

# RADIO ONE

Established in 1984, Radio One is THE student radio station in Ōtepoti Dunedin, terrestrially broadcasting as far as north as Oamaru, and all the way down to Balclutha. Listeners tune in for the most up to date info on the contemporary alternative music scene and a swathe of local news, reviews, interviews, competitions and prizes. Broadcasting live and direct 24/7 from the grounds of the University of Otago, the station curates an eclectic, magazine styled on-air programme run by University Students. Our listeners have a passion for original music, community, independent news and media, social/ environmental issues, voting ethically with their wallet, authenticity and individuality.

OPERATING: **24 hours, 365 days a year**  
BROADCASTING LOCAL: **91.0 FM**  
STREAMING GLOBAL: **r1.co.nz**



## WORKING MILLENIALS

Ambitious graduates who love to move, shake things up, and seek adventure. On top of what's new and what's hot. Idealistic and opinionated. Discerning consumers. The ever-elusive 'tastemakers'



## CREATIVE PROFESSIONALS

Discovered Radio One 91FM while at university. Tuned in for decades while becoming professionals and business leaders. Open-minded and affluent.

## STUDENT MARKET

The hard to reach GenZ audience. Distinctly urban, market-leader types. Educated and outspoken. Curious. Early adopters. Plugged into the NZ music scene. Studying, particularly the creative industries.

**\$960 million+ total expenditure by students to Dunedin businesses each year**  
(2021 Economic Impact Report, University of Otago)



## CAMPAIGNS

### NZ Artist / Gig Awareness

- 50 x 30 second spots
- Social Media Plugs
- On-Air Interview
- 7 Day Gig-Guide Listing
- Giveaway opportunities

**\$550**

### Last Minute Larry

- 30 x 30 second spots
- Social Media Plugs
- On-Air Interview
- 7 Day Gig-Guide Listing
- Giveaway opportunities

**\$400**

## STANDARD PRICING

### Interviews

**\$60 + GST** per interview

### Social Media Posts

Facebook or Instagram

**\$350 + GST** per post

ONEMAIL email database

**24.5K** subscribers

FACEBOOK **14K** followers

INSTAGRAM **5.3K** followers

X **9K** followers

MIXCLOUD **1.1K** followers

YOUTUBE **1.8K** subscribers



## CASUAL SPOTS

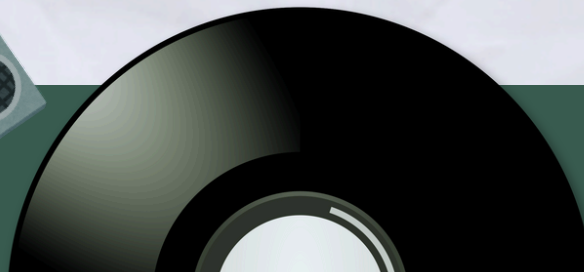
1 x 30 second **\$20**

20 x 30 second **\$299**

40 x 30 second **\$499**

60 x 30 second **\$699**

60+ x 30 second **\$9.99** per spot



## SPONSORSHIP

### Breakfast / Drive

- Show Naming Rights
- Pre-Recorded Show Promo
- 30 x 30 second spots
- Logo placement on r1.co.nz show page

#### 1 Day Per Week

\$349 per month - Semester

\$299 per month - Year

#### All 5 Days of the Week

\$699 per month - Semester

\$599 per month - Year

### All Other Shows

- Show Naming Rights
- Pre-Recorded Show Promo
- 30 x 30 second spots
- Logo placement on r1.co.nz show page

#### 1 Day Per Week

\$325 per month - Semester

\$299 per month - Year

#### All 5 Days of the Week

\$499 per month - Semester

\$399 per month - Year

**\*All prices per month, minimum 3 months booking**  
**All prices are GST exclusive and non-commission bearing**

**planet  
media**