



you Together
we can make
a difference **+ us**

 **Premier.**
Gospel

Mission



you+us

Founded in 2010, Premier Gospel's mission is to celebrate, uplift and inspire through the power of Gospel music and to enable people to put their faith in Christ. The UK's leading gospel music station, broadcasts on DAB across London and Surrey as well as online and through the [Premier+ App](#).

40%

of Church-goers in inner London are from the African-Caribbean community

Premier Gospel is a trusted companion and influences people of all backgrounds who love Gospel music.

This award-winning station reflects the worship, thoughts, and lifestyle of many Black British, African-Caribbean communities. Led by Gospel music legend, Muyiwa, the station plays a variety of Gospel music including latin, reggae, house, hip hop, jazz and old school.

Each year, Premier Gospel hosts the annual prestigious Premier Gospel Awards, which celebrate gospel music and recognises the achievements of artists.



Working with Premier was refreshing and very fruitful, in terms of the return on investment. Each team member gave their all and clearly adopted our charity's cause and heart as their own. The meetings were friendly and succinct, and they honestly went above and beyond, more than meeting the target we set together. An experienced team, operating a professional multi-channel fundraising programme. We're glad to have been their COTY and delighted to continue working with them.

Darren Richards

Global Marketing and Fundraising Director –
Mercy Ships



you + us

Together we can make a difference



Partner with Premier and introduce your brand to the UK Christian audience, spread across the four nations of England, Scotland, Wales and Northern Ireland. Whether on-air, online or in-print, the Premier family is waiting to hear from you with a choice of multiple stations and platforms on which to communicate your brand and message.

With a loyalty to the Premier brand, our trio of stations – Premier Christian Radio, Premier Praise and Premier Gospel – offer a unique opportunity to reach a highly engaged and loyal audience. Combined with our online and in-print platforms, our team can help you plan a multi-media campaign that will place your brand prominently in front of our audiences and help to meet your key objectives.



Partnering with Premier as their designated ‘Charity of the Year’ has been an extraordinary journey for us. The collaboration was exceedingly smooth, we were always kept well-informed, making the working relationship incredibly fruitful. The on-air focus moments provided by Premier gave us peaks in engagement and support that exceeded our expectations. We’re incredibly grateful for this partnership and the difference it has made not only for CAP but also for the individuals and communities we were able to help.

A heartfelt thank you to everyone at Premier!



Premier.
**Christian
Radio**

Premier.
Praise!

Premier.
 **Gospel**

Audience

Since 2018, Premier Gospel has conducted market research with Savanta Comres, YouGov and Whitestone. From 2018 and as recent as 2024, Premier Gospel's reach across the UK has consistently averaged around 934k* weekly listeners, tuning in to the station.

Through our digital outputs on smart speakers, app and online listening we serve over 110,000 streams of Premier Gospel each month.

While Premier Gospel is available on the [Premier Plus](#) app and online, the key

location is Greater London, where it can also be accessed on DAB, targeting the African Caribbean market

Listening habits and trends

Digital radio has transformed how listeners now tune in to their favourite station, and Premier Gospel can of course, be heard far beyond its DAB transmission area in London. As more and more people also listen now through smart speakers, the station can be enjoyed all across the UK.

REACH

934k*

Weekly listeners

110,000

Monthly streams

DIGITAL

you⁺us

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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.

Sony Pictures
Europe



Demographics

Broadcasting primarily on DAB in the Greater London area, Premier Gospel is also accessible both online and on smart speaker across the UK. Celebrating 15 years in broadcasting, the station continues to grow from strength to strength with an audience of 934,000 weekly listeners. Almost half of the total audience are under 35 years old, and as such is attracts the largest audience of young listeners in the Premier stable. It also has the highest percentage of listeners within the 25-44 age group, with almost seven out of every 10 listeners within this category.

75%

Listen from home



18%

Listen in the car

34%

Listen at work



you⁺us

76%

of our listening audience are

ABC1's

DAB

64%

35%

SMART

68%

of our listening audience are

24-44

Benefits



you⁺us

Options for audience engagement

Radio Adverts

This is the most well-respected form of paid advertising on Commercial Radio. Buy your ad time in bulk and have your advertisements broadcast throughout the day, reaching a vast audience and helping boost your response, build awareness and grow your income streams

Digital Advertising

Using online innovative and engaging ads to capture your target market, you can convert browsers into loyal customers. Using compelling messaging and visual elements ensures the highest response levels and the best return on your investment.

Email Advertising

A great way to complement your on-air advertising is to bring your brand to tens of thousands of Premier listeners through one of our weekly newsletters. Our respective news and editorial content is delivered straight to inboxes of Premier subscribers and represents a highly targeted method to promote your message

Sponsorship

Talk to us about one of the most effective means of advertising and brand building – sponsorship. Offering high frequency and repetition, sponsorship is a great way to build your brand and communicate your messages powerfully and effectively. With our loyal and engaged audiences, a complementary partnership could greatly benefit your company with bespoke tailor-made packages, including:-

‘Sponsored by’ credits This associates your brand with your chosen show or segment, and builds frequency of message while strengthening your connection with Premier

Pre-roll audio tag Ad avoidance can often be a problem, but with our pre-roll slots, your advertising is assured whenever the ‘play’ button is pressed ensuring peak engagement.

Audio Advertisements The backbone of all radio advertising, straightforward, set-length commercials can bring your brand to audiences across our stations and build emotional connection with our listeners.

Competitions and promotions Often overlooked in the advertising mix, both competitions and promotions for prizes can create real buzz around your brand when creatively brought to air by our team of presenters and copy writers



Contact

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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. The team at Premier Christian Radio, and Premier Praise are passionate, focused and exceptionally talented. They don't quit until goals are met and success is achieved.

We wouldn't have the reach and influence we have today for Christ if it were not for our relationship with Premier.