



TM

talk radio europe

Media Kit

Harness the power of radio...



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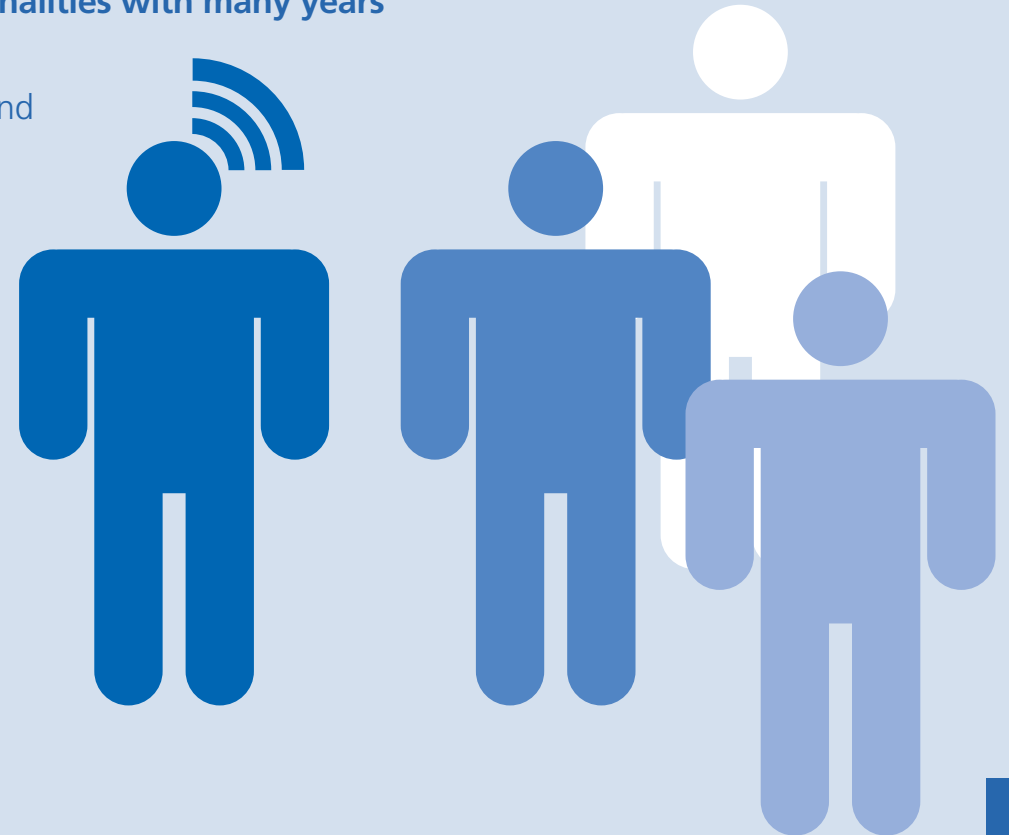
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Spain's largest Talk Radio Network in English.

- Broadcasting to over 500,000 listeners throughout Spain
- **Broadcasting to over 120 countries worldwide online (eg UK, Spain, America)**
- Targeting the ABC1 30+ demographic (both retired, semi-retired, business, property and car owners)
- **The finest team of presenters and journalists. High profile personalities with many years' experience and a loyal following**
- Spanish and local news service via award winning in-house journalists and presenters. UK and International news via SKY and BBC World Service
- **Daily updates from resident financial experts**
- Daily Sport updates courtesy of the BBC
- **Diverse range of guests from the world of politics, current affairs, travel, gastronomy, celebrity, sport, health and beauty, law and the arts**
- Top quality campaign production with ads voiced by UK professional voice-over artists
- **Made to measure campaigns**
- Reaching English speaking expats on the Costa del Sol and Axarquia, Costa Blanca, Costa Calida, Ibiza, Algeciras, Mallorca and Gibraltar



Advertisers, Partnerships + OBs



Top brands are using Talk Radio Europe to reach and engage with TRE's ever growing audience on a regular basis.



