



talk radio europe

**Media Kit**

*Harness the power of radio...*



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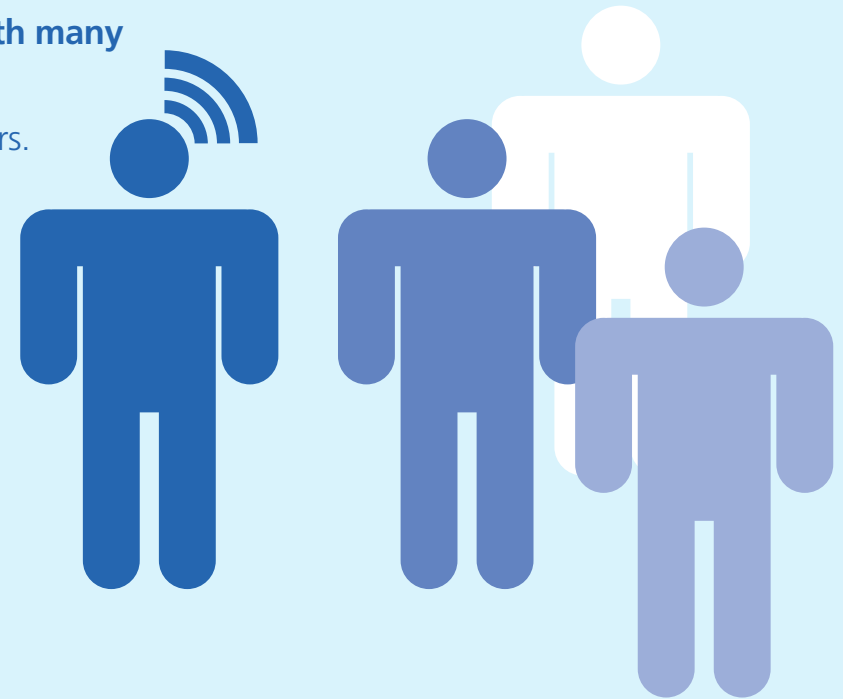


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## Spain's largest Talk Radio Network in English.

- 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, finance, 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, Costa Blanca, Costa Calida, Axarquia, Mallorca, Campo de Gibraltar and around Spain and the World Via the TRE App, Smart Speakers, The Tre Website, and all Major Audio Streaming Platforms such as Tunein, Apple Podcasts, Spotify, Amazon Music, Audible, Audioboom etc



