



Media Pack

*Rugby and Daventry Radio is an online community radio station with aspirations for FM and DAB platforms to further serve the local communities.
Our offer is music-led complimented with chat and engagement activities for the over 30's.*

**The Following Information is Confidential and is provided to you in confidence.
Thank You.**

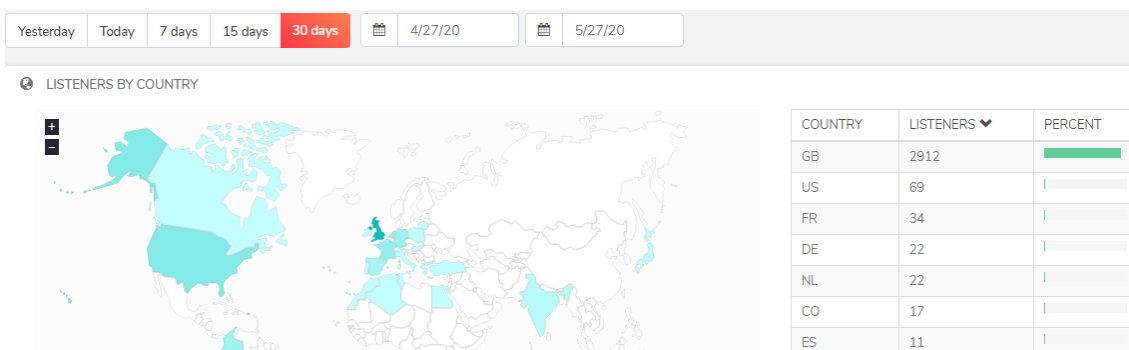
Now we will share with you some of the numbers to quantify that Rugby And Daventry Radio is building a solid foundation with your sponsorship money.

We produce **30 shows** weekly with a team of **38 volunteers**, this includes **3 live shows daily** as a minimum!

We have over **1000 downloads of our app** (that can receive direct marketing messages) and nearly **250 instances of our Alexa Skill enabled!**

All within just over 12 months with a shoestring budget!

Rugby And Daventry RADio Listener Figures for May 2020 is an amazing 2,912 Listeners! Using the OfCom and RAJAR R2.4 guidance, this gives us a ceiling figure of 6,988 Listeners! (R2.4 is used as the average to determine true listener figures as more than one person can listen to a stream, for example in a car or workplace).





Our Web traffic is high. Unfortunately, our bounce rate in May 2020 is high and is not in keeping with previous months, this is because many visitors are arriving for one specific article. We are currently rolling out a strategy to keep our viewers for longer. None-the less, your banner ads and brands are being presented to a high number of website visitors.



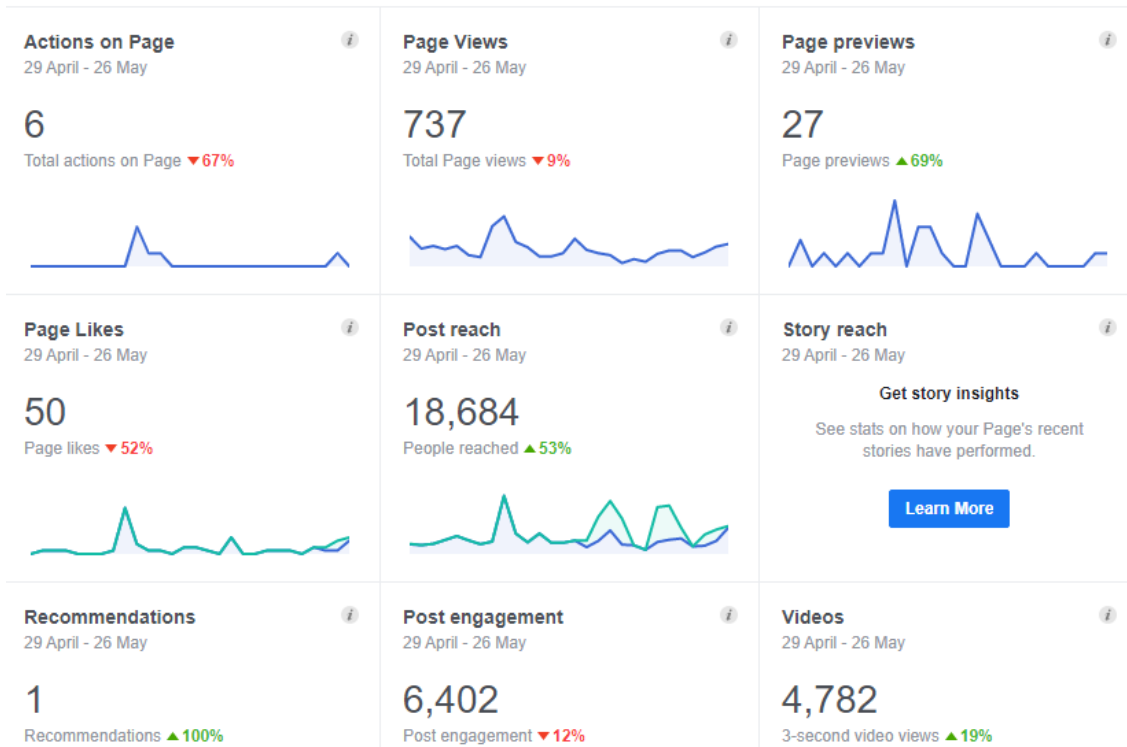
Social engagement is still holding at an 'Above Average' position. Post Reach is often referred to as the 'Vanity Stats' whilst the Post Engagement is the 'Sanity Stats'. To engage with 1/3 of our page likers under the current FaceBook algorithms can be considered excellent. Another example of how your brand is being seen!



Results from 29 Apr 2020-26 May 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid



Sponsorship

The BIG news in the Radio world today is that 49 local commercial stations are being closed down in favour of networked broadcasts from London.

This leaves only Local BBC (who's services and budgets have recently been cut, with more expected) and Community Stations to provide focused content for local communities which is great for Rugby And Daventry Radio, Our Listeners and YOU, Our Sponsors.

[Find Out More About New Sponsorship Packages](#)

WE LOOK FORWARD TO HEARING FROM YOU

All the best with your efforts to return to normal, we will be standing with you!