



**covering australia
like no one else**

2023

media kit



why media sales australia?

christian media... it's personal, and it's everywhere

Across Australia, Christian media connects people; it speaks their language; it knows them – and gets them. At the heart of every community is media that connects, serves, influences and entertains. It's media by the people, for the people.

Media Sales Australia provides a strategic platform for you to reach a national audience with authenticity.

who we are:

6 metropolitan radio stations

5 dab+ digital radio stations

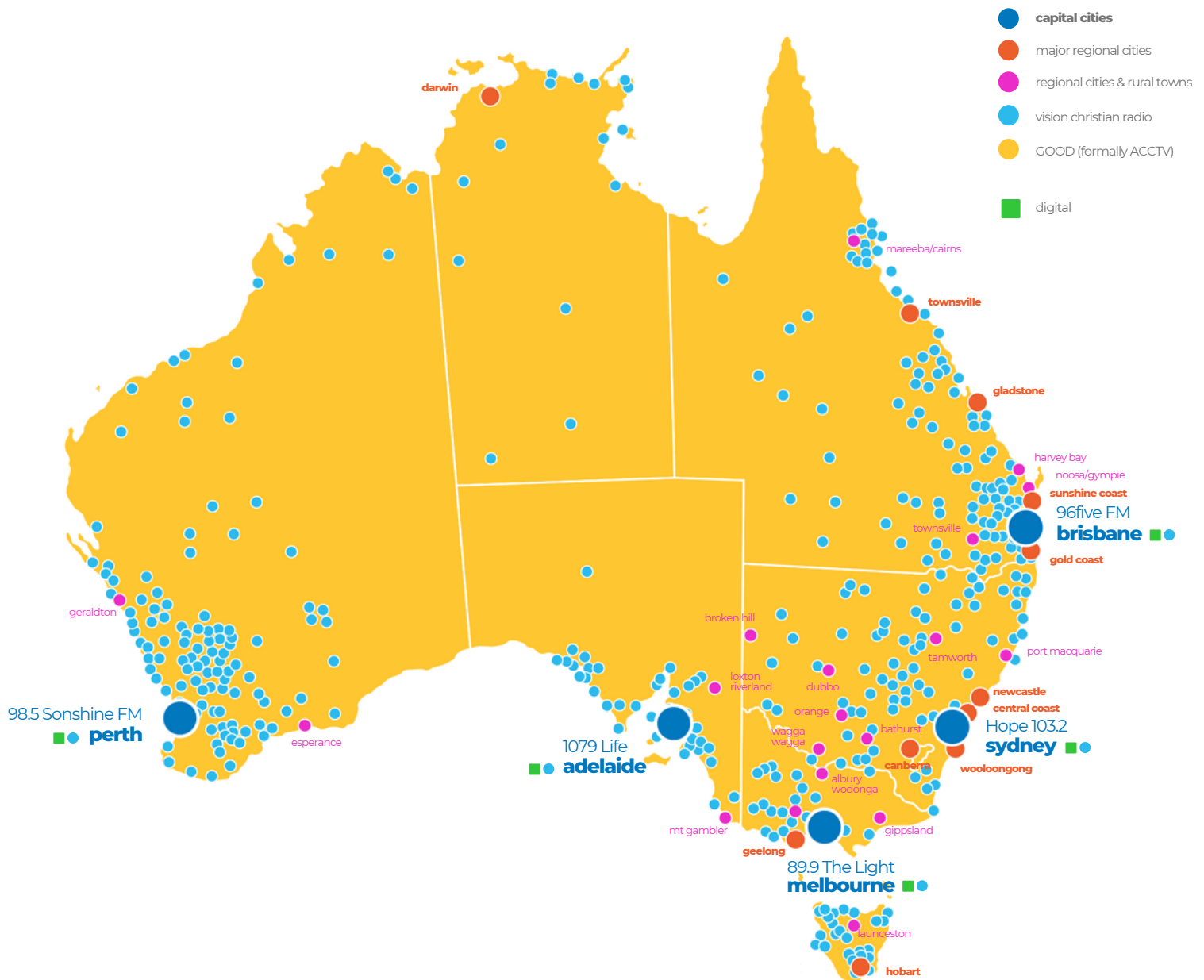
10 provincial radio stations

20+ regional radio stations

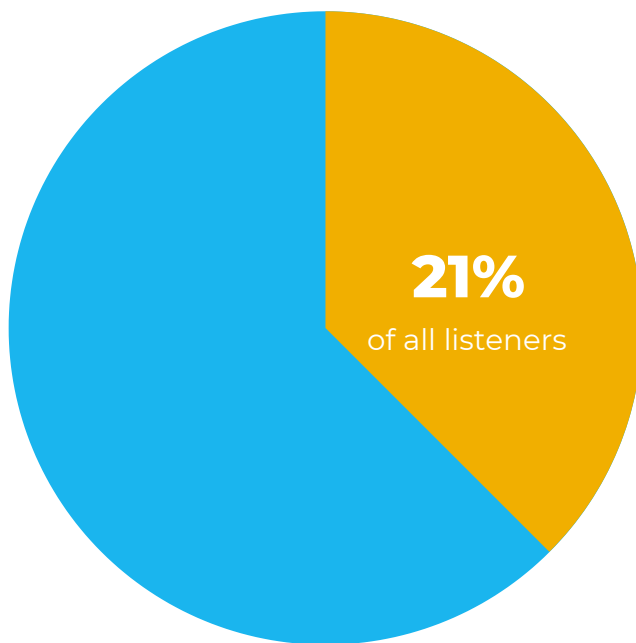
700+ vision christian radio stations

1 stv channel

australia-wide coverage



australians love christian radio



19.6 million

australians listen to radio each week

2.6 million

australians listen to christian community radio each month

How long are they listening?

Christian radio listeners are dedicated, spending an average of 9.9 hours listening each week!

When do they listen?

Christian radio listeners are dedicated and consistent, with listening spread strongly across all day parts – Breakfast 66%, Morning 60%, Afternoon 54%, Drive 63%, Evening 36%, Overnight 23%.

How are they listening?

80% listen on AM/FM radio. 41% listen online.

Why do they listen?

The number one reason Australians listen to Christian radio is for local content – local news and local information.

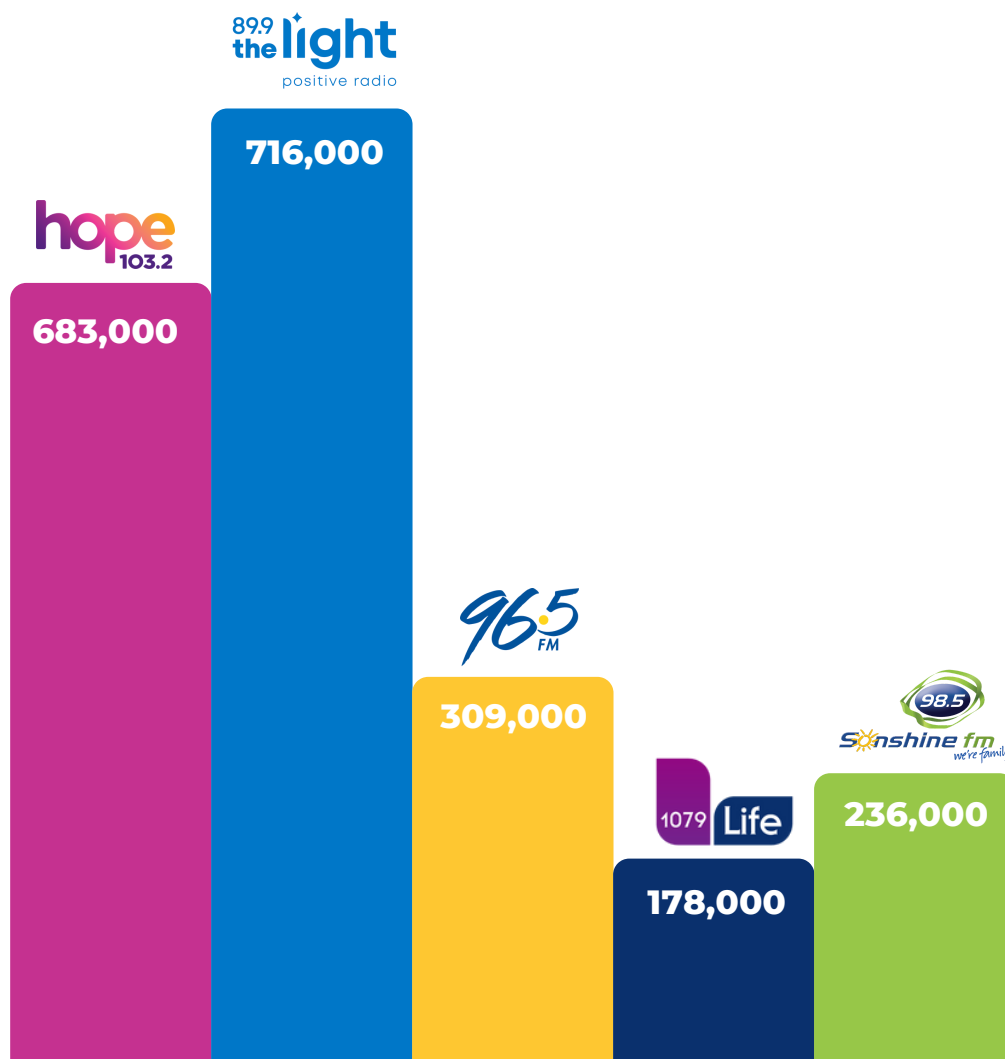
Who is listening?

Christian radio reaches a wide cross-section of the Australian community of all ages, genders and employment types, with 78% of community radio listeners falling into the Main Grocery Buyer category.

capital cities

survey monthly highlights

^In the average month, 4.3 million Australians aged 15+ tune in to Christian Community Radio stations with 1.6million Australians tuning in to Christian Community Radio in the average week.



weekly audience

by time of day: capital cities

hope
103.2

89.9 the light
positive radio

96.5
FM

1079 Life

98.5
Sunshine fm
we're family

sydney

334,000
weekly

melbourne

372,000
weekly

brisbane

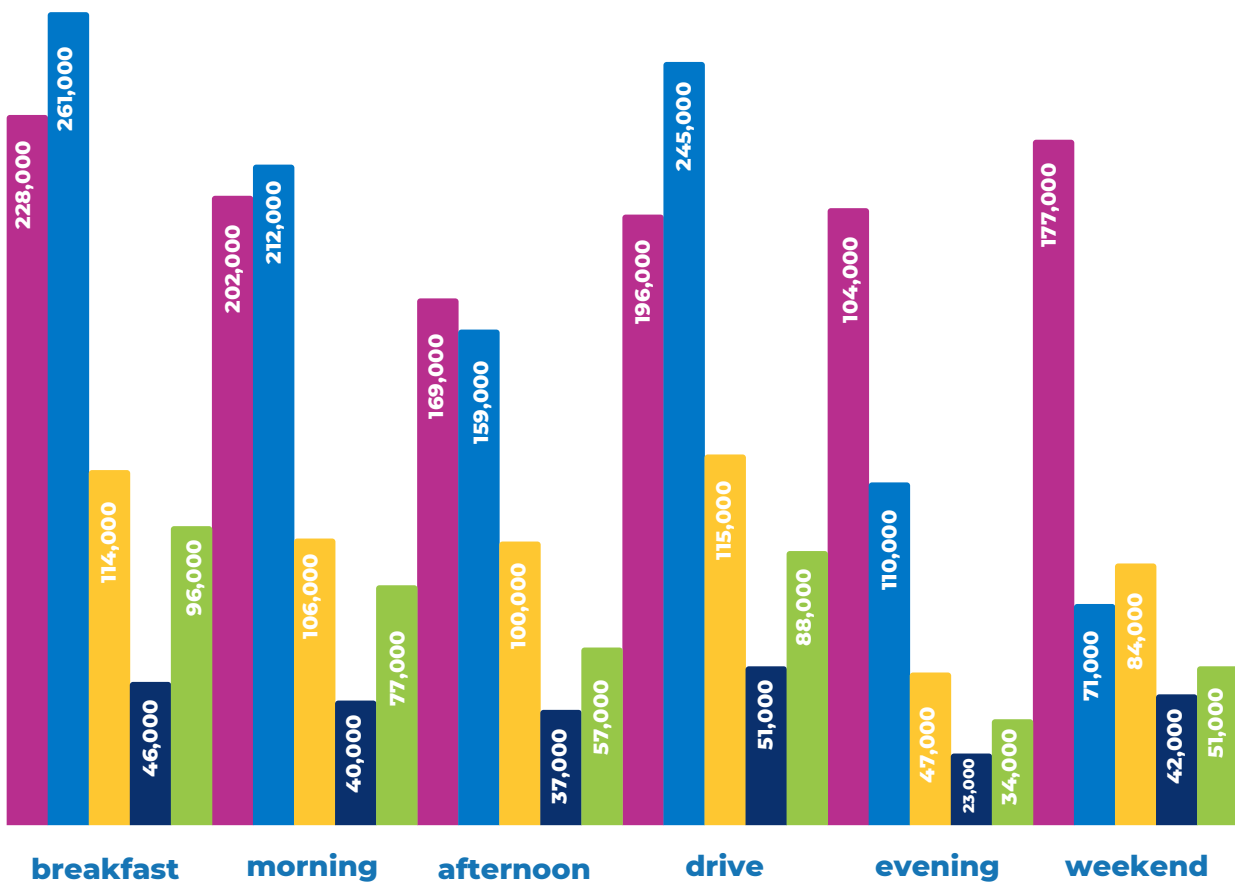
181,000
weekly

adelaide

86,000
weekly

perth

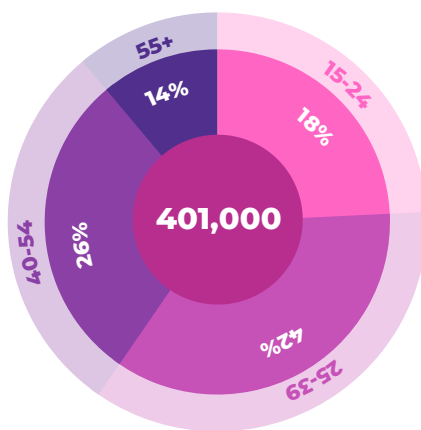
138,000
weekly