# Advertisers, Partnerships + OBs



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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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 <b>BERNIE MARSDEN</b> MUSICIAN	 <b>DEAN KOONTZ</b> AUTHOR	 <b>DOM JOLY</b> WRITER/COMEDIANN	 <b>FELIX FRANCIS</b> AUTHOR	 <b>GAVIN ESLER</b> NEWSNIGHT ANCHOR/AUTHOR	 <b>GYLES BRANDRETH</b> JOURNALIST, AUTHOR/TV	 <b>JACK STRAW</b> FORMER SECRETARY OF STATE	 <b>JEREMY VINE</b> BROADCASTER/ JOURNALIST	 <b>TONY ROBINSON</b> ACTOR
 <b>JESS PHILIPS</b> MP	 <b>JOHN CRACE</b> JOURNALIST/CRITIC	 <b>JONATHAN RUGMAN</b> BBC FOREIGN CORRES/AUTHOR	 <b>KATHY REICHS</b> AUTHOR	 <b>KEN FOLLET</b> AUTHOR	 <b>LINDSEY HILSUM</b> CH 4 NEWS INTL. EDITOR	 <b>BARON DANIEL FINKELSTEIN</b> TIMES COL./ CONS. PEER/AUTHOR	 <b>LORD KENNETH BAKER</b> CONSERVATIVE PEER/ AUTHOR	 <b>PAUL MCKENNA</b> TV/AUTHOR
 <b>MARC BONILLA</b> AMERICAN GUITARIST	 <b>MATT HAIG</b> AUTHOR	 <b>MAURICE HAMILTON</b> MOTOR RACING JOURN/AUTHOR	 <b>MICHAEL CRICK</b> POLITICAL CORRESPT/ AUTHOR	 <b>MIKE BERNERS-LEE</b> EXPERT THE CARBON FOOTPRINT	 <b>NATASHA DEVON</b> SPEAKER/CAMPAIGNER/ BROADCASTER	 <b>NAZIR AFZAL OBE</b> FORMER CHIEF CROWN PROS.	 <b>RACHEL CLARKE</b> PALLIATIVE C. DOCTOR/AUTHOR	 <b>PETER EGAN</b> ACTOR/ ANIMAL RIGHTS
 <b>RACHEL REEVES</b> SHADOW CH. OF THE EXCHEQUER	 <b>REVEREND RICHARD COLES</b> TV PERSONALITY	 <b>RICHARD RATCLIFFE</b> HUSBAND OF NAZANIN ZAGHARI R.	 <b>RORY CELLAN JONES</b> BBC TECH CORRESPT/AUTHOR	 <b>SEBASTIAN FAULKS</b> AUTHOR	 <b>SIMON MAYO</b> RADIO PRESENTER	 <b>STEFAN GATES</b> TV PRESENTER/AUTHOR AND AUTHOR	 <b>STEVEN BERKOFF</b> ACTOR/PLAYWRIGHT	 <b>JOHN SIMPSON</b> PRESENTER
 <b>STUART BARNES</b> RUGBY PLAYER/ SKY SPORTS	 <b>SUZI QUATRO</b> SINGER	 <b>TERRY WAITE</b> HUMANITARIAN	 <b>TIM WALKER</b> JOURNALIST/AUTHOR	 <b>VAL MCDERMID</b> AUTHOR	 <b>WICK BUXTON</b> FI BROADCASTER/ JOURNALIST	 <b>TIMOTHY SPALL</b> ACTOR	 <b>SIR RICHARD BRANSON</b> BUSINESS MAGNATE	 <b>SANDY TOKSVIG</b> TV/RADIO PRESENTER

# Our Hosts



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Ron Jones



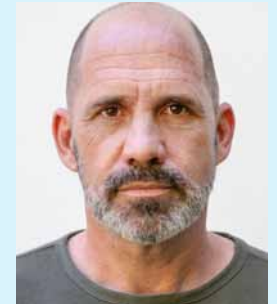
Hannah Murray



Stephen Ritson



Selina Mackenzie



Giles Brown

## Our Hosts



Bob James



Francis Butler



Howard Brereton



Howard Coley



Ger Sweeney



Dave Hodgson



### Frequencies

#### SOTOGRADE/CAMPO DE GIBRALTAR

**91.9fm** Algeciras, Gibraltar, San Roque,  
Sotogrande, Casares, Sabanillas

#### COSTA DEL SOL

**91.9fm** Costa del Sol West

**88.9fm** Costa del Sol East

**105.3fm** Axarquía

#### COSTA BLANCA/COSTA CALIDA

**96.3fm** SOUTH Elche – Mazarrón

**90.3fm** CENTRAL Altea – Elche

#### MALLORCA

**102.5fm**

### Apps

#### TRE Radio App:

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

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

**43,097 downloads (February 2022)**

TRE is also available on all major digital platforms - Apple Podcasts, Spotify, Amazon Music, Audible, Google Podcasts, Deezer, iHeart, Castbox, Stitcher etc, Whatsmore TRE is available on all smart speakers such as, ALEXA, ECHO, SONOS, APPLE AIRPLAY2, GOOGLE ASSISTANT etc.

