



Media

Kit 2024



Pulse 94.1 | Life FM Bathurst | Dubbo's 94.3 | 1035fm Orange | Wagga's Life FM

Version 20180727 v1.1



Why CMH - Regional?



Listener funded media – it's personal and it's everywhere!

Across Australia listener funded media connects people; it speaks their language; it knows them – and gets them.

It's media by the people, for the people.

CMH provides this; nowhere more so than in regional areas. It's a strategic platform for you to reach a local audience with authenticity and purpose. Listener funded media works! and CMH has the research to prove it. Nationally, we have our listeners attention, they know us, they trust us and they respond to messages they receive from us, up to 74% more than messages they receive from commercial station advertisers. .

Who we are:

5
Radio
Stations
with other's
joining
1
Centralised
Service
Hub



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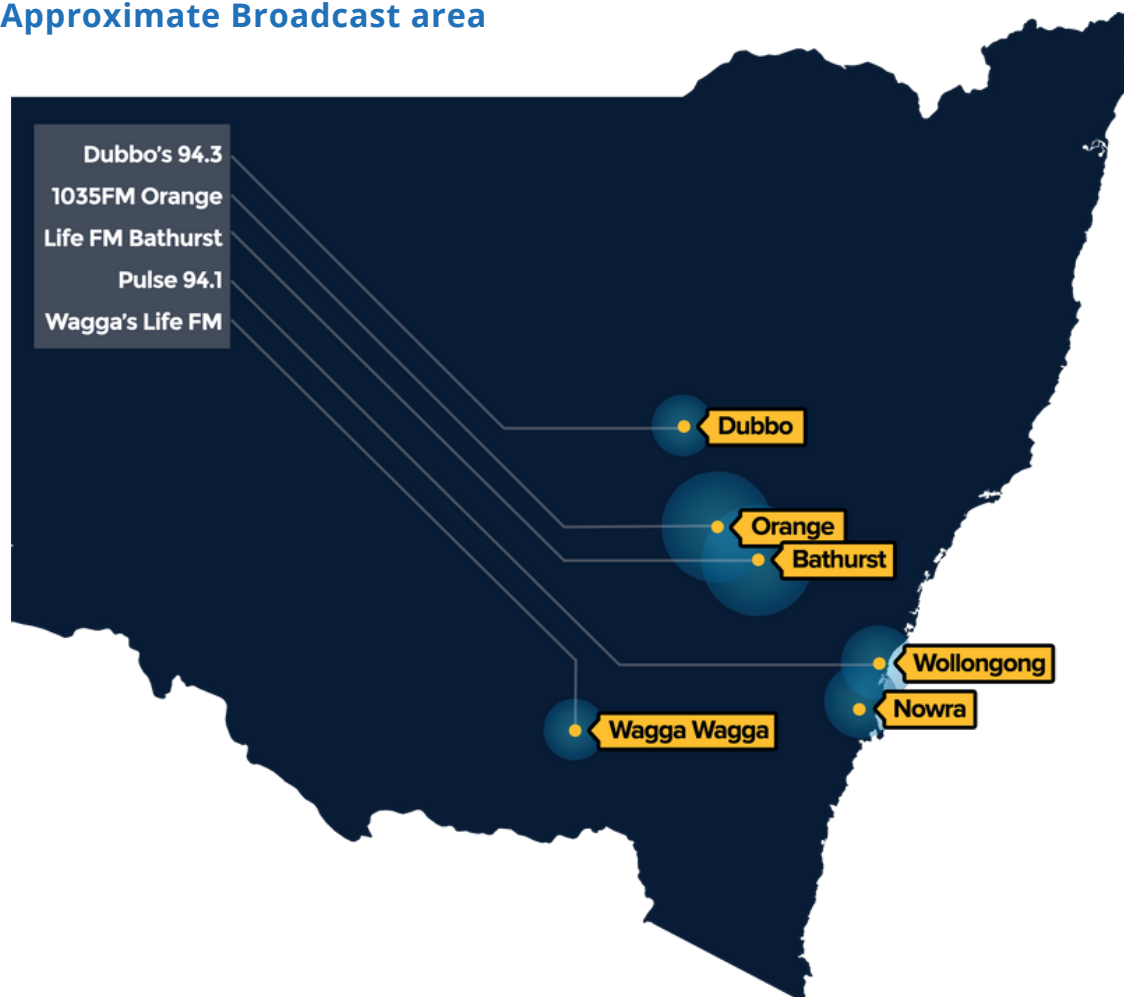
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Regional

900 thousand+ reach
Covering Regional like no one else!

