



Radio

Who Are We?

We're BIG ON REACH broadcasting across Northern Ireland AND we can provide affordable nationwide targeted location advertising.

We're BIG ON PERSONALITY and home to some of the country's most established DJ's and the best up and coming talent.

We're BIG ON IMPACT, with growing audiences across generations and an impressive social media presence.

BIG CHAT / BIG LINE-UP / BIG ARTISTS / BIG TUNES / BIG HITS / BIG SOUNDS / BIG EVENTS




Q Radio Company Background



Formed in 2015, Q Radio has grown at an incredible pace by consolidating multiple radio companies under one 'Q Radio brand'.

Through the acquisition of City Beat, Q Radio built its coverage to reach a Northern Ireland wide audience, allowing it to expand its listenership nationwide.

Q Radio network boasts the widest commercial FM coverage in Northern Ireland.



With our **BIG REACH**
we broadcast across
Northern Ireland.

We can provide
nationwide and
location specific,
flexible targeted
advertising over
7 locations.





Big Reach

226,000 people listen to us every week.

Our listeners tune in for over

1,523,000 hours

every week

Average listening hours:

6.7

Radio Market Share **5.6%**

The gender split of listeners is:

Female: 57.6% Male: 42.4%

The age profile of our listeners is:

15-24: 22.7%

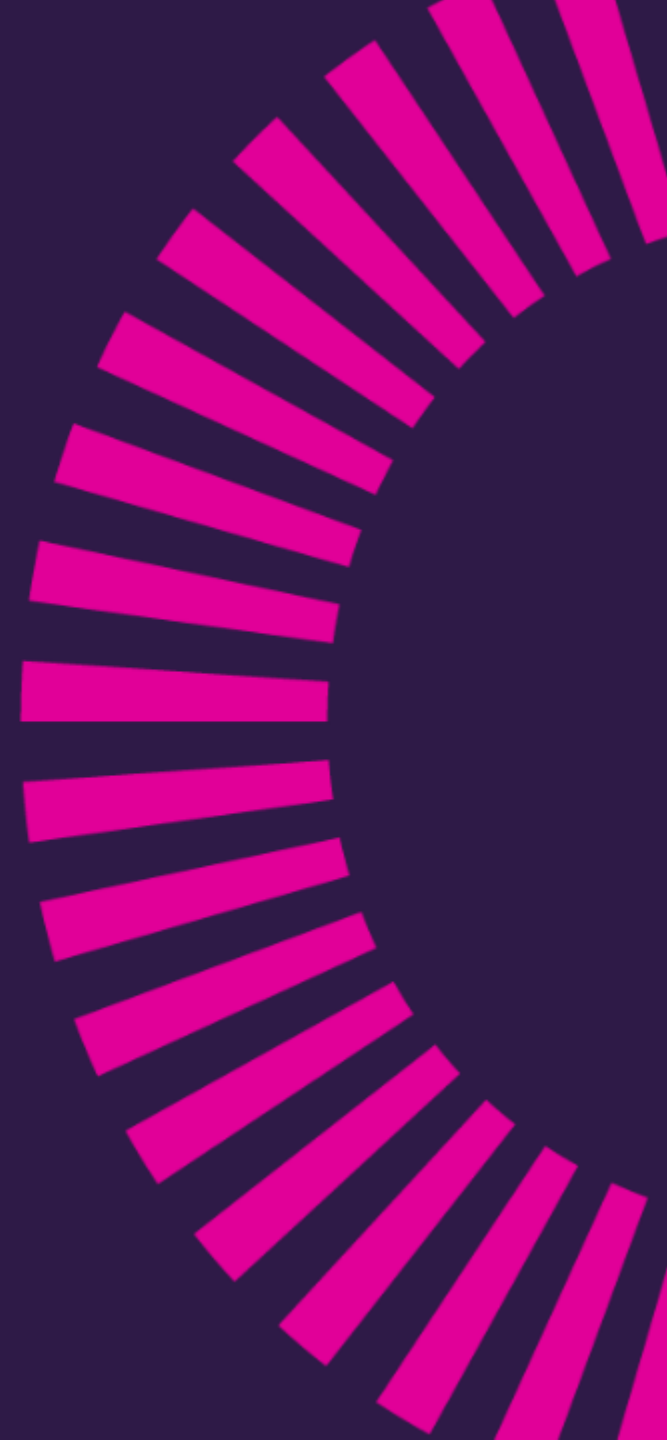
25-44: 43.8%

45+: 33.5%

Social Class Profile:

ABC1 – 40.7%

C2DE – 59.3%

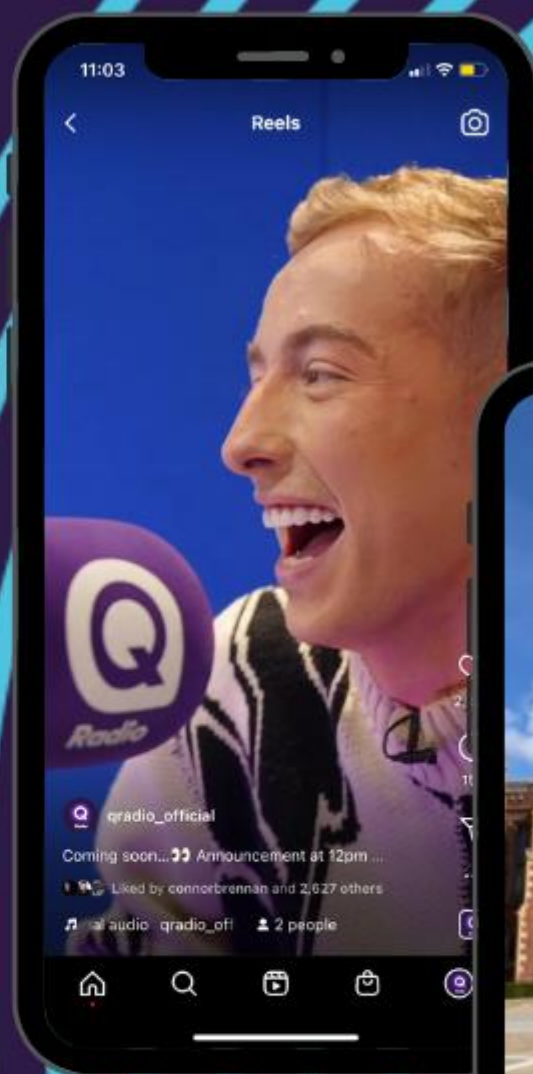


ON AIR / ONLINE / ON APP / ON SMART SPEAKER

Big Connection

With Our Listeners On Digital And Social

Through creative advertising, short-form video and bespoke content creation we can deliver a multi-platform solution for your brand tapping into the hundreds of thousands who follow Q every day.



BIG Impact

Q Radio Offerings



Bespoke programming

Live broadcast in our
state-of-the-art mobile studio

Event host and DJ

Promotions and giveaways

Merchandise (custom options)

Social media campaign planning

Multimedia content creation & design

City centre location with
outdoor event space





Let's Make It Happen

For sales enquiries contact:
john.clarke@qradio.com

For press releases and
marketing enquiries contact:
marketing@qradio.com