Talk Radio Europe Supports



Our Guests



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Our Hosts



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Bill Padley



Hannah Murray



Ron Jones



Stephen Ritson



Selina Mackenzie



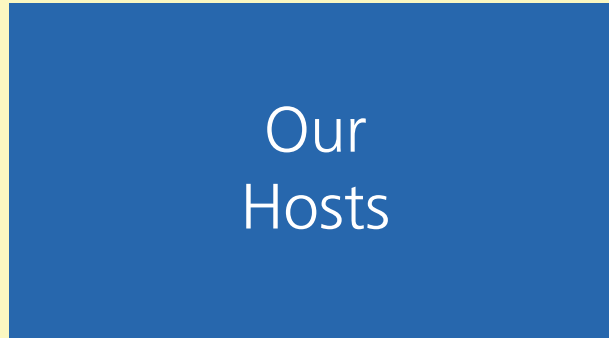
Giles Brown



Bob James



Kit Hogg



Dave Hodgson



Howard Coley



Pancho Campo



Ian Rutter



Howard Brereton



Stacey Pinkerton



Ger Sweeney



Jill Kenton



Frequencies

SOTOGRADE/GIBRALTAR

98.7fm Algeciras, Gibraltar, San Roque,
Sotogrande, Casares, Sabanillas

COSTA DEL SOL

91.9fm Costa del Sol West

104.4fm Costa del Sol East

105.5fm Axarquia

COSTA BLANCA/COSTA CALIDA

96.3fm SOUTH Elche – Mazarrón

90.3fm CENTRAL Altea – Elche

96.3fm NORTH Cullera - Altea

MALLORCA

104.8fm

Apps

TRE Radio App:

iPhone/iPad <http://bit.ly/iOSTRERadioApp>

Android <http://bit.ly/TRERadioAppAndroid>

20,216 downloads across all platforms (August 2018)

TuneIn App:

iPhone, Android, Blackberry, Windows Phone, iPad, Android tablets,
Amazon Kindle, television and connected devices:

<http://bit.ly/TREonTUNEIN> **8,100 favourites (August 2018)**

You Tube Channel: <http://bit.ly/TREYouTube>

AudioBoom Podcast Channel: <http://bit.ly/TREAudioBoom>

102,293 downloads (August 15th 2017– August 14th 2018)

