



## **2017 MEDIA PACK**

# On Air

Classic Rock Radio is an online radio station with a core audience of males aged between 40-60. We play the best in Classic Rock music – we don't buy the "less is more" theory, that most radio stations do. Less is less.

## Music

The music is at the centre of everything we do. We play everything from the likes of AC/DC, Aerosmith, Led Zeppelin, Pink Floyd, The Eagles, Queen, Bad Company, Bon Jovi, Nirvana, Yes, Asia, The Who, Fleetwood Mac, Jimi Hendrix, Genesis.

When you listen to Classic Rock Radio, you'll hear the big stadium-filling anthems alongside lesser known album tracks, you'll even probably come across something new every now and again!

## Programmes

We have a number of specialist programmes on-air each week, from Who Let The Prog Out? (a Prog Rock show), to Mikeroscope with Mike Lang (a show digging into the depths of Classic Rock music).

### Rockageddon

Successful Rock Club DJ Mark Alger is famous for his Rockageddon club nights across the UK, holding residencies at some of the best club venues in the country through the 80's and 90's.

### Mikeroscope

Mike has over 25 years experience in every facet of the radio industry, most recently as Music Director and mid-day host on a Rock station.

With Mikeroscope, he indulges in his love of Classic Rock and hopes to re-create the magic of free form 70's radio.

A rock n roll addict who can't get enough of album credits, Mike is putting his knowledge to good use with Mikeroscope.

### Who Let The Prog Out?

Join Jon Kirkman as he plays 3 hours of pure Prog. Genesis, Yes, Floyd, Rush, Tull and more.

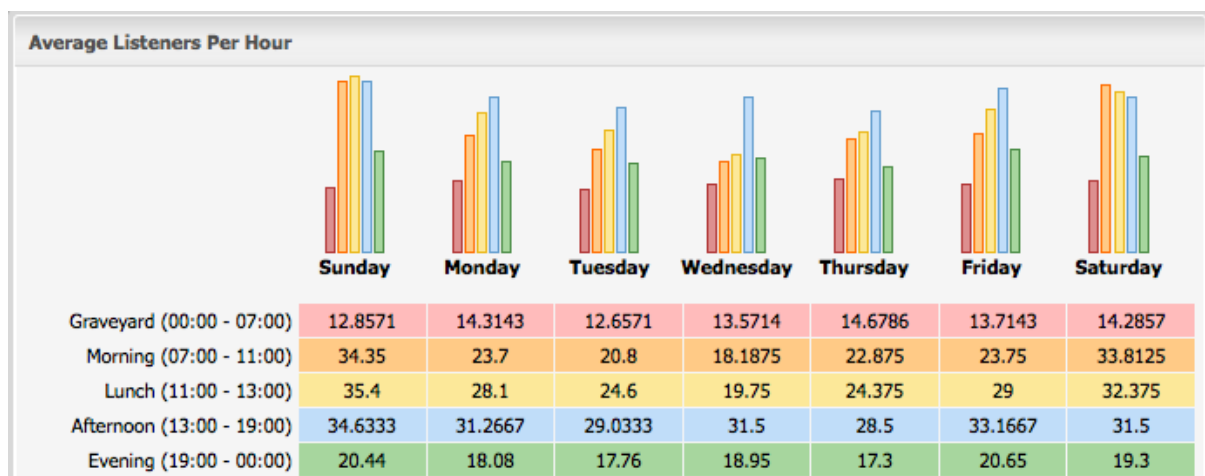
Get lost, in the world of Prog Rock.

# Audience Figures

Our audience figures can be monitored on a minute-by-minute basis, providing us with accurate numbers whenever we require them.

## The Numbers

- We currently have just over *3,000 listeners* every month.
- Between them they listen for approximately *500,000 minutes*.
- The average amount of time people listen each time they tune in is 1 hour and 16 minutes.



Our audience are able to listen to the station through our website, TuneIn (web and app) Apple TV, and Amazon Echo products.

# Online

In 2016 we gave classicrockradio.co.uk a makeover, and now it's looking better than ever! Users can visit the website to find the latest news regarding their favourite artists, read reviews of albums, TV shows and movies, buy music & art from the store – and of course, listen to the station.

## User Figures

- We have an average of 1000 users each month.
- Between them they visit over 5,000 pages (that's an average of 5 pages per visit)
- We currently have over 6,500 Likes on Facebook
- We also have 2,300 Followers on Twitter