



SUNRISE RADIO

www.sunriseradio.fm

THE NUMBER ONE ASIAN HIT MUSIC STATION

FM DAB+ ONLINE MOBILE TABLET TV

WAKE UP TO YORKSHIRES' LARGEST ASIAN AUDIENCE... SUNRISE RADIO



THE BEST ASIAN MIX

Sunrise Radio (Yorkshire) launched in December 1989 and is the only commercial Asian radio station on FM in the UK.

The **award winning** station based in Bradford City Centre broadcasts across West Yorkshire, Greater Manchester and East Lancashire, has gone from strength to strength and is currently the only Asian commercial station in UK available on all the following platforms

FM - DAB - DAB+ - ONLINE - MOBILE - TABLET - TV - ALEXA ENABLED DEVICES

Broadcasting across the North of England. Clients may choose to target just one service or both to receive maximum exposure via traditional radio airtime as well as Digital marketing opportunities.





Playing a variety of hits covering all genres of Asian interest such as;

Bollywood, Bhangra, Ghazals, Qawalis, Asian Pop, Remixes, Punjabi and more.

Specialist shows covering legal, health, religious, discussion, news, travel and food.

News on the hour, every hour with local, national and international stories.

Sunrise Radio is UK's first and **ONLY FM** Independent commercial radio station

With a reach of **74.5%** equating to **over 200k** weekly listeners (on our FM Frequency) and over 100k downloads on the Sunrise Radio App, Sunrise Radio is the **only** effective platform to promote your business to the large Asian community in Yorkshire (including Bradford, Leeds, Huddersfield, Halifax, Keighley and beyond) and Manchester.

RADIO WORKS!

Radio is the most trusted medium for national news

- 77% trust radio, compared to 15% who trust social media.

- Previous research conducted by the analysts Holmes & Cook has found that radio provides an average return on investment for advertisers of £7.70 for every £1 they spend.

DID YOU KNOW?

Radio generates the highest increase in happiness and energy!*



* Source: "Media and the mood of the nation" RAB/Sparkler/Goldsmith's University



Sunrise Radio reaches at relevant times and places

Most radio listeners are engaged in another activity, and this means that advertisers can reach listeners at key “touchpoints” during the day – when they are on the school run, at work, before going out of an evening, and so on. Research shows that advertising which is relevant to what the listener is currently doing is likely to be more effective.

Sunrise Radio creates a large “share of mind” for a brand

In the same way that the music industry uses radio to gain airplay of their artists and create chart hits, radio also creates a sense of ubiquity for brands. This is for two main reasons – firstly, because radio ads are on frequently and secondly because listeners tend to spend so long listening (on average 13 hours per week). A brand which is big in radio can create a disproportionately large share of

mind for itself.

Sunrise Radio drives response

Radio has always been a strong “call-to-action” medium, and this is even more true in a world where consumers access brands via the internet. The RAB’s Radio: The Online Multiplier study found that radio can drive brand browsing (direct to a brand’s website or searching for a specific brand in a search engine) by over 52%.

Radio is a “friend”

Listeners use radio for emotional reasons – to keep their spirits up, to stop themselves from feeling bored in a car or while doing daily chores. This leads to them seeing radio as a kind of friend, and this is a valuable context for an advertiser to appear in.

AWARD WINNING



The diverse programming and excellence in broadcasting has resulted in many awards including but not limited to:

Gold Award in the category of Best Speech Magazine programme

Media & Arts Excellence Award - Asian Jewel Awards

Ethnic Media of the Year - Asian Business Awards

Media campaign of the Year - ABDN Annual Business Awards

Regional Radio Station of the Year - Asian Media Awards

Best in Creative Industries - British Indian Awards

Best Asian Music Radio Station - Northern UK by LUX entertainment awards

Best Asian Music Station - Media Innovator Awards





SUNRISE RADIO YORKSHIRE COVERAGE AREA



103.2 FM - BRADFORD & SURROUNDING AREAS

100.6 FM - CALDERDALE & SURROUNDING AREAS

DAB+ - BRADFORD & LEEDS

- Bradford is one of England's biggest cities ranking fifth (by size of population)
- In 2009 Bradford beat Los Angeles, Cannes and Venice to become the world's first UNESCO City of Film. A title bestowed upon Bradford for its long associations with film and filmmaking, dating back to the very beginning of the cinema
- In December 2001, Saltaire in Bradford was designated a World Heritage site by UNESCO
- Bradford was recently awarded the City of Culture title for 2025
- Leeds is the largest centre outside London for financial and business services
- The city is served by five universities, has the UK's fourth-largest student population and the country's fourth-largest urban economy
- Middleton Railway in Leeds is the oldest continuously working public railway in the world
- It remains a hotbed for manufacturing (mainly engineering, printing and publishing, food and drink, chemicals and medical technology), and it also thrives in areas such as law, gaming, tourism and retail
- Marks & Spencer is a British institution that began as a market stall in Leeds



