

Media Pack





**LOVE MUSIC
LOVE LINCOLNSHIRE
LOVE MAGNA**

Magna Radio and Magna Mix are new local commercial radio stations made in Lincolnshire reaching a potential 700,000 listeners across the county on familiar digital platforms.*

- ✓ DAB digital radio across Lincolnshire
- ✓ DAB digital radio in Rutland and Stamford
- ✓ Smart speakers, Amazon Alexa and Google Assistant
- ✓ Online via our website web player
- ✓ Radioplayer UK
- ✓ Mobile app on Google Play
- ✓ Mobile app on the App Store



**LINCOLNSHIRE'S
LOCAL STATIONS**

* Radio listening in Lincolnshire is already mostly digital, with DAB now used by the majority of listeners. Source, RAJAR Q2 2024.

OUR MISSION

"Magna Radio celebrates Lincolnshire's people and businesses, amplifies local voices, and strengthens community pride through great music and local stories that make the county unique!"



Our aim is to:

Provide engaging, entertaining radio

A mix of current music, creative shows and a sound that feels current and local.

Share accurate local information

Updates, stories and useful content that matter to listeners across Lincolnshire.

Support local communities

Work with charities, events and organisations that make a difference in the county.

Be part of local events

Outside broadcasts, live coverage and involvement in activities that bring people together.

Offer a strong platform for businesses

Effective advertising that reaches a large digital audience across multiple DAB areas. Reaching up to 700,000 potential listeners across Lincolnshire.



MUSIC WE PLAY

A simple, recognisable playlist built around the 90s and today's biggest artists.

Magna Radio plays the best of the 90s and today.
A familiar, upbeat mix designed for easy daily listening across Lincolnshire.

90S MUSIC



NOW MUSIC



Magna Radio plays a familiar mix of 90s favourites and today's biggest hits.

You'll hear iconic 90s tracks like Everybody (Backstreet's Back) and Man! I Feel Like a Woman! alongside modern chart songs such as Shape of You and Levitating.



Magna Radio's daytime playlist is built around familiar, upbeat music from the 90s and now. It's recognisable, easy to listen to and well suited to daily routines.

Outside of our core hours we introduce extra variety with appointment-to-listen shows, meaning specific programmes that listeners choose to tune in for at set times.

These include themed music hours, specialist features and presenter-led content that adds something different to the standard playlist.

We also support local talent by introducing new Lincolnshire artists where appropriate.

FEATURES INCLUDE



Weather updates



Events and What's On



Travel summaries



Competitions and giveaways

MUSIC WE PLAY

A bright, modern playlist with a wider mix of genres, built for all-day listening.



Magna Mix plays popular hits from the 60s, 70s to the 80s with a faster pace and a more contemporary feel.

60S



70S



80S



You'll hear upbeat tracks from the likes of **Tina Turner** and the **Bee Gees**, mixed with today's chart hits such as **Giant** and **Remember**. The result is a familiar, high-energy output suited to listeners who want variety without heavy interruptions.

This seamless blend of classic and contemporary makes Magna Mix a go-to choice for those who appreciate the nostalgia of timeless hits while staying connected with current music trends.

STATION STYLE

Magna Mix is an upbeat, music-driven station that emphasises rhythm, uplifting energy, and brief moments of local significance. It serves as an ideal background soundtrack for activities such as driving, working, or studying.

WHY MAGNA MIX

Magna Mix complements Magna Radio by offering a more modern, beat-driven sound. It suits listeners who want a broader range of genres with minimal interruptions.

