



Sponsorship Media Kit



www.lifefm.com.au

Who is Life FM?

103.9 Life FM is Gippsland's family friendly radio station, broadcasting 24 hours a day, seven days a week.

We bring Life Changing Radio to our region by providing programs and music to equip, encourage and empower our community to live a great life and look to the future with hope.

We provide quality music and programs with an emphasis on clean, positive, child safe content.

Life FM has a heart for the Gippsland region and is focused on connecting with and developing partnerships with a wide range of organisations within our local community.

Established in 2001, Life FM broadcasts across the entire south east of Victoria, from the outskirts of Melbourne all the way to Orbost!



What makes 103.9 Life FM different?

LISTENER LOYALTY

In a world that offers little hope or encouragement, our listeners tune in to hear a positive message. Our "**time spent listening**" figures show that people are tuning in, and listening longer.

LIMIT OF 5 MINUTES

As a Community radio station Life FM will never play more than 5 minutes of paid announcements per hour – and we play no more than 2 ad-spots in a row – so your message will **STAND OUT** ! On commercial stations your message can get lost in the clutter with up to 15 minutes of advertising each hour!

TRANSFER OF TRUST

Our listeners want to support businesses and organisations that they hear on the station.



85% **trust** our sponsors more than commercial station advertisers.*



78% of listeners indicate they are more likely to **respond** to our sponsor's message than a commercial station's advertisers message.*

RADIO IS EFFECTIVE

Despite changes in media, radio's popularity and versatility continues.

Our listeners are tuning in via radio, computer, mobile phone and tablet.

VALUE FOR MONEY

As Life FM is a not-for-profit station, using us as part of your marketing strategy represents great value for money.

Our bottom line is to build up the community, not to make money from the community.

Our sponsorship rates are extremely competitive compared with other radio station, print media and television.

Our Broadcast Region

OUR BROADCAST REGION

We broadcast across south east Victoria from Pakenham to Orbost to a population of 271,266 people.

According to McNair Ingenuity research conducted by the Community Broadcasting Association of Australia in 2017, of all people age 15+ throughout non-metropolitan Victoria:

- **23% of people listen to community radio 9.5 hours a week**
- **This equates to people across Gippsland listening to community radio for 592,714 hours each week!**

STREAMING ONLINE

We stream online via lifefm.com.au, or people can tune in on their smart devices via the Tune In radio app, which means people can tune into 103.9 Life FM anywhere in the world!



Your target demographic... are our listeners!

OUR LISTENERS

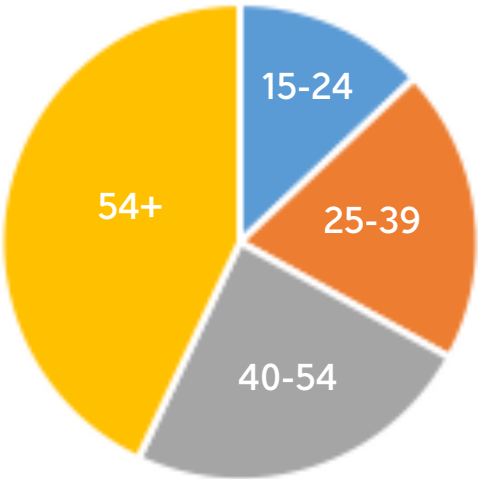
Our focus is to provide positive and engaging radio content that the whole family can listen to.

GENDER

Our community radio audience is 45% female and 55% male.

AGE GROUPS

The age groups of community radio listeners in non-metropolitan Victoria are represented below**

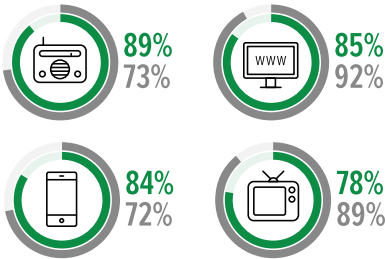


EMPLOYMENT & INCOME

71% are employed in some way compared to 58% of commercial radio listeners, and 61% of listeners have a % household income>\$1200/week, compared to 58% commercial radio listeners.*

MEDIA USE

Our audience is well connected, so you'll be able to connect with your target market!



COMMUNITY ENGAGEMENT

Our audience is highly engaged in the local community. 73% of listeners volunteer compared to 23% of commercial radio listeners. So they'll be highly engaged with YOU as a local sponsor!*

The positive benefits of community radio*

THE POSITIVE BENEFITS OF RADIO

Radio has a 'massive/significant' benefit for listeners surveyed:

- 78% believe it benefits them personally
- 63% believe it benefits the local community.
- 60% believe it benefits their family.

THE IMPORTANCE OF FAMILY FRIENDLY CONTENT

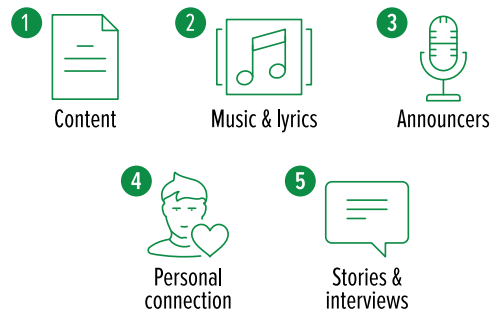
When asked about the impact of the content of commercial radio on kids, 33% of listeners surveyed said most content was inappropriate.