SUNRISE RADIO GREATER MANCHESTER COVERAGE AREA



- The third biggest city in the UK is home to 547,627 people but the Greater Manchester area has a population of 2.5 million people

- The Global Liveability Survey by The Economist has regularly crowned Manchester as the best city to live in the UK. In 2022, it was ranked 28th best in the world! The number one spot is currently held by Vienna

- If you're planning a trip to Manchester, you must grab a takeaway from the Curry Mile. Although only half a mile long, a stretch of Wilmslow Road in Rusholme has so many Indian, Pakistani, and Middle Eastern restaurants that it's named "the Curry Mile" by locals

- Certainly one of the proud Manchester facts, the University of Manchester is one of the UK's most prestigious. Among its alumni and staff are 25 Nobel Prize winners

- Manchester is where the professional football league was born. Research by Kantar in 2019 found there are over 1.1 billion Manchester United followers across 39 countries

The club was founded in 1878 and was the world's highest-earning football club in 2017

Rochdale and Oldham
transmitters launching
Spring 2024

DAB+ - GREATER MANCHESTER



SUNRISE RADIO

EAST LANCASHIRE COVERAGE AREA

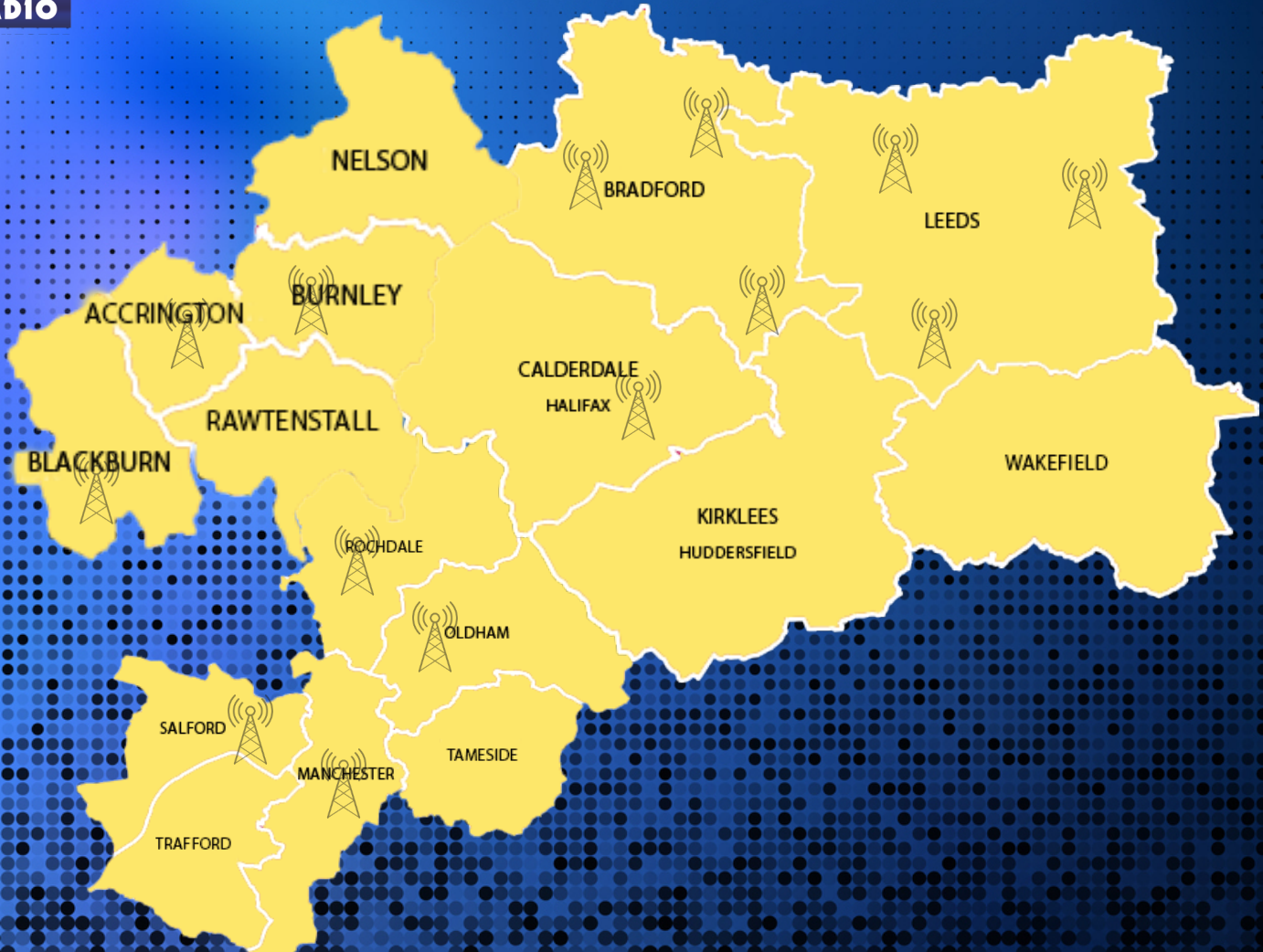


- East Lancashire can be truly proud of the fact that it was one of the power houses of the industrial revolution. 100 years ago, the area was known throughout the world for its manufacturing and engineering excellence.
