

Commercial radio is personal, targeted and cuts through for advertisers. Radio delivers up to date news, information and entertainment while engaging listeners making their way through the day. Whether at home, at work, in the car or just out and about, commercial radio reaches audiences in a timely manner.

Radio engages listeners in situations where other media cannot and influences them closest to the time of purchase and builds top of mind awareness. For advertisers, commercial radio is the perfect medium to deliver meaningful and relevant messages that impact the consumer mindset offering a **time + place for everything**.

The thought behind **radio – there’s a time + place for everything** is based on utilising the advertising context to harness the consumer mindset at particular times and locations thus delivering memorable and impactful messages to consumers. For example, commercial radio’s strength across the day is when stores are open. Advertisers have the

opportunity to engage main grocery buyers on commercial radio in the car on the way to the shops as they consider meal options for the night or week ahead. For further information and more time + place examples please visit commercialradio.com.au

5:30AM – 9:00AM @ WORK, CAR & HOME = EVERYTHING

Almost two thirds of Australians 10yrs+ (58%) tune in to commercial radio breakfast weekdays 5.30am-9am. An opportunity to reinforce any brand, product or service to a national audience of over 6.5 million people weekly. Commercial radio breakfast listeners are also loyal, spending over 1 hour a day with their favourite breakfast show.

5:00PM – 8:00PM @ CAR = AUTOMOTIVE PRODUCTS

Commercial radio has a captive audience while people are in the car, engaging audiences as they consider their automotive needs. Advertisements for automotive repairs, insurance, car servicing, car audio or cosmetic maintenance are relevant. Advertisements for new and used vehicles are also timely.

9:00AM – 1:00PM @ HOME = MOTHERS

More than half of all mothers (53%) listen to commercial radio weekday mornings. Reaching a captive audience either enjoying “time out” or considering upcoming grocery purchases provides an opportunity to advertise lifestyle products and services or grocery items and supermarket specials. 38% of mothers visit shopping centres several times a week. Radio is with this group both at home and as they travel to the supermarket in the car.

5:00PM – 8:00PM @ WORK & CAR = RECRUITMENT

Commercial radio listeners are career oriented and 12% more likely than non-listeners to say that ‘success is very important to me’. Added to the intimate and personal nature of the medium, radio is the perfect place to advertise recruitment as people head home from a stressful day at a job they don’t enjoy. 48% of listeners weekdays 5pm – 8pm agree that ‘work is a career and not just a job’ and more than a third of online job-hunters listen to the radio at this time.

9:00AM – 1:00PM @ WORK = CAFÉ & FAST FOOD

Café, restaurant and fast-food outlet patronage at lunch is booming. Commercial radio is local and targeted, keeping local establishments top of mind and impacting on listeners when making the decision on what to eat each day. 46% who visit cafes and 47% who visit fast food outlets weekdays 9am-1pm listen to radio across the same period.

8:00PM – 11:00PM @ HOME = INTERNET USERS

Radio and online are natural complements. Reaching listeners who are simultaneously online can drive additional traffic online to research a product or service. 70% who listen to the radio 8-11pm weekdays access the Internet daily. With 82% who listen to radio 8-11pm weekdays having Internet access at home, evening is an opportune time to advertise internet offers, computer products, games, or anything computer related.

