complemented by one of the UK's busiest Christian websites. *Premier.Plus* delivers the latest Christian news, views and information, and offers visitors a high level of interactivity with *Premier* programming content.



Founded in 2017 *Premier Praise* broadcasts quality popular Christian music – day and night. *Premier Praise* is your go-to station for an uplifting and inspirational fix.

The station's mission is not only to deliver uplifting music to the Christian community, but also to appeal to those on the fringes of faith. The station features spiritual nourishment through bite-sized bible teachings and prayers that are accessible to all audiences. *Premier Praise* broadcasts to most of the UK and is available to tune in through DAB, via smart speakers, online at *Premier.Plus* and through the *Premier Plus* app.

Premier Praise has a younger audience and is popular among young families, mostly Christian but also those who are open to hearing the Christian message. A typical *Premier Praise* listener is a 30+, ABC1 married female with young children.



Premier Gospel is a music station broadcasting on DAB digital radio across London. Packed with the best UK and international Gospel, from traditional to contemporary, from R&B to salsa and everything in-between. The sound of the station is uplifting and bright, aimed at lifting the spirits of all who listen whether they are Christian or not.

40% of Church-goers in inner London are from the African-Caribbean community, and *Premier Gospel* will provide a great service to this community as well as reaching beyond to people of all backgrounds who love Gospel music. *Premier* is a trusted brand to this audience and the launch of *Premier Gospel* provides the perfect conduit for your message to reach your target with impact.

Premier Gospel, it's music for life.

Premier.

MEDIA PACK

For more information contact your Account Manager.

Call: 020 7316 1340

Email: sales@premier.org.uk

On Air
 In Print
 Online
premier.org.uk

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Time	<i>Premier Christian Radio</i> (London Only)	<i>Premier Christian Radio</i> (National Only)	<i>Premier Christian Radio</i> (London and National)
10 seconds	£15.50	£20.00	£35.50
20 seconds	£23.25	£30.00	£53.25
30 seconds	£31.00	£40.00	£71.00
40 seconds	£38.75	£50.00	£88.75
50 seconds	£46.50	£60.00	£106.50
60 seconds	£62.00	£80.00	£142.00

Time	<i>Premier Gospel</i> (London DAB, Online)	<i>Premier Praise</i> (National DAB, Online)
10 seconds	£8.00	£20.00
20 seconds	£12.00	£30.00
30 seconds	£16.00	£40.00
40 seconds	£20.00	£50.00
50 seconds	£24.00	£60.00
60 seconds	£32.00	£80.00

Premier Plus Live Stream and On Demand including Premier's suite of podcasts is a minimum of 10% of radio spend at £14 per 1000 impressions as part of all radio bookings

SPONSORSHIPS

BREAKFAST (7am to 9am) £2500 per month

MID-MORNING (10am-1pm) £2500 per month

NIGHT-TIME (7pm to 10pm) £1900 per month

Minimum 3 month tenancy

6 months tenancy: 10% discount on rate

12 months tenancy: 20% discount on rate

Includes:

- Sponsor tags in and out of programme
- 2 x 30 second spots per programme
- Sponsor credit on show page
- Production not included and is £415 per treatment

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