www.tre.radio

Unique Visitors	Page Views	Visits
78,124	730,385	304,759

Source: Awstats, August 2018



Talk Radio Europe Official
4,029 likes and growing

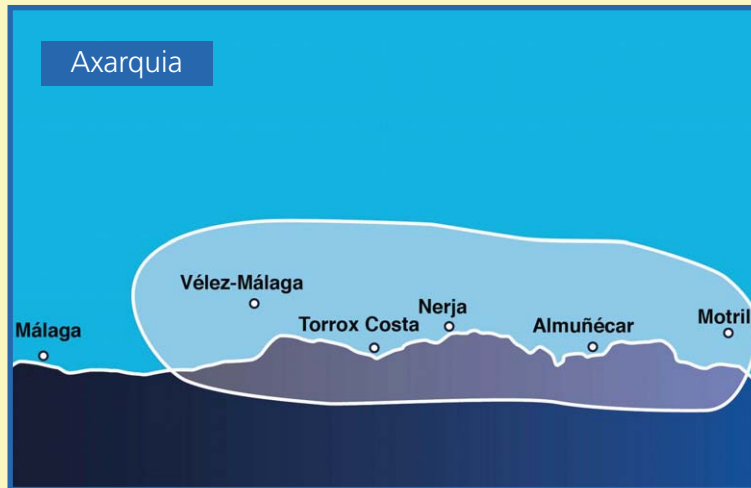


@tretalkisgood
4,872 followers and growing

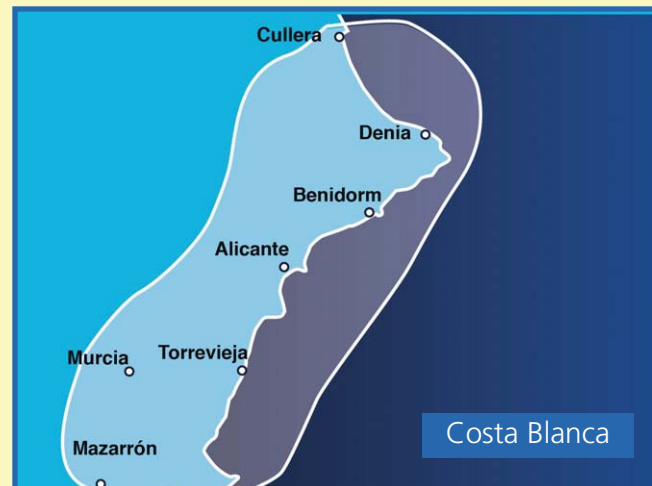
Coverage Maps



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Talk Radio Europe Coverage



Audience Demographics

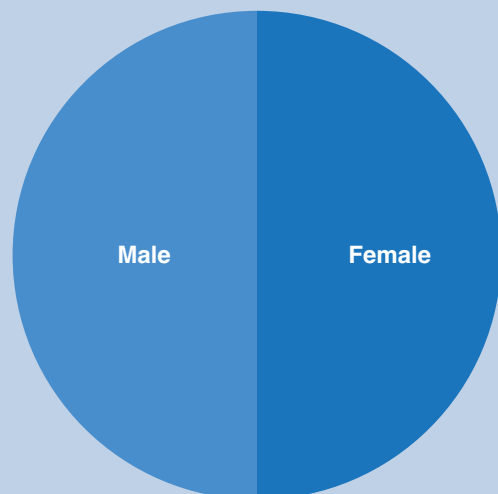


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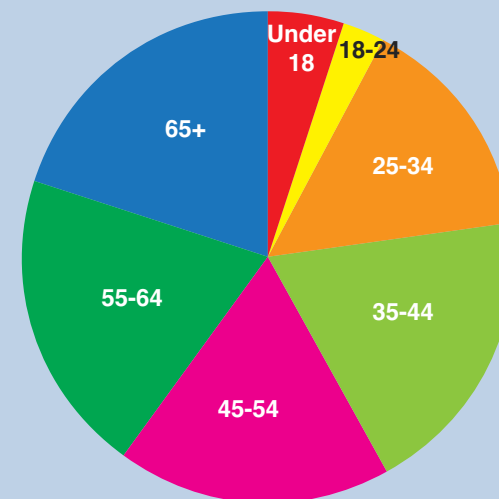
Gender

Female	50%
Male.....	50%



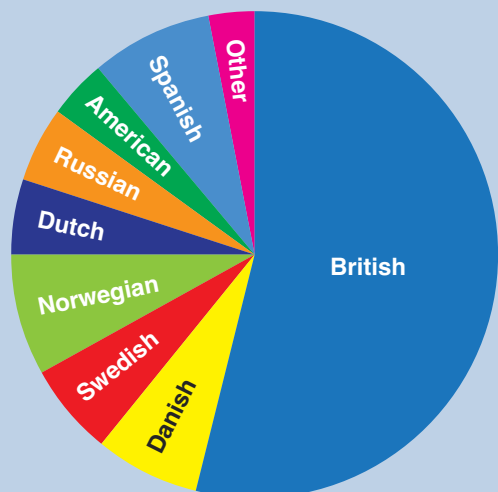
Age

Under 18	5%
18-24	3%
25-34	15%
35-44	19%
45-54	18%
55-64	20%
65+	20%



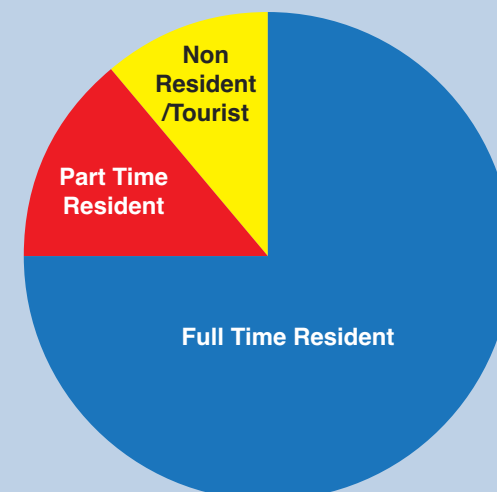
Nationality

British.....	54%
Danish	7%
Swedish	6%
Norwegian	8%
Dutch	5%
Russian.....	5%
American	4%
Spanish	8%
Other	3%