This WONT be a problem for you as a Life FM sponsor!

RADIO IMPACTS LIVES

Asked about the impact of radio content on their lives, 67% of listeners surveyed indicate that the quality of their decision making has increased.

WHY LISTEN?



RESPONSIVENESS

A survey of community radio listeners compared to commercial listeners showed that in the last year our listeners are:

- 2.3 x as likely to access your advertised service
- 2.3 x as likely to visit your website
- 5 x as likely to donate to a financial appeal
- 1.9 x more likely to attend an event
- 1.9 x more likely to purchase a product

NET PROMOTER SCORE

On a scale of 0-10, would you recommend your radio station to a friend or colleague?

Scores of 9-10 Promoters
Scores of 0-8 Detractors
NPS = [9+10] - [0+1+2+3+4+5+6]

Compared to the avg. NPS across other industries

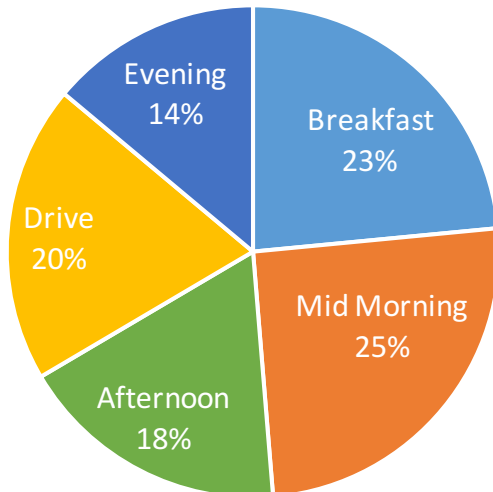


Online Retail
(Australia's top ranked industry by NPS)

Broadcast Highlights

WHEN DO PEOPLE LISTEN?

Our audience is dedicated and consistent, with listening spread evenly across all day parts.**



STATION PROGRAMMING

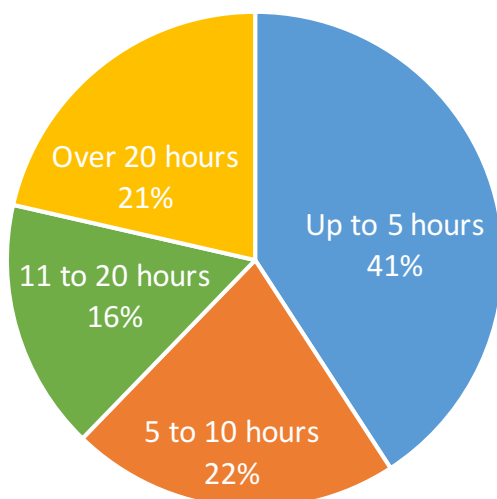
Life FM has a talented team, both on air and behind the scenes that share the station's passion for providing engaging radio content suitable for all ages.

Some highlights include:

- Breakfast and Drive programs each weekday
- A fresh, contemporary music mix
- Local personalities and community stories
- Programs like Focus on the Family to strengthen our local community

TIME SPENT LISTENING

Our listeners spend a significant amount of time tuning in each week.**



Sponsorship Opportunities

SESSION	TIME OF DAY	
Breakfast, Morning Afternoon Drive 30 sec spot	6am – 6pm Monday to Sunday	
Number of ads per day	3	6
Price per ad	\$3.00	\$2.50
Price per week	\$63	\$105
Price per month	\$252	\$420
Price per 6 months with 5% discount	\$1,436.40	\$2,394.00
Price per year with 10% discount	\$2,721.60	\$4,536.00
Bonus listing on Life FM website	Yes	Yes
Bonus post on Life FM Facebook page	1 per month	3 per month
Copywriting x 30 second spot		
Production x 30 second spot		
New sponsor tag		
Program sponsor tag		

Meet some of our sponsors!



The Anglican Diocese of Gippsland



Sponsorship Enquiries

Our listeners are waiting to hear from you! For sponsorship inquiries please contact:

Michael Rowell

General Manager

M: 0448 481 333

E: sales@lifefm.com.au

Life FM sponsorship agreements are governed by the Life FM endorsed sponsorship policy and any current or potential agreements must meet the requirements of this policy.

* **mccrindle** CMA Member Station Listener
FORECASTS • STRATEGY • RESEARCH Engagement - McCrindle April 2015

** **mcnair ingenuity** research
McNair Ingenuity Non-Metro Vic
National Listener Survey Wave #1 July 2017

The information provided in this presentation has been taken from commercial and community radio research reports and market surveys. The majority of the information comes from publicly available McNair Ingenuity Research and McCrindle Research. Comparisons between commercial and community radio are made only in respect of Cumulative Audiences or Reach. Research methodologies may vary across radio sectors, therefore all claims made are provided for illustrative purposes to give a context as to where Christian Media sits in the marketplace. Any comparisons are made as a guide and should not be relied upon in making any commercial assessment as audiences numbers or as value for money.





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