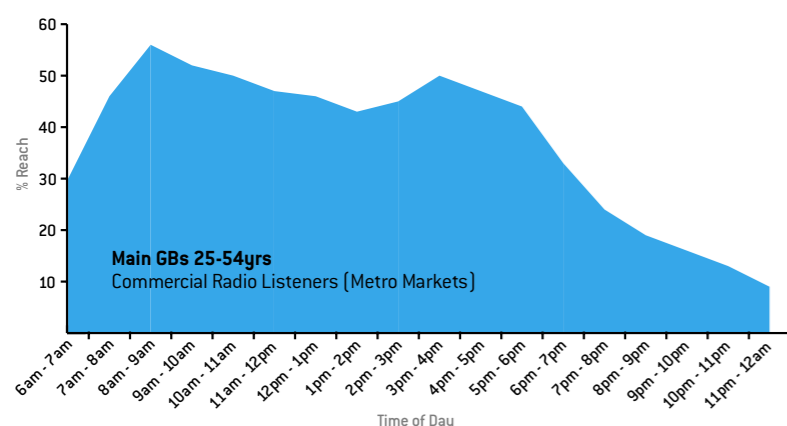
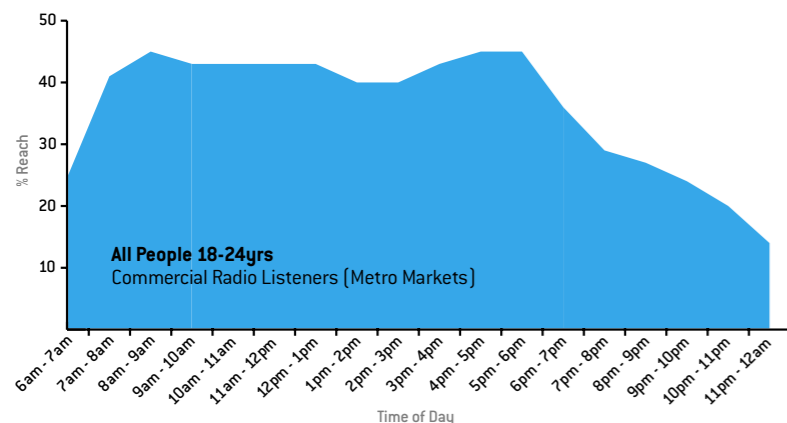
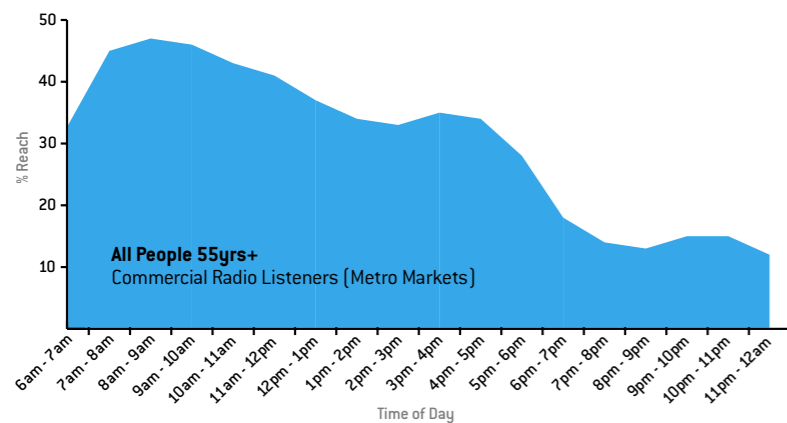
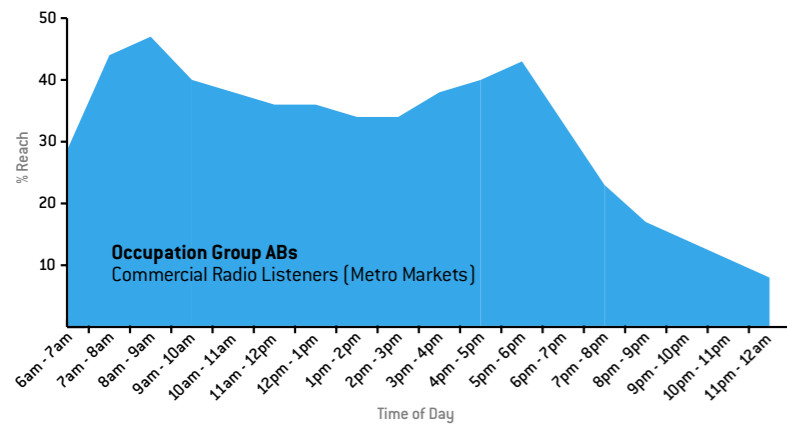
Monday-Thursday 9:00AM – 4:00PM @ WORK = FINANCIAL PRODUCTS

Commercial radio reach and Internet access at work provides the perfect environment for credit card, mortgage, and other financial service providers to reach their audience through radio and drive online conversion. 76% who apply for credit/loans online at work are commercial radio listeners. 79% who review their mortgage/loan status online at work are commercial radio listeners. Target these web-savvy applicants on commercial radio.

Thursday-Friday Around the clock @ WORK & CAR = GEN Y 18-24YR OLDS

Nearly half (46%) of all weekday listening among people 18-24yrs occurs at work. This multitasking group are also online, emailing, and communicating via social networking sites and SMS at work. Commercial radio reaches this group at work more so than any other main media, influencing plans for the weekend, including choice of pub/bar, live band, comedy show, or movie. 43% of commercial radio listeners 18-24 spend more than \$50 a week on entertainment alone.

