

Commercial radio is the fastest growing medium

Isn't it time you joined
the audio revolution?

radiocentre.org

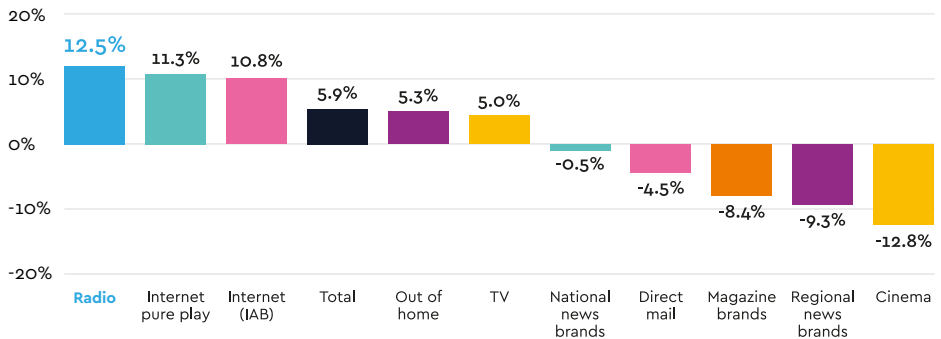


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Why advertisers are flocking to radio

Ad revenue figures for Q1 2018 are now out. In that period, commercial radio didn't just outperform the average market, it grew faster than any other medium.

Annual % change in UK advertising expenditure by medium, Q1 2018



Source: Revenue data and chart from AA/WARC. Listening figures from RAJAR MIDAS

To reach an audience of 36 million people every week look no further. **Just listen.**

The audio revolution is here and radio is by far the biggest part of it, accounting for three quarters of all listening – way ahead of podcasts or streaming.

Go to radiocentre.org/fastest to find out why advertisers are flocking to radio and

how you can get your clients' brands where the audio action is.

There's also the chance for someone from your agency to win a pair of premium running shoes, to help you go faster too.

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