

MAJOR RADIO HOLDING IN SAINT-PETERSBURG AREA

2 069 900
MONTHLY REACH
TWO RADIO STATION

1 514 200
WEEKLY REACH
TWO RADIO STATION



52%
Men



53%
Women

1

AUDIENCE 25-55 YEARS OLD –
MOST SOLVENT AUDIENCE

2

1 200 700

MONTHLY REACH
LISTENERS 25-55 Y.O.
ON TWO STATIONS

893 200

WEEKLY REACH
LISTENERS 25-55 Y.O.
ON TWO STATIONS



38%

AUDIENCE
25-55 Y.O.



35%
MEN



32%
WOMEN



49%

AUDIENCE
25-55 Y.O.



36%
MEN



40%
WOMEN



Radio Advertising

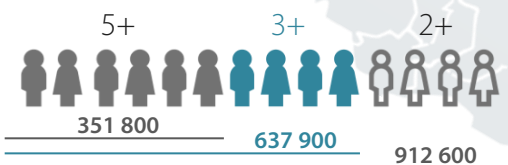
REACH OF THE ADVERTISING CAMPAIGN*



5 135 600

Total Gross Impressions

EFFECTIVE FREQUENCY IMPRESSIONS



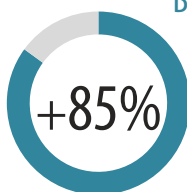
63 rub

Cost of one thousand impressions

THE GRADE OF INFLUENCE OF RADIO ON EACH LEVEL OF THE SALES FUNNEL

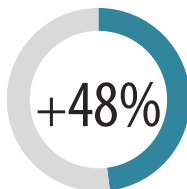


BRAND AWARENESS



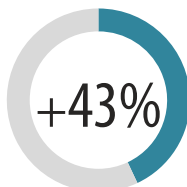
AUDIO INCREASES KNOWLEDGE ABOUT BRAND

POSITIONING



AUDIO INCREASES BRAND INTEREST

SALES FUNNEL



AUDIO INCREASES PURCHASES INTENT

* Example of calculating an advertising campaign «MAX EFFECT», 2 weeks, 2 radio stations, 160 ads. MediaScope. Database: Radio Index – Saint-Petersburg. November 2022 – January 2023. Audience 12+

Data sources "Brand awareness", "Positioning", "Sales funnel": average brand metrics growth data were formed by influence of audio ads in Spotify and Pandora campaigns, 2018-2019

WIDE OPPORTUNITY OF USING FM ADVERTISING

WE ARE LOCAL MEDIA HOLDING

OUR OFFICE, RADIO STUDIOS, STUFF ARE BASED IN SAINT-PETERBURG. IT HELPS US IMMEDIATELY INTEGRATE YOU AND YOUR BRAND TO BROADCASTING

FROM SPONSORSHIP
TO OPEN AIR STUDIOS AND
PERSONAL SPECIAL PROJECT

WE ARE RAISING GUEST INTERVIEWS
ON THE NEW LEVEL – PODCASTS

INTERACTIVE WITH LISTENERS:
FROM CALLING TO THE STUDIO
TO THE HUGE QUEST
ACROSS ALL OF THE CITY

INCREASE EFFECTIVE
BROADCASTING ON THE
EVERY LEVEL OF SALES
FUNNEL DUE TO
MULTICHANNEL APPROACH
TO ADVERTISING CAMPAIGNS



DIGITAL AUDIO



SYNCHRONISATION WITH
OUTDOOR ADVERTISING



SOCIAL NETWORKS AND
MESSENGERS



VIDEO PODCASTS