Residential Status

Full time resident	75%
Part time resident	14%
Non-resident/tourist	11%





Select from a choice of advertising options:

- ☐ Sponsorship Packages
- ☐ Spot Campaigns
- ☐ Interviews
- ☐ Outside Broadcasts
- ☐ Facebook
- ☐ Twitter
- ☐ Online Campaigns:
 - Featured Articles
 - Videos
 - Banners

Sponsorship Categories:

- ☐ News
- ☐ Finance
- ☐ Travel
- ☐ Sports
- ☐ Lifestyle
- ☐ Current Affairs
- ☐ Weather
- ☐ Law
- ☐ Traffic + Flight Information
- ☐ Property Plus
- ☐ Health
- ☐ Food & Wine
- ☐ Tax Advice
- ☐ Competitions



Client Testimonials



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"Spence Clarke & Co., has been advertising with TRE for 5 years, the response was not immediate, good business always takes a while to happen, and happen it did. Over the years we have had many clients come on board as a direct result of this advertising. Thanks TRE and like it or not Spence Clarke & Co. are staying with you!"

Susan Spence Clarke

Partner, Spence Clarke & Co. Chartered Accountants



"Talk Radio Europe produced a polished and effective radio advertising campaign to promote British Airways' Spanish routes from London City. The ease of working with the team, coupled with highly efficient production has produced fantastic results."

Gary Fozzard

Commercial and Marketing Coordinator BA CityFlyer



"Over the years, I have happily been able to consistently recommend Talk Radio Europe to my clients as the ideal vehicle to reach the wealthy, English-speaking expatriate community. TRE has proved to be very successful in bringing results to all our clients as the programming is designed to reach the "thinking" and "wealthier" resident in Spain. The coverage of the radio station reaches the main areas populated by English speaking expats and as a result, makes it easy for PLC, as an advertising and media agency, to recommend TRE to our clients. All our clients who have advertised on Talk Radio Europe, have renewed their contracts and become long term advertisers due to the consistent results they receive."

Philip Langley

Managing Director, PLC Advertising & Marketing

Other Testimonials



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To Hannah Murray

"Thank you for a great interview. I've done dozens this week and you are the first person to actually do some research before asking questions. I can't tell you how much I appreciate that. Thanks Again."

Ms Jerramy F

To Bill Padley

"I have recently experienced problems with your advertiser XXXXXXXXXX and cannot emphasize enough how much help I have received from your employee, Julie Baum in trying to sort the situation out. Without doubt she has gone beyond the call of duty with her personal caring involvement and incredible work attitude, not normally found in this day and age! You've got yourself a rare treasure. Best wishes"

Angela W.

To Hannah Murray

"I was fascinated to see my book go surging up the Amazon Rankings from 220,000 to just over 40,000 only a few hours after your interview was broadcast. It just goes to show the power of TRE."

Nuria

To Howard Brereton

"I do feel I've got to know you over the years and I am so happy when I get to hear your voice these days on TRE, especially yesterday with the Spanish lesson on Flamenco. I listen to TRE mainly for the news at 3pm. To me TRE is the closest thing we have here in the Costa Blanca to Radio 4... and your broadcasts are always so diverse and interesting. Just wanna say thank you."

Beth A

To TRE Team

"Having recently returned back from holiday in Benidorm to the UK, I must congratulate you on your splendid programme content. During the 2 weeks, I listened to your station at least 3 hours a day. I like very much the news on the hour, UK news followed by Spanish news. The review slots were also very informative and interesting. In fact, as a result of a book review, today I purchased a copy of "The Strange Death of Europe". Thank you."

Mervyn



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