- Blackburn and Burnley are both former mill towns, with a rich history of the textile industry dating back to the 13th century.
- East Lancashire is home to a significant Asian Population.

DAB+ - EAST LANCASHIRE

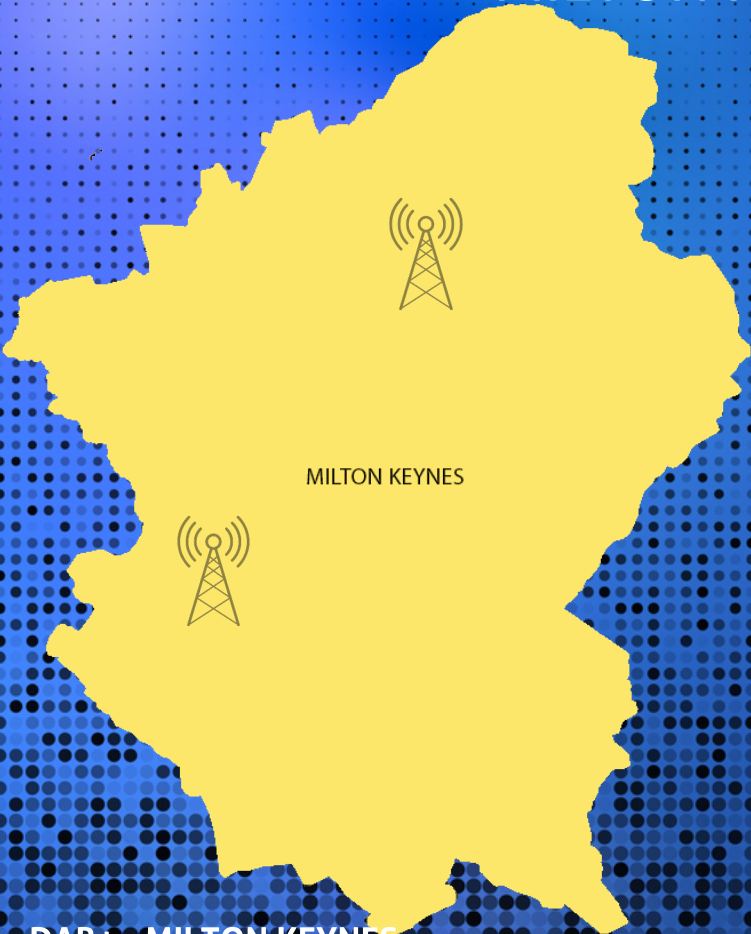


SUNRISE RADIO NORTH COVERAGE AREA





SUNRISE RADIO MILTON KEYNES COVERAGE AREA



launching Spring 2024

DAB+ - MILTON KEYNES



SUNRISE RADIO GOLD

THE CLASSIC ASIAN HIT MUSIC STATION

May 2020 saw the launch of our first brand extension, Sunrise Radio Gold. The first retro station in UK, Specifically aimed at the 35+ Asian Population.

Playing a variety of classic hits from 50s - 00s, the station has become hugely popular.

The station broadcasts via online, app and on DAB+ across Bradford, Leeds and East Lancashire.

A weekly audience of over 31k has secured the station as the Number One Asian retro station.



BREAKDOWN BY AREA

West Yorkshire



Total Population in coverage area: 1.6 million

Estimated Asian Population: 560k

Sunrise Radio Reach: 280k*

Sunrise Radio Gold Reach: 15k*

Those identifying as Asian, Asian British: Pakistani make up the largest proportion of the ethnic minority population of West Yorkshire (38%)

Urdu is the most commonly spoken non-UK language in West Yorkshire, followed by Panjabi and Polish. In 2011, 1 in 10 Urdu or Panjabi speakers in England live in West Yorkshire.