<http://bit.ly/TREonTUNEIN> **10,100 Favourites (February 2022)**

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

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

**554,000 listens All time downloads**

### www.tre.radio

Unique Visitors	Page Views	Visits
72,000+	298,231+	260.000+

Source: Awstats, February 2022



**Talk Radio Europe Official**  
5,335 followers and growing

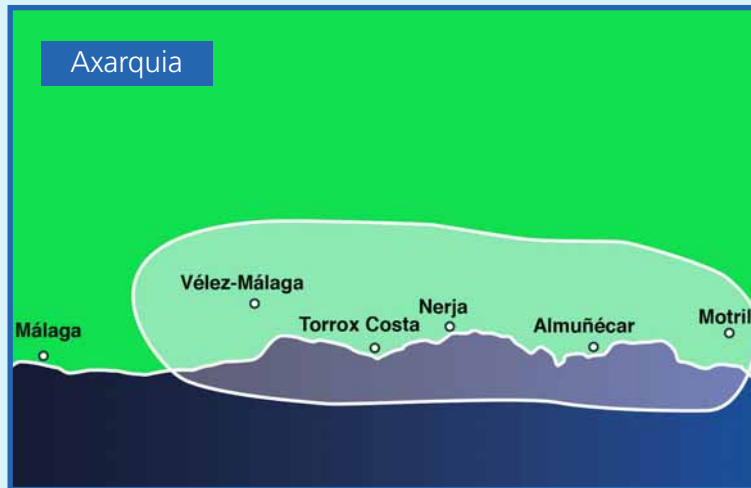


**@TRETalkRadio**  
5861 followers and growing

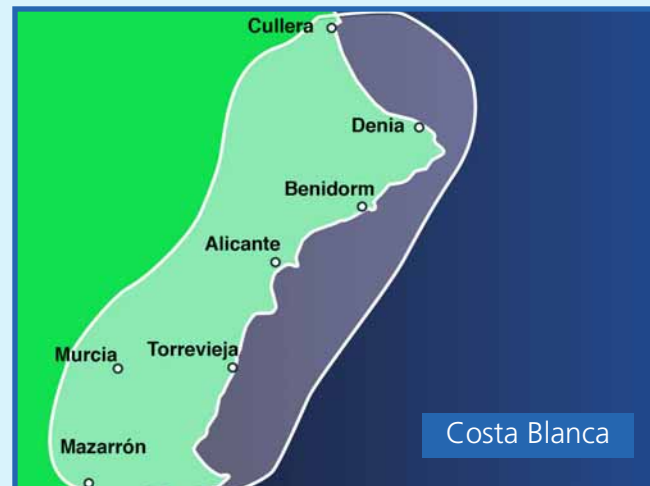
# Coverage Maps



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## Talk Radio Europe Coverage



# Audience Demographics

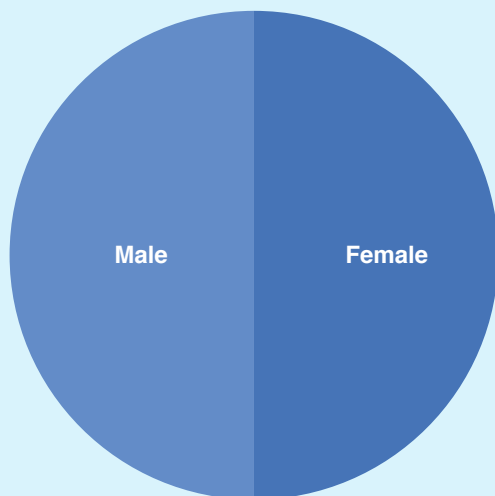


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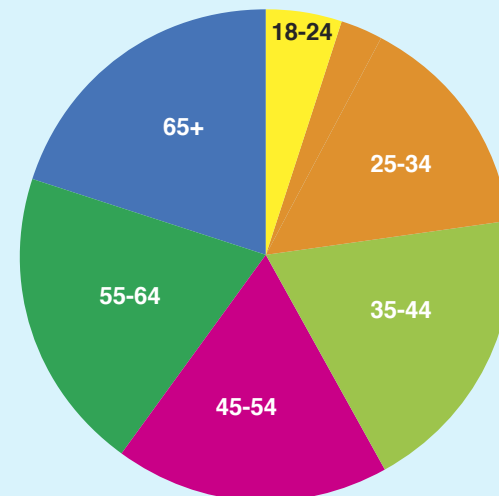
## Gender