Time + Place Targeting The charts below provide valuable insights into the various environments and consumer mindsets commercial radio can impact and is aimed to help best identify advertising opportunities for reaching consumers at the appropriate time + place. For more information and a further 20+ examples of matching daypart and location as well as free sales tools visit commercialradio.com.au



Suggested Products and Services to Advertise

OCCUPATION GROUP ABs

6am - 10am News hungry ABs are engaged in news and current affairs in the early hours. Commercial radio presents opportunity to align a brand with news and traffic report sponsorships.
10am - 4:30pm Consistent listening across the workday presents the opportunity to drive ABs online to research mortgage options, credit cards, investments and super, holidays or lifestyle options.
4:30pm - 7:30pm With high disposable incomes and a focus on the drive home, ABs are tuned to automotive products, holidays, discretionary purchases, quick meal options and recruitment. News, finance and traffic report sponsorships cut through as this group gets updated on news of the day.
7:30pm - midnight With online access at home to check email, banking or news sites, ABs can be targeted for all their online and computer needs.

PEOPLE 55+

6am - 9:30am High reach during breakfast and morning while over 55's are planning their day is opportune to engage audiences with household repair products, banking, health and other service options.
9:30am - 1:00pm During the daytime, many people 55yrs+ are focused on their lifestyle and leisure options such as holidays and getaways, investment options, retirement, living options and health products.
1:00pm - 4:00pm Tight targeting on radio allows messages for people 55yrs+ to reach their audience and focus on personal finance, superannuation, retirement options and holidays.
4:00pm - 6:30pm News and traffic reports can deliver integrated messages to an engaged and information seeking audience later in the day.
6:30pm - midnight Engaged and interacting with their media, people 55yrs+ continue to listen to commercial radio into the evening, presenting opportunity for advertisers to integrate their message into promotional activity, prize giveaways and sponsorships to align a brand, product or service with that of the station and personality.

PEOPLE 18-24 – GEN Y

6am - 9:30am Car insurance, bank accounts, credit cards and health insurance are top of mind during the early part of the day. Being time poor, convenient breakfast product messages also cut through as this group wakes and readies for the day ahead.
10am - 5pm Commercial radio reaches this upwardly active target throughout the day during business hours, where messages for lunch options, mobile phones, clothing/fashion and gadgets resonate with the audience. Targeting later in the week to advertise movies, gigs, pubs/clubs, alcohol and entertainment options is opportune.
5pm - 7pm The commute home presents an opportunity to speak to young people about career, restaurants, social events, mobile phones and quick meal options.
7pm - midnight Young people are online during the evenings, communicating with friends and researching products, services and leisure activities. Reaching this audience on radio can encourage interaction with websites and keep audiences engaged. Advertisements and promotions for technology products, computer games, entertainment, movies, pubs/clubs, music and gigs resonate with the mindset of youth at this time.

GROCERY BUYERS 25-54YRS

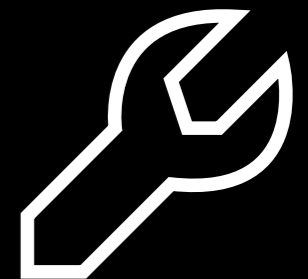
6am - 9am While waking up, organising kids or preparing for work, GBs are planning their day and multitasking. Breakfast presents an opportunity to remind them of easy lunch options, breakfast foods, groceries, cars and transport options.
9am - 12pm 39% of mothers visit shopping centres several times a week during this time. Daytime is ideal to promote meal ideas, grocery items and lifestyle products.
12pm - 3pm Working GBs can be targeted with brand spots and/or sponsorship of radio promotions. Targeting late in the weekday for late-night shopping, supermarket hours, television programs, theatre and entertainment, as well as grocery specials resonates with working GBs.
3pm - 6:30pm On the commute home or to pick up children, GBs are in the mindset of what to serve for dinner, sporting/entertainment options for children and after school care. Grocery items, products aimed at children, ready-made meals and other meal options will resonate with GBs.
6:30pm - midnight Evening is the period to advertise convenience items to be picked-up on the run or to remind GBs of late-week specials to coincide with late night shopping.

radio



[a time + place for everything]

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Sources: Panorama Fused Metro Survey 2, (Apr 06 - Mar 07), All people 14+ unless otherwise stated. Radio Advisor, Survey 4 2006 - Survey 3 2007, Monday to Sunday 5:30AM-12MN, All people 10+ unless otherwise stated. Radio Advisor, Survey 4 2006 - Survey 3 2007, Monday to Friday 5:30AM-9AM, All people 10+ - Radio Advisor, Survey 4 2006 - Survey 3 2007, Monday to Friday 5:30AM-12MN, All people 18-24. ** Radio Advisor, Survey 4 2006 - Survey 3 2007, Monday to Friday 9AM-12PM, Mothers

