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Essential resource for radio advertisers

Over 100 detailed market profiles of regional and metropolitan commercial radio areas have been released today to stations and advertisers nationwide and will provide an invaluable reference tool for advertising on radio.

The Commercial Radio Market Profiles, collated every five years, provide details on individual radio markets throughout Australia including all the commercial stations in the area and various demographic breakdowns. These include age, labour force details, income brackets of listeners in the area as well as an area profile of main industries, plus employment and educational qualifications of the workforce.

The commercial radio licence area profiles have been collated using a range of official data sources, including the latest Australian Bureau of Statistics (ABS) Census of 2006, and are based on radio licence areas determined by the Australian Communications and Media Authority (ACMA). They include the main metropolitan city markets throughout Australia as well as regional radio licence areas.

Chief executive officer of Commercial Radio Australia, Joan Warner, said the profiles have been designed to help radio stations, advertising agencies, media agency buyers and planners better understand the markets commercial radio stations serve.

“These detailed market profiles are designed to provide advertisers with a better understanding of the markets, the size, specific demographic breakdown and the opportunities available, particularly for regional radio, where easy access to this type of information is not always available,” Ms Warner said.

“The profiles will assist with the planning of effective ad campaigns for specific local areas across both regional and metropolitan Australia. Commercial radio stations are an integral part of the local communities that they serve. These profiles will help make that relationship even more relevant.”

The profiles are available at www.commercialradio.com.au and CD ROMS are also being distributed to stations throughout the nation.

Did you know??

*over 22% of households in Canberra have a household income of more than \$130,000 p.a

*more than 72% of households in Canberra have access to the internet and over half have two cars

*Over 8.2 million kilograms of peanuts in the shell are produced each year in Kingaroy from 1.2 million nut trees in the region

*the population of the radio license area of Warnambool has increased by nearly 5% since 2001 to 52,515. Over 48% of the population is aged over 40 years.

(Sources: Canberra, Kingaroy and Warnambool Commercial Radio Market Profiles, 2008)

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