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Regional coverage

Approximate Broadcast area



Market Statistics

Market	Station	Population	Format
Bathurst	Life FM 100.1	47,783	Christian Format
Orange	1035FM	58,991	Mixed Format
Dubbo	Dubbo's 94.3 FM	71,138	Mixed Format
Wagga Wagga	101.9 Wagga's Life	95,644	Mixed Format
Wollongong	Pulse 94.1	415,429	Mixed Format



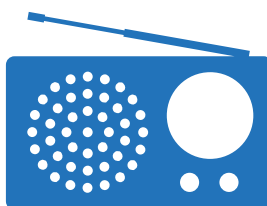
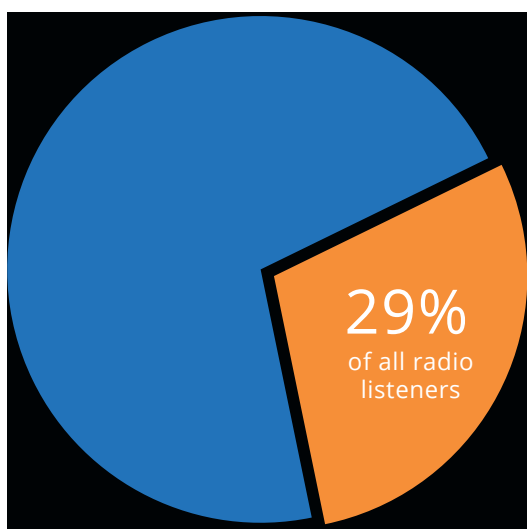
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Why community radio?



1.7 million

Australians in non-metro areas listen to radio

640 thousand

Australians in non-metro areas listen to communityradio

How long are they listening?

Community radio listeners are dedicated, spending an average of 13 hours listening each week!

Why do they listen?

The number one reason Australians listen to community radio is for local content - local information / local news.

When do they listen?

Community radio listeners are dedicated and consistent, with listening spread strongly across all day parts – Breakfast 59%, Morning 56%, Afternoon 44%, Drive 60%, Evening 29%, Overnight 15%.

Who is listening?

Community radio reaches a wide cross-section of the Australian community of all ages, genders and employment types, with 76% of community radio listeners falling into the Main Grocery Buyer category.

How are they listening?

87% listen on AM/FM radio. 54% listen online, and 29% access podcasts. 12.3% listen on AM/FM & DAB+.

Community Radio receives a “highly valuable” rating by 94% of the audience

Radio puts your brand in the conversation!

Reference: + Research and infographic by McCrindle Research; A national survey of CMA member station audiences. Also a national survey of commercial radio listeners. Research conducted March 2017.



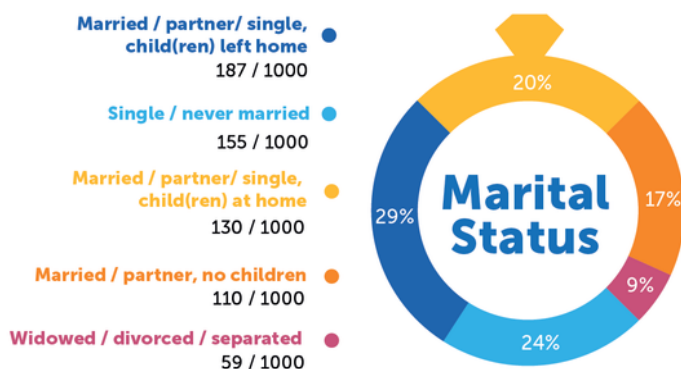
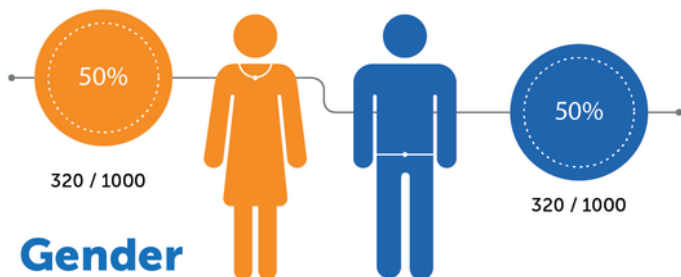
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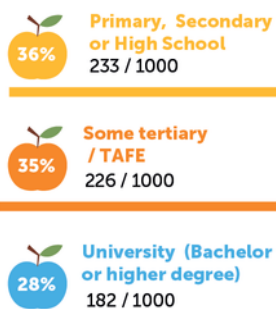
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Profile of weekly listeners in non-metro NSW



