

# FLOW

ADVERTISING GUIDE



FLOW ADVERTISING

# WHY RADIO

## 11.2 million people listen to radio each week



4 in 5 Australians listen to AM/FM/DAB+ radio over-the-air, online or via catch-up podcasts each week



Almost 2 in 3 radio listeners engaged with one or more of radio's other platforms in the last year (websites, social media, podcasts, apps, events or direct contact with the station)



Radio campaigns can be tailored to suit current affairs, news, weather or trends. Stations can change spot placement or live read timings with short notice.



A radio campaign can be scheduled to air at a certain time of day, reaching target audiences at a time when the message is most relevant.



Australians spend an average of 12 hours & 53 minutes listening to commercial radio each week.



Radio is the media most associated with being spontaneous, human, accessible, personal, intimate and trustworthy.



Live Australian radio holds 74.2% share of all commercial audio listening – nearly 10x the share of ad-supported streaming services.

# FLOW RADIO COVERAGE



## Major coverage

22 transmitter sites across 3 states



## Farming Reach

9% of all Australian farmers covered by Flow



## Rural area specific

26% of listeners are involved in Ag industry



## Road & Highway Traffic Movement

78,000 vehicle movements a day on Flow covered roads



## Number of People

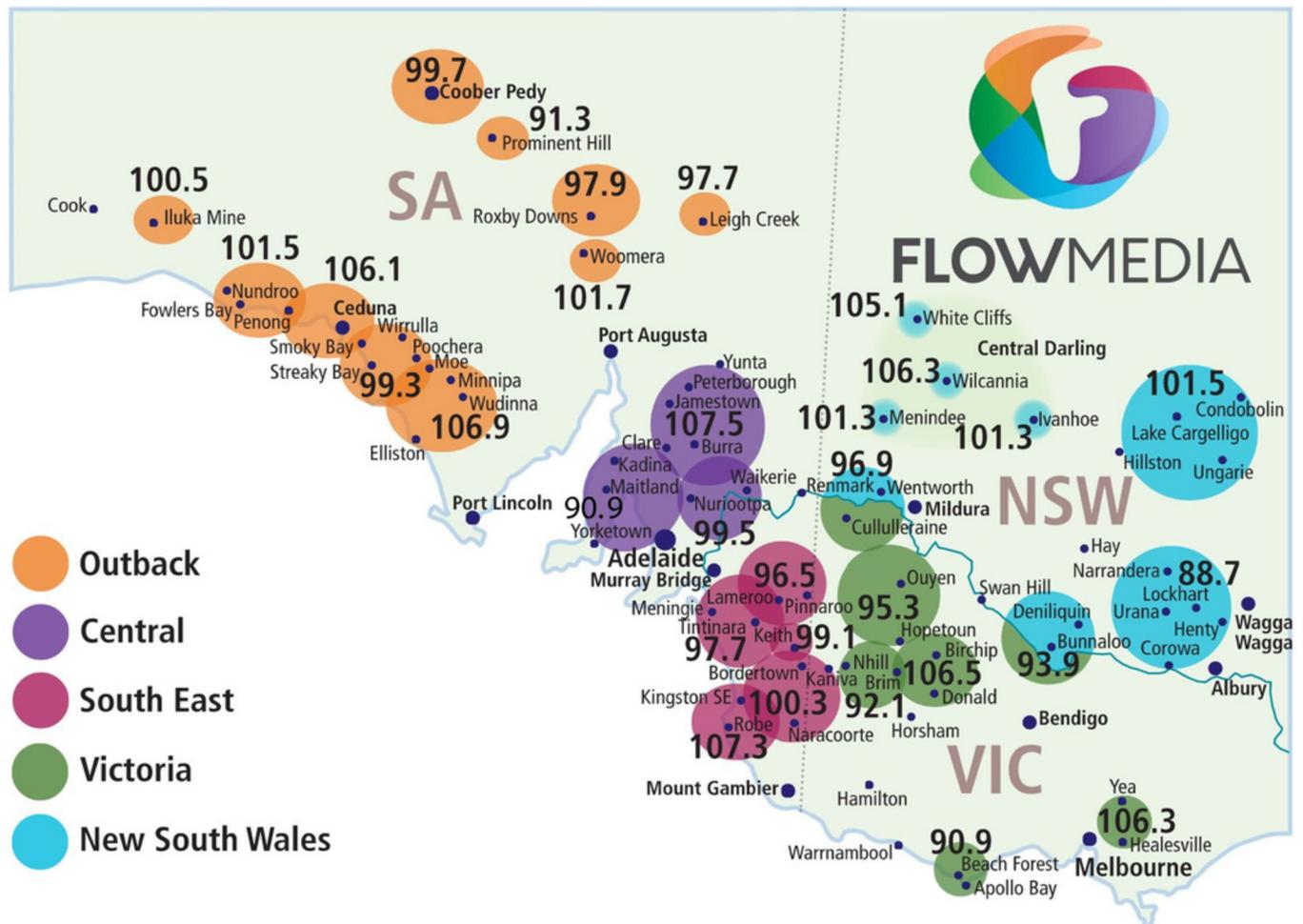
209,000 people in coverage



## Experienced Broadcaster & Marketer

25 years of building advertising campaigns

## SOUTH EASTERN AUSTRALIA COVERAGE



# FLOW RADIO NETWORK

Flow FM is a commercial radio station located in regional Australia. With coverage across South Australia, New South Wales, Victoria and the Northern Territory.



## TOP INDUSTRIES



Agriculture, forestry & fishing.



Mining industry.



Manufacturing, gas, water, electricity and construction



Wholesale trade, retail trade, accommodation and food services.



Transport, postal & warehouses.

## FLOW DEMOGRAPHICS



Population 200k plus people (cumulative)



25 - 60 plus age demographic



51% of men listen to Flow on a female/male skew



Flow FM programming includes music, news, weather, sports and current affairs.

## LISTENERSHIP



No major competitors, other than the ABC.



30 - 60% listenership rates in all markets.



High connectivity with regionally based events.



The largest coverage in south eastern Australia.