MEET THE MAGNA RADIO TEAM



MARK DENNISON
Breakfast show



JOHN MARSHALL
Lunchtime show



CHRIS MARSDEN
Afternoon show





GEMMA HILL
Evening show



JO & SPARKY
Weekend Brunch



CHRIS & JAYNE
Weekend Lunchtime show



JAYNE KNOWLES
Breakfast show



ADAM WEIGHELL

Lunchtime show



ANDY GOULDING

Afternoon show



NIC PENNOCK

Commercial
Manger



SALLY HOLDCROFT

Sales



FIONA CHARLESWORTH

Sales



CALLUM ECOBICHON

Video Production



TOM STANSFIELD

Marketing and Communications



TOM PRIESTLEY

Founder

WORK WITH MAGNA

YOUR MESSAGE, OUR AUDIENCE.

Sponsorship and advertising opportunities across Lincolnshire.

Magna Radio and Magna Mix offer simple, flexible ways for local businesses to reach customers across Lincolnshire. We combine strong DAB coverage, a modern sound and community visibility to help your brand connect with people where they live, work and spend.



ON-AIR ADVERTISING

Reach listeners across Lincolnshire throughout the day with consistent on-air messages.

Ideal for simple brand awareness or promoting seasonal offers.



SPONSORSHIP OPPORTUNITIES

Support shows, features or local initiatives and receive frequent on-air mentions that align with your brand. This strategy is excellent for fostering community and enhancing long-term visibility.



DIGITAL & SOCIAL CAMPAIGNS

Use our website and social channels to drive traffic and highlight offers. It works well alongside on-air advertising to boost reach.

SPEAK WITH OUR SALES TEAM TO DISCUSS SPONSORSHIP AND ADVERTISING OPTIONS.

Contact: sales@magnaradio.co.uk or Tel: **01522 287203**

OUR AUDIENCE



Magna's audience reflects Lincolnshire's strong digital listening habits, with heavy use of DAB, streaming and smart speakers across adults 25 to 54. Magna reaches a potential 700,000 adults across the county through DAB and digital platforms.

Listeners enjoy a familiar mix of 90s favourites and today's biggest hits, along with quick updates that fit easily into daily routines.

They want songs they know, friendly local voices and short information that helps them get through the day. Our audience is sociable, family-minded and spends time travelling for work or leisure across Lincolnshire's towns and rural communities.

They use digital platforms confidently and expect a modern, polished sound from a local station.

Adults 25 to 54

55% female / 45% male

Magna listeners tune in regularly through DAB (74.7 percent reach) and digital platforms. Radio remains a core part of their week, with UK adults listening for 20.4 hours on average and 89 percent tuning in weekly.

They typically listen while driving, working, studying or streaming at home.

Artists they listen to: Backstreet Boys, Shania Twain, Ed Sheeran, Dua Lipa, Calvin Harris, Becky Hill

Songs they recognise: Everybody, Man! I Feel Like a Woman!, Shape of You, Levitating, Giant, Remember

Digital-First Listening

Lincolnshire listeners now lean heavily toward digital channels:

- 40 percent of all listening hours come from DAB
- 35 percent from streaming
- AM/FM accounts for just 21 percent

Younger listeners in particular prefer apps, smart speakers and mobile streaming, which continues to grow.

Social engagement mirrors this, with strong activity from across Lincolnshire towns within our DAB footprint.

*Based on Lincolnshire digital radio data, RAJAR Q3 2024, and Magna interview insights.

THE POWER OF RADIO

DIGITAL LISTENING LEADS THE WAY

Radio continues to be one of the most trusted and actively used media platforms in the UK.

Listening habits have shifted strongly towards digital, with DAB now the dominant way people access local radio, especially across Lincolnshire.

89%

of UK adults tune in to radio each week.



Average weekly live radio listening per person.

Recent listening data for the county shows that 74.7 percent of adults use DAB each week, with digital platforms now responsible for the largest share of total listening hours. Streaming and smart speakers continue to grow across all age groups.

This gives Magna Radio and Magna Mix a potential reach of up to 700,000 adults across Lincolnshire, positioning both stations strongly as modern, digital-first choices for local listeners.