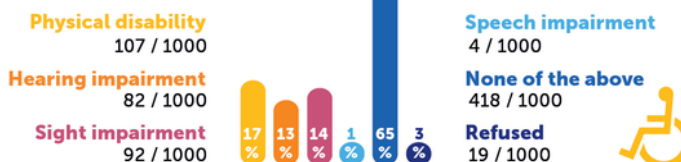
Highest level of Education



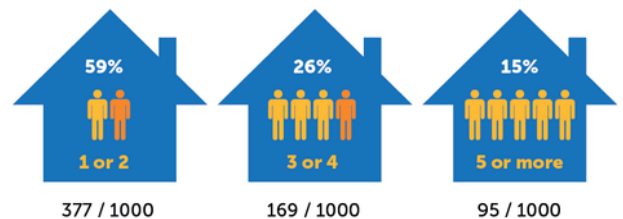
Lang. Other than English Spoken



Have Disabilities



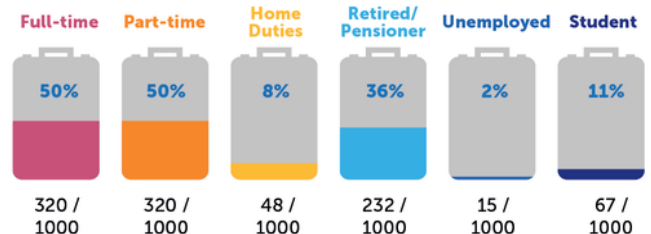
Age Groups



Value of Community Radio



Work Status



Business owner, self employed, sales or clerical

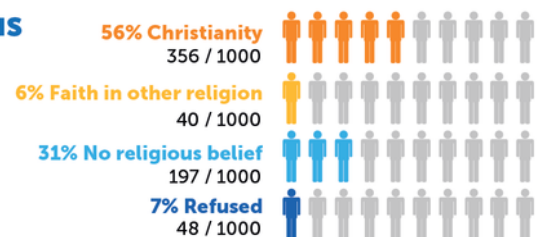
86 / 1000



Professional, business manager or executive

70 / 1000

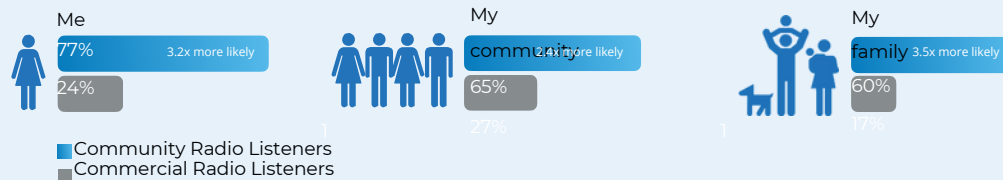
Religious Faith



Why people listen

Positive Benefit of Radio

My station has a "massive/significant" benefit for...



Net Promoter Score (NPS)

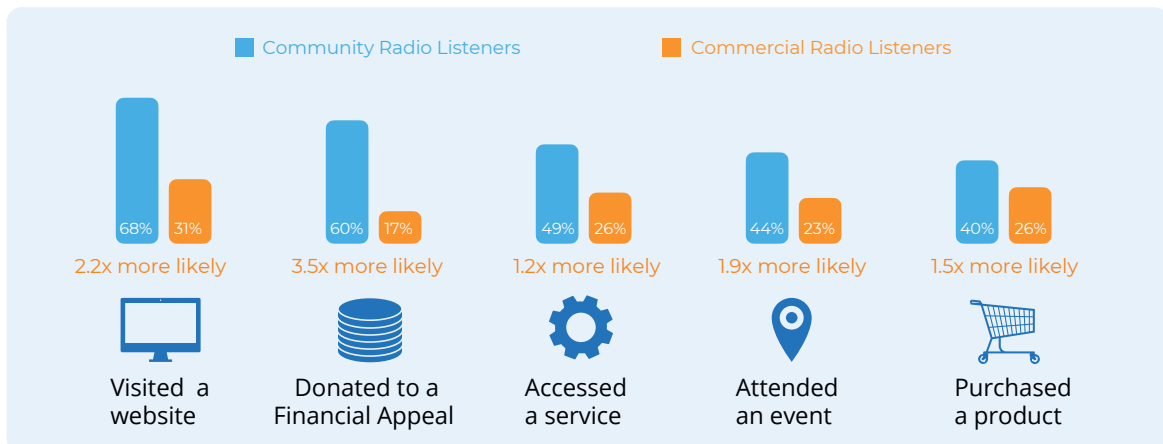
On a scale of 0-10, would you recommend your radio station to a friend or colleague?



NPS = Scores of (9+10) promoters - Scores of (0+1+2+3+4+5+6) detractors

The value of Listeners

Our listeners trust our stations



Reference: + Research and infographic by McCrindle Research; A national survey of CMA member station audiences. Also a national survey of commercial radio listeners. Research conducted March 2017.



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94.1 PULSE

speaking life

94.1
pulse
speaking life


















Illawarra-Shoalhaven

The Illawarra-Shoalhaven region is framed by a spectacular escarpment and is home to part of the Sydney Drinking Water Catchment Area. Rich natural resources, including coal and minerals, support traditional mining and manufacturing sectors.

The major urban centres of Kiama, Nowra, Shellharbour and Wollongong provide residents with access to quality services, housing and employment options. Towns and villages including Berry and Kangaroo Valley are prime tourist hotspots featuring rolling agricultural landscapes and dairy industries.

Quick Facts

 Housing Median price \$811,000	Key Employment Prospects Top 5 areas of EMPLOYMENT	Key Business Opportunities \$\$\$\$\$\$\$	 Retail Services 5 Shopping Centres
 Population 393,204	 Health Care and Social Assistance	<i>Illawarra-Shoalhaven is a region transformed.</i>	Tertiary Education  <ul style="list-style-type: none"> University of Wollongong TAFE NSW
 Climate Summer avg 22°-28° Winter avg 8°-12° Rainfall avg 1200mm	 Education and Training  Retail Trade  Construction  Accommodation and Food Services	Traditionally known for its world-class steel making and coal mining industries, the region's economy is today driven by the advanced manufacturing, ICT and professional services and defence sectors.	 Schools 197 Primary schools 38 High Schools 73 Private Schools 8 Special Care
	Leisure and dining  247 Restaurants	 125 Cafes	 Health Bulli Hospital and Aged Care Centre, Coledale Hospital, David Berry Hospital, Milton Ulladulla Hospital, Port Kembla Hospital, Shellharbour Hospital, Shoalhaven Hospital, Wollongong Hospital. Aged care services and support facilities.
		 127 Licensed Hotels /Clubs	



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Bathurst

A vibrant regional city located just a few short hours west of Sydney, Bathurst is one of the region's most beautiful cities.

With a strong, prosperous economy, a friendly multicultural community and vibrant cultural life, Bathurst is an ideal location for anyone.

Quick Facts

 Housing Median price \$374,765	Key Employment Prospects	Key Business Opportunities \$\$\$\$\$\$	Tertiary Education  <ul style="list-style-type: none"> • Charles Sturt University, • Western Institute of Tafe, Adult education.
 Population 42,231	 Health Sectors  Education	<ul style="list-style-type: none"> • Engineering, • Health and social service • Tradesperson sectors, • Specialist medical services, • Industrial development • Food manufacturing. 	 Schools 11 Primary Schools 8 Private Primary 2 High Schools 4 Private High + Special Care
 Climate  Summer avg 12°-27°  Winter avg 1°-12°  Rainfall avg 638mm	 Retail Trade  Mining Support Services  Distribution Business	 Retail Services 7 Shopping Centres	 Health Bathurst Base Hospital and private hospital. Aged care services and support facilities.
	Leisure and dining  32 Restaurants  20 Cafes  24 Licensed Hotels /Clubs		

DUBBO'S 94.3

DUBBO'S 94.3





















Dubbo

The real heart of New South Wales, Dubbo is a dynamic, regional centre that offers the dual benefits of relaxation and space with the amenities of a major city.

Enjoy a quality lifestyle with a affordable housing, career opportunities, high-quality health, educational and professional services.

Quick Facts

 Housing Median price \$328,933	Key Employment Prospects	Key Business Opportunities \$\$\$\$\$\$	 Retail Services 6 Shopping Centres <i>90+ speciality stores and CBD specialty shops.</i>
 Population 41,934	 Engineering and Planning  Education and Training (particularly maths & science teachers)  Medical Specialists (doctors, dentists and nurses),  Social Services	<ul style="list-style-type: none"> • Healthcare • Retail • Building and development • Mining services • Manufacturing • Transport and logistics • Warehousing 	Tertiary Education  4 tertiary campuses: <ul style="list-style-type: none"> • Charles Sturt University, • School of Rural Health (University of Sydney), • TAFE NSW Western Institute • Alesco Learning Centre.
 Climate  Summer avg 17°-31°  Winter avg 3°-16°  Rainfall avg 588mm	 Manufacturing and Labourers. Leisure and dining 120+    In excess of 120 eateries including licensed hotels and clubs, restaurants, cafes and food halls.		 Schools 7 Primary schools 7 Private Primary 3 High Schools 3 Private High  Health 5 aged-care centres, 1 public, 1 private and 1 rehabilitation hospital.



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103.5 FM Orange

1035 FM
ORANGE













Orange

A major centre with a true provincial feel, Orange offers a remarkable array of sights, scenes and tastes to delight even the most cynical city resident.

Only 3.5 hours from Sydney, it boasts beautiful parks, historic street-scapes, award winning wineries and hatted restaurants.

Quick Facts

 Housing Median price \$338,315	Key Employment Prospects <ul style="list-style-type: none"> Civil, structural and mechanical engineering Mining industry Health and aged care, medical specialties Education, Administration + Accounting Metal trades 		Key Business Opportunities \$\$\$\$\$\$\$ <ul style="list-style-type: none"> Shopping centre developments Private hospital construction Cadia East gold-mine construction Retail franchise opportunities. 	Tertiary Education  <ul style="list-style-type: none"> Charles Sturt University - Agriculture and Health. TAFE Western Adult education colleges
 Population 41,809 59,111 Orange Region	Leisure and dining <div>  34 Restaurants  28 Cafes  20 Licensed Hotels /Clubs </div>		 Retail Services 3 Shopping Centres	 Schools <ul style="list-style-type: none"> 7 Primary schools 4 Private Primary 3 High Schools 4 Private High
 Climate <ul style="list-style-type: none"> Summer avg 11°-27° Winter avg 1°-11° Rainfall avg 885mm 				 Health <p>Orange Health Service, Bloomfield Campus (state of the art hospital and mental health facilities), Dudley Private Hospital and a new private hospital village proposed.</p>



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WAGGA'S
Life FM
101.9



















WAGGA'S
Life fm
101.9



Wagga Wagga

The hub of the Riverina, Wagga Wagga is the largest regional city in NSW. Vibrant, cosmopolitan and welcoming, there is great natural beauty, period architecture, great shopping, career opportunities and aordable housing.

Quick Facts

 Housing Median price \$322,818	Key Employment Prospects Top 5 areas of EMPLOYMENT	Key Business Opportunities \$\$\$\$\$\$\$	Tertiary Education  <ul style="list-style-type: none"> • Charles Sturt University, • University of NSW, • University of Notre Dame, • Royal Australian Air Force Base, • Army Recruit Training Centre, • TAFE NSW – Riverina Institute, • Riverina Community College • Australian Airline Pilot Academy
 Population 63,428	 Medical & Allied health  Education and Training  Aviation	Professional and technical services, aviation, transport & storage, manufacturing, medical and dental services, trade and construction, retail.	 Schools 197 Primary schools 38 High Schools 73 Private Schools 8 Special Care
 Climate  Summer avg 14°-32°  Winter avg 3°-14°  Rainfall avg 572mm	 Engineering and Construction  Property & Business Services	 Retail Services 7 Shopping Centres 2 Urban Malls	 Health <ul style="list-style-type: none"> • Wagga Rural Referral Hospital • Calvary Private Hospital
	Leisure and dining  247 Restaurants  125 Cafes  127 Licensed Hotels /Clubs		



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Enquiries

Our listeners are waiting to hear from you!

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research & integrity:

The information provided in this presentation has been taken from community radio research reports and market surveys. The majority of the information comes from publicly available Community Radio commissioned McNair Ingenuity Radio Listenership Studies and McCrindle Research; A national survey of CMA member station audiences. Comparisons between commercial and community radio are made only in respect of Cumulative Audiences or Reach. Research methodologies may vary across radio sectors, therefore all claims made are provided for illustrative purposes to give a context as to where Christian Media sits in the marketplace. Any comparisons are made as a guide and should not be relied upon in making any commercial assessment as audience numbers or as value for money.
McNair Ingenuity Research; National Listening to Christian Radio Network Stations Australia, Wave #1, July 2017. Cumulative Audience, Monday to Sunday, 5am to midnight, all people 15+
McCrindle Research; A national survey of CMA member station audiences. Also a national survey of commercial radio listeners. Research conducted March 2017.



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