Flow FM has 22 different frequencies which stretch across New South Wales Riverina, Victoria's North Central, Mallee, Millewa, Great Ocean Road, Central Otway Ranges, Yarra Rangers & Murrundindi. South Australia's West Coast, Eyre Peninsula & Outback, Murray Mallee, Limestone Coast, Border Mallee, Mid Murray, Mid North, Yorke Peninsula & the Barossa Valley.

# FLOW ROAD COVERAGE

A NETWORK WITH COVERAGE



**102,000**  
ROAD MOVEMENTS PER DAY

## 29 HIGHWAYS

SOUTHERN PORTS HWY  
RIDDOCH HWY  
DUKES HWY  
MALLEE HWY  
BARRIER HWY  
AUGUSTA HWY  
PRINCESS HWY  
STURT HWY  
EYRE HWY  
STUART HWY  
FLINDERS HWY  
THIELE HWY  
GOYDER HWY  
SUNRAYSIA HWY  
CALDER HWY  
GREAT OCEAN ROAD  
HAMILTON HWY  
MAROONDAH HWY  
BORUNG HWY  
HENTY HWY  
MURRAY VALLEY HWY  
NEWELL HWY  
FEDERATION HWY  
MID WESTERN HWY  
HENRY PARKS WAY  
OLYMPIC HWY  
RIVERINA HWY  
LACHLAN VALLEY WAY  
COBB HWY

**70** HOURS  
OF ROAD  
COVERAGE

### SOUTH AUSTRALIA

30 HOURS OF  
ROAD COVERAGE  
13 HIGHWAYS

### VICTORIA

21 HOURS OF  
ROAD COVERAGE  
19 HIGHWAYS

### NEW SOUTH WALES

20 HOURS OF  
ROAD COVERAGE  
19 HIGHWAYS

### SOUTH AUSTRALIA



**60,000**  
ROAD MOVEMENTS PER DAY

### VICTORIA



**20,000**  
ROAD MOVEMENTS PER DAY

### NEW SOUTH WALES



**15,000**  
ROAD MOVEMENTS PER DAY

# FLOW MEDIA PLAN



Dedicated account rep to your account.



Flexible monthly payment options.



Multiple script options.



Change the time of day when your ads are heard.



Short term campaigns over a week or long term up to 12 months.



Production facilities and script writing to augment marketing plans.

## OUR FLOW PROGRAMS



### FLOW AGRICULTURE

Daily national and local Agriculture, Horticulture, Viticulture and Aquaculture updates through News and Interview segments.



### FLOW SPORT

Dedicated sports journalism with feature interviews from multiple sports along with local sports personalities contributing each day and into weekend games.



### FLOW MUSIC

Daily Adult Contemporary format featuring popular Country and selected artist interviews.



### FLOW LIFE

Home grown broadcast shifts each day with positive segments, humor and raising awareness about health education and mental health through promotion of local initiatives including rural events.

## OUR FLOW PRODUCTS



FLOW RADIO



FLOW NEWS



FLOW STREAM



FLOW MUSIC

## OUR FLOW SPONSORSHIPS



NEWS SPONSOR



WEATHER SPONSOR



PROGRAM SPONSOR

## FLOW ADVERTISING

Contact our sales and media planning team for more information.

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