



## **Q4 2011 RAJAR RESULTS**

### **BAUER RADIO INCREASES AUDIENCES AS PLACE AND PASSION PORTFOLIOS CONTINUE TO GROW YEAR ON YEAR**

***- Bauer Place Portfolio continues to perform well, led by Magic 105.4 which beats BBC Radio 2, recording second highest ever reach in London -***

***- Kiss leads Bauer Passion Portfolio's growth with 5.8% year-on-year reach rise nationally -***

LONDON, Thursday 2 February 2012: Bauer Radio has increased its reach across the UK to 13.3m listeners, up 0.5% year-on-year (yoy), with its Place and Passion portfolios continuing to perform well. Both the Bauer Place and Passion Portfolios increased in reach, up 0.2% and 1.2% (yoy) respectively, with stand-out results from key Place stations and Kiss.

#### ***Bauer Place Portfolio – Big in all the right places***

The **Bauer Place Portfolio** has increased its reach to 8.8m listeners, remaining commercial number one for reach and share in 20 of its 21 markets.

Encompassing stations in key markets the length and breadth of the UK, the Bauer Place Portfolio is designed around a clear strategy to increase multi-platform listener engagement and return on investment for advertisers. This involves a focus on relevant and local programming content tailor made by individual station teams, championing local talent and powerful live events in the regions.

Flagship station **Magic 105.4** had very strong results in the competitive London market, with weekly reach increasing 5.7% (yoy) to 2.2m listeners. The station had an exciting end to 2011 with a major TV advertising campaign, a three-month series of weekly shows from Canadian superstar Michael Buble, and a £100,000 prize competition 'Magic Mystery Voices'.

In terms of reach, Magic 105.4 has now beaten BBC Radio 2 four times, and Heart eight times, in the last three years.

Major local events and initiatives have driven the success in some of the key Place Portfolio station areas, including:

- **Key 103, Manchester** - a 12.6% rise in reach (yoy). Key activities included the 14,000 sell out Jingle Ball Live at the MEN Arena with JLS, Ed Sheeran and Olly Murs
- **Radio City, Liverpool** - an 8.3% rise in reach (yoy). Key activities included Radio City Live's sold-out show at the Liverpool Echo Arena featuring The Wanted and Jason Derulo
- **Metro Radio, Newcastle** - a 7.8% rise in reach (yoy). Key activities included the '£1m of Work' campaign, which stimulated the local job market, and is continuing to be backed by Sir Richard Branson
- **Forth One, Edinburgh** – a stellar performance with a 25.4% increase in reach (yoy) and hours up 35.5% (yoy). Key activities included more investment in the annual Radio Forth Awards, with performances by Pixie Lott and Matt Cardle

### **Bauer Passion Portfolio – Uniting listeners around music and lifestyle**

The **Bauer Passion Portfolio**, the home of Bauer's passionate, iconic brands dedicated to music and lifestyle, increased its reach to 6.3m listeners around the UK.

Flagship youth station **Kiss** headlines the Bauer Passion Portfolio, and returned another strong set of results. Reach increased 5.8% (yoy) to 4.2m listeners across the UK, with stand-out results yet again for *Rickie, Melvin & Charlie in the Morning* breakfast show, with reach up 10% (yoy), now reaching 1.54 million listeners. In London, the Kiss Breakfast Show reaches 25% more 15-34 year olds than BBC Radio 1's Chris Moyles. Q4 highlights for Kiss included the "All I Want For Kissmas" marketing campaign, fronted by Father Kissmas, which resulted in registrations up 62% yoy to over 150,000 entries.

Within the Portfolio, **heat** radio also saw a 16.3% increase in reach, an excellent result for this multi-platform brand.

### **Bauer Gets Social**

Bauer's strong focus and investment in its multi-platform offering for listeners as well as advertisers is reflected in its online and social media numbers. Each month 2.15m fans visit Bauer's radio websites, with Key 103's website experiencing an 800% increase in traffic in Q4 2011 following the Jingle Ball event. The Bauer Twitter following now reaches 250,000, and 1.25m fans now follow a Bauer station on Facebook.

**Dee Ford, group managing director radio, Bauer Media, said:** "Dee Ford, group managing director radio, Bauer Media, said: "Bauer believes strongly in the power of building personal relationships with our listeners. This has delivered further year on year growth for our Passion portfolio and continued dominance for our Place Portfolio over its nearest commercial rival, which it beats on all measures of reach, average hours and total

hours by significant margins. This is powerful evidence that our strategy of carefully crafted and tailor made content is the most effective way to delight and better engage listeners for our advertisers. Our philosophy of “hear it see it share it” continues to drive the digital and social footprints of all our brands, as spearheaded by Kiss.

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Source: RAJAR / Ipsos - MORI / RSMB, period ending December 2011, all stations and groups results are reported on their specified reporting period and TSA.

**Available for comment:**

*Steve Parkinson, managing director, Bauer Radio London*

*Karen Stacey, head of broadcast sales and Bauer Access, Bauer Media*

*Ric Blaxill, music and content director, Bauer Radio*

**About Bauer Media:**

A leading UK media group, with interests spanning magazines, radio, TV, online, live events and mobile. The company aims to connect audiences with excellent content whenever, wherever and however they want.

- Its award-winning portfolio of influential media brands includes Magic 105.4, heat, Metro Radio, Closer, Kiss, GRAZIA, EMPIRE, Q, Cool FM, KERRANG!, Radio Clyde, MCN, Key 103 and FHM: all delivering must-have entertainment and information to diverse and valuable audiences.
- Bauer Media publishes 53 leading magazine titles, over 40 of which were launched by the company.
- More than 13 million people a week listen to a Bauer Media radio station. Bauer Media is also home to the number one and two commercial digital stations – Smash Hits and The Hits Radio.
- Box TV, a JV between Bauer Media and Channel 4 runs seven music channels, including Smash Hits, Kerrang! Magic, Q, Kiss and the number one music TV channel - 4Music.
- Bauer Media's on-line businesses have more than 10 million users, visiting some 48 unique brand sites.

Bauer Media is a wholly owned subsidiary of Bauer Media Group, a privately owned media empire offering more than 320 magazines worldwide, as well as TV and radio stations. For more information, please visit [www.bauermedia.co.uk](http://www.bauermedia.co.uk). For subscriptions and gift ideas, please visit [www.greatmagazines.co.uk](http://www.greatmagazines.co.uk)

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