*listen for more than an hour a week



BREAKDOWN BY AREA

Greater Manchester



Total Population in coverage area: 1.55 million

Estimated Asian Population: 280k

Sunrise Radio Reach: 56k*

Sunrise Radio Gold Reach: 1k*

Those identifying as Asian, Asian British: Pakistani make up the largest proportion of the ethnic minority population of Greater Manchester

After English, Urdu was the most commonly spoken non-UK language in Greater Manchester, followed by Arabic and Polish.

DAB+ only

*listen for more than an hour a week



BREAKDOWN BY AREA

East Lancashire

Total Population in coverage area: 1.55 million

Estimated Asian Population: 286k

Sunrise Radio Reach: 32k*

Sunrise Radio Gold Reach: 10k*

Those identifying as Asian, Asian British: Pakistani make up the largest proportion of the ethnic minority population of East Lancashire

After English, Urdu was the most commonly spoken non-UK language in East Lancashire, followed by Panjabi and Polish.



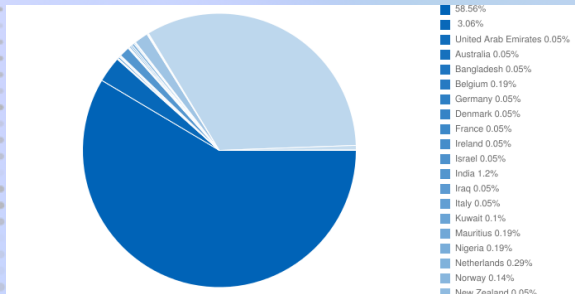
DAB+ only

*listen for more than an hour a week

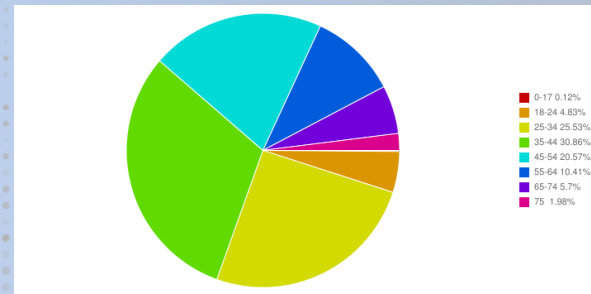
The Sunrise Radio Listener Club

Our new Listener club for those extra special fans of the Station who want to be the first to hear about shows, exclusive deals, updates on the station and more. Current membership: 2,090

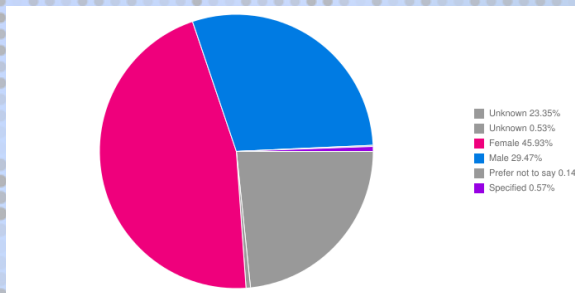
*Figures taken 2nd January 2024



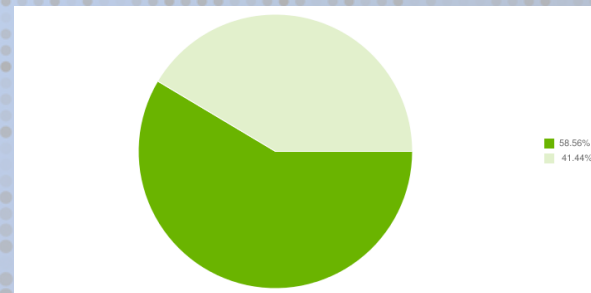
Percentages of members from countries



Age demographics of members



Gender



Employment Status

LISTENER

DATA

Website Visitor Statistics

#	City	Sessions	%
1	London	2,341	18.63
2	Bradford	1,185	9.43
3	Leeds	1,119	8.9
4	(not set)	884	7.03
5	Manchester	413	3.29
6	Chicago	404	3.21
7	Birmingham	313	2.49
8	Halifax	191	1.52
9	Newcastle upon Tyne	182	1.45
10	Lahore	140	1.11

With the advancement of technology, Sunrise Radio is one of the only Asian stations attracting listeners from:

- FM and DAB+
- all over the UK
- over 102 countries via the dedicated mobile and tablet app
- Radioplayer, Tunein, streaming online, Apple TV, Amazon Fire / Kindle
- Alexa Enabled Devices

Figures are based on 4th December 2023 - 4th January 2024

Website Sessions and Users

Sessions	12,567
Page views	21,125
Average pages per session	1.68
Average session duration	00:02:36
Users	6,881
New users	47.25%
Listening to Radio	34.04%

Device Categories

#	Device Category	Sessions	%
1	Mobile	9,714	77.3
2	Desktop	2,082	16.57
3	Tablet	771	6.14

some of our clients

MATALAN



Skrill



JANAN
Luxury Fashion

Southall Travel



AKBAR'S



NSPCC



What listeners and clients say

"It's a family radio station which I've listened to for years" Sunrise Radio listener July 2020

"Sunrise is not just a radio station it's become apart of our daily routine almost, just like a part of the family. Sunrise is solution focused, informative, relevant and most importantly the team at Sunrise clearly take immense pride in delivering the absolute best for its listeners!" Sunrise Radio listener July 2021

"We have been advertising on Sunrise Radio... its been excellent and we recommend everyone to advertise with Sunrise Radio Yorkshire" Client testimonial - Khan Solicitors

"...have greatly benefitted from advertising on Sunrise Radio and it is always a pleasure to welcome new customers from the Yorkshire area into Manchester" Client testimonial - Nayaab Restaurant

"Love sunrise radio always listened to it from when I was little.." Sunrise Radio listener July 2020

"I love listening to Sunrise Radio being born and raised in Leeds.... This station will always be 'The greatest asian radio station in the world'" Sunrise Radio listener July 2023

"As a new charity it is really important to us to work with like minded businesses, who are inclusive & representative of all the different communities. Like so many others we have been listening to Sunrise radio for decades and we are fully aware of the huge listenership sunrise has, which is why we were so pleased & excited to be included in your charity in focus programme. Thank you for giving us this amazing platform to share our message & for helping us to raise awareness about our work." Hope Yorkshire - www.hopeyorkshire.co.uk

"...return is excellent. It has doubled up my business since I have used Sunrise Radio. I highly recommend" Client Testimonial - EsteWorld

"Sunrise Radio has proved to be an invaluable partner in sharing our key online safety advice with the local Asian Community. Being able to reach into listeners' homes with vital advice and support via a long standing trusted Asian broadcaster has helped our efforts to protect children today, prevent abuse tomorrow and fight for every childhood. The Sunrise team have been constructive with their advice and endeavoured to meet our needs." Helen Westerman, Head of Local Campaigns, NSPCC

Cost effective marketing options

Please contact us for offers.

Single Spot Rates

Day / Evening	0700 - 2300	£25.00+Vat
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Package Rates

Airtime Packages are often a more economic way to buy spots on the radio. Discounted Packages available for 3 / 6 /13 month campaigns

General Local Advertising Packages

4 spots per day evenly rotated between 0700-2300.
Prices relate to 30 seconds duration. All prices are exclusive of VAT.

Duration	2days	7days	14days	21days	28days+
No. of Spots*	10	28	56	84	112
Package Cost	£300	£800	£1120	£1440	£1750

*These packages apply only with prepayment and the continuity of the campaign can not be broken. Failure to do so will attract the normal spot rate.

Spot Duration

Rates quoted are for 30 second duration.

Other spot lengths are available and their costs in relation to the 30 second rate:

*60 seconds + 80% Commercials longer than 60 seconds

*50 seconds + 65% will be pro-rata to the 60 second rate.

*40 seconds + 30%

*10 seconds - 50%

Spot Placement

All spots will be evenly rotated within the time segments booked and across the week (Monday to Sunday).

Commercial Production

Basic commercial (Script, single voice, library music bed, production)

Cost: £125.00 +VAT

Package of 5 commercials: £375.00 + VAT



DIGITAL MARKETING OPTIONS AVAILABLE

Solus Email - Dedicated Solus email to our Listener Club

Social Media Post - Single Post on our social media accounts. Facebook / Instagram and X. Copy provided by client.

Web Banner - Various options for advertising your brand on our website sunriseradio.fm and App

Pre-Roll - Pre-roll player Audio & Video on app and Website Player



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SUNRISE RADIO

Sunrise House
140 East Parade
Bradford BD1 5BP

info@sunriseradio.fm
www.sunriseradio.fm

Tel: 01274 735043

#SUNRISERADIO

SunriseRadioUK
 Instagram

/SunriseRadioUK
 facebook.

@SunriseRadioUK