Female ..... 50%  
Male..... 50%



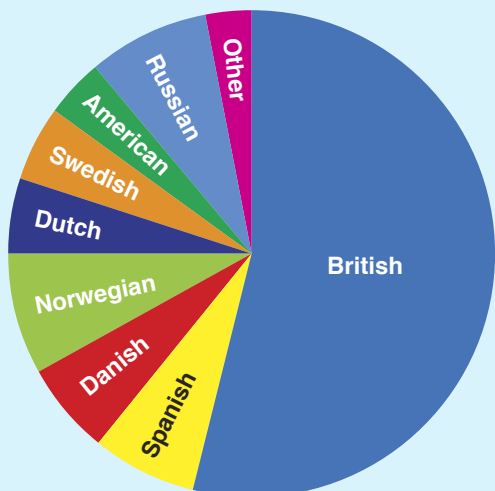
## Age

18-24.....5.4%  
25-34.....16.8%  
35-44.....15.3%  
45-54.....20.7%  
55-64.....10.7%  
65+.....22.8%



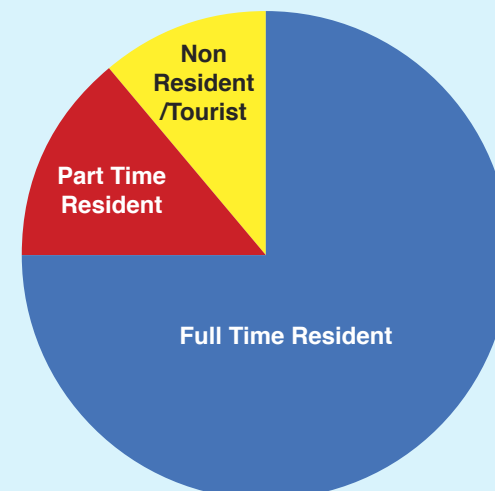
## Nationality

British.....52%  
Spanish ..... 9%  
Danish ..... 8%  
Norwegian ..... 7%  
Dutch ..... 6%  
Swedish ..... 6%  
American ..... 5%  
Russian..... 4%  
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 9 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*



"Our relationship with TRE dates right back to their launch and we expect to continue working with them well into the future. We receive an excellent personal service from their team and their programming helps us reach our target audience of wealthier UK nationals in Spain, with positive results. Advertising on TRE helps us reach new clients, generate enquiries and expand our business in Spain. "

**Callum Girvan**

*Marketing Director, Blevins Franks Wealth Management*



"JJC Capital Partners have only been advertising with TRE for the past three months but have seen immediate results. The station attracts exactly the right clientele we are looking for. We are extremely happy with the advertising package which includes social media advertising as well as regular slots throughout the day. The opportunity to have a live interview broadcast on a prime - time radio show is a fantastic way of getting our message out there too. They offer a professional and friendly service with lots of pricing options for advertising to suit all requirements"

**Julie Priaulx**

*JJC Capital Partners*

## Other Testimonials



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"Hello Giles - Thank you for helping me achieve a personal goal: appearing on TRE! Seriously, every time we're in Mallorca, the family car radio gets retuned to listen to you. And thanks for being such a great host. "

**Chris – CEO Verbal Identity**

"Hi Selina, I thank you from the bottom of my heart for a superb year of broadcasting with your incredible life stories and sometimes tragic experiences of not just the famous but normal human persons. Your sympathetic approach is to be highly recommended. Happy Christmas."

**Dinky Flop**

"Hannah. Thank you very much, I received and heard my interview and saw that it was not at all the dog's dinner I had thought it was. You really are a star, you led me and created something really quite nice. I will treasure the recording."

**Paul**

"Dear Dave, just a quick note to thank you for not only expertly putting me at my ease during the interview but also for helping me to give of my best during it. Your professionalism and warmth made it such an enjoyable experience. "

**Clair**

"Dear Howard, a message of thanks and praise for your weekly programme Spanish Sounds which always contains something new and special for me to explore, Eg this week, Mayte Martin. Gorgeous show, essential part of my weekend. "

**David M. Kettering UK**



**Contact us:**

## talk radio europe

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