LINCOLNSHIRE LISTENING – ADULTS 15+

DAB LISTENING: 40 percent of all hours

DAB REACH: 74.7 percent of the population

STREAMING: 35 percent of hours

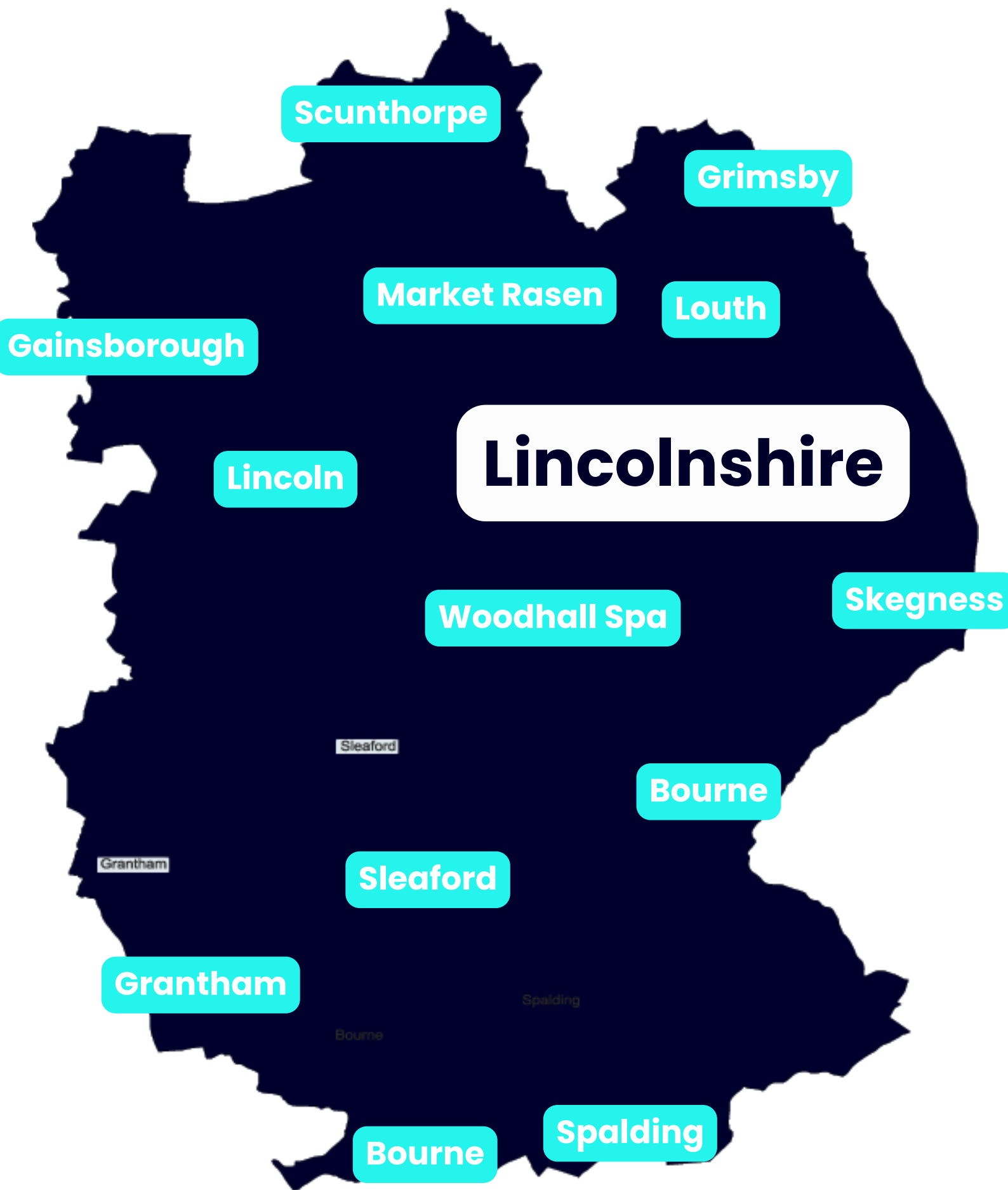
AM/FM: 21 percent of hours

*Based on your supplied Q3 2024–25 Lincolnshire data.

Radio remains a highly effective broadcast medium. It reaches people at home, at work and in the car, and continues to deliver strong weekly listening across all age groups. Its blend of music, local updates and companionship creates a connection that few other media can match.

Independent data from RAJAR shows that radio usage across the UK remains consistently high, with 89% of the adult population tuning in every week and listeners consuming over 20 hours of radio on average.*

*Based on RAJAR national figures and Lincolnshire digital listening data (Q3 2024).



Scunthorpe

Grimsby

Market Rasen

Louth

Gainsborough

Lincoln

Lincolnshire

Skegness

Woodhall Spa

Bourne

Sleaford

Grantham

Grantham

Spalding

Bourne

Bourne

Spalding

Be seen as well as heard.

The new local voice for Lincolnshire.

Magna Radio is built on community, visibility and impact, so we put real work into making sure people see us as well as hear us.

The more present we are across Lincolnshire and the East Midlands, the more value we deliver for our listeners, partners and advertisers.

Charity Partnerships

We're launching with strong local charity partnerships that matter to people in our area. Our aim is to support organisations that sit at the heart of Lincolnshire life.

Magna will be working closely with:



These partnerships build trust, strengthen community ties and help us put a spotlight on the causes listeners care about.



OPPORTUNITIES WITH MAGNA RADIO

Turn our listeners into your customers

Magna Radio & Magna Mix give local businesses a powerful, affordable way to get noticed!

Your message can reach thousands of listeners across Lincolnshire, Stamford, Boston, Skegness and surrounding areas – on DAB, online and through our busy social channel network.

We offer creative on-air advertising campaigns, sponsorship opportunities, digital campaigns and community-minded promotions designed to put your business at the centre of local life. Our job is simple: to help you stand out and connect with people who live, work and spend right here.

For a simple, effective way to boost awareness and grow your customer base, we'll create a tailored strategy that fits your goals and your budget!

Get in touch today:

sales@magnaradio.co.uk or Tel@ **01522 287203**





On Air – DAB Broadcasting

Magna Radio and Magna Mix run clear and consistent commercial breaks across the day. Your advert plays to listeners across Lincolnshire, Stamford, Boston, Skegness and the wider area through strong DAB coverage.

You can promote your business with standard commercials, sponsor key shows or align your message with regular on-air features. If you want reach, repetition and simple brand awareness, on-air advertising is the most direct option we offer.



Website & Social Campaigns

Your campaign can continue online through our website and social channels. We use website placements, sponsored posts and simple promotional content to drive traffic, push offers or build awareness.

Each campaign can link through to your site, your product page or your social channels. This works well when paired with an on-air campaign and gives you a second way to reach the same audience.



Event Sponsorship

Magna offers opportunities to sponsor selected events, charity activity and community initiatives across the year. Sponsorship gives you on-air mentions, online visibility and a point of connection with the communities we serve. It's a simple way to build brand goodwill and support causes that matter locally.



Social Media Advertising

Our social media advertising focuses on reaching the right people with simple, effective messaging. We use posts, reels and short-form content to help your business gain visibility across the platforms on which Magna is active.

When used with on-air advertising, it helps reinforce your message and reach listeners who also engage online.



Community Events & Local Presence

Magna will be visible across Lincolnshire at local events, charity days and community gatherings. When Magna appears at an event, your brand can appear alongside us through on-air mentions, social content or shared activity on the day.

This is a straightforward way to connect with people in the places they already visit. It also supports the community partnerships we're building with organisations such as Lincolnshire Air Ambulance, Andy's Children's Hospice and LRSN.

For more information:

Contact: sales@magnaradio.co.uk
or Tel: **01522 287203**

**Our audience...
Your
customers.**

We've got Lincolnshire covered.

ON AIR

Follow us:



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