



ADVERTISE WITH US

Box Office Radio provides you with cost effective opportunities to promote your business, service, or event to a large, loyal audience of tens of thousands of theatre fans across the UK.

Box Office Radio is a specialist music station, and so, our targeted audience already has a vested interest in our output, and because we play the biggest variety of music covering 6 decades of songs and soundtracks from stage and screen, our audience listens for longer.

Online radio listeners are more likely to act on your advert's call to action as they are already online and are perfectly poised to react to your campaign content.

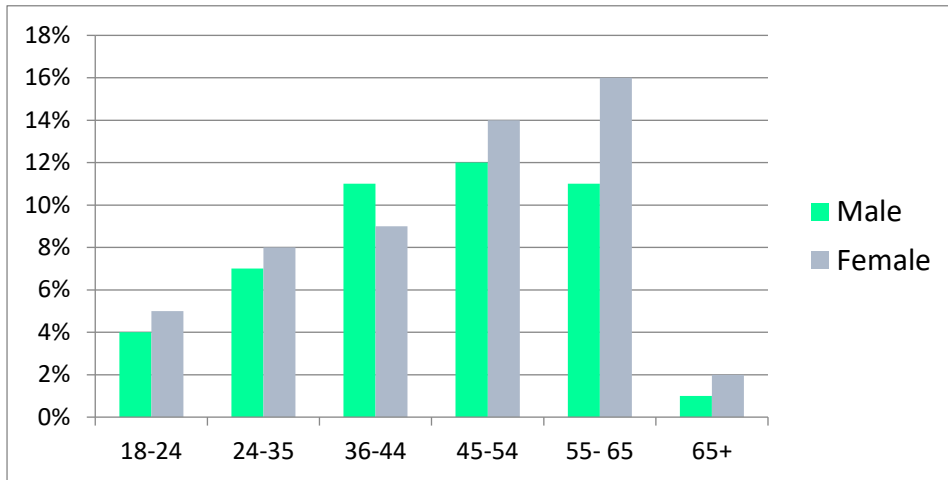
INTERNET RADIO FACTS

- Over three-quarters of UK internet users listen to internet radio.
- 30% of this audience listen to streaming audio through a smart speaker device.
- The average adult spends more time listening to digital streaming services than traditional FM radio.
- By 2022, over two-thirds of digital streamers will access content via a mobile device.
- Advertising on internet radio costs significantly less than advertising on analogue FM radio stations

THEATRE FANS FACTS:

- More people in the UK go to the theatre than to football matches.
- Almost 1 million people are involved in the Amateur Theatre scene.
- In 2019 over 7 million people watched some type of amateur production.
- Over 10 million annually see a professional musical stage show.

BOX OFFICE RADIO AUDIENCE AGE DEMOGRAPHIC



There are many ways that our audience engages with us

- Website – 10,000 monthly visits
- Portable / mobile devices via the FREE app
- On a smart speaker device
- Via our social media platforms

Together our Facebook, Instagram and Twitter accounts get 100,000 views every month (average figures for Dec 2020, Jan 2021, Feb 2021)

TYPE OF ADVERTISING

SPONSORSHIP

Sponsorship of a programme or feature or programme is a cost efficient way to target a specific market with a high frequency branding message. Repetition builds reputation.

PARTNER SPONSORSHIP

Partner sponsorship offers a rare and unique opportunity for a relevant business or service to be showcased as the official broadcast partner of Box Office Radio. 20% of all Box Office Radio audio production will feature the partner's name.

Other sponsorship opportunities include;

DAYTIMES or WEEKENDS

“Daytimes on Box Office Radio with ABC theatres, the home of the best shows”

“Weekends on Box Office Radio with XYZ, tickets, the UK's number choice”

	PARTNER	AFTERNOONS	WEEKENDS
3 Months	n/a	£750	£500
6 Months	n/a	£1,400	£900
12 Months	£10,000	£2,500	£1,600

STAGE & SCREEN ENTERTAINMENT NEWS

Box Office Radio 'Stage & Screen' news airs 4 times daily and each bulletin will feature 2 sponsor spots.

	Price	Total slots	Price per slot
1 Month	£200	160	£1.25
3 Months	£500	480	£1.04
6 Months	£900	960	£0.94
12 Months	£1,500	1920	£0.78

INDIVIDUAL SHOW SPONSORSHIP

1 Month	£75
3 Months	£200
6 Months	£325
12 Months	£600

Includes:

- 12 weekly show promos
- Top of the hour ID sweeper
- 3 x sponsor ID show sweepers
- Various presenter mentions

GENERAL ADVERTISEMENTS

Advertising spots of 20 or 30 seconds once an hour during peak hours

	Price	Total slots	Price per slot
Weekly	£60	42	£1.43
1 Month	£200	168	£1.19
3 Months	£500	504	£0.99
6 Months	£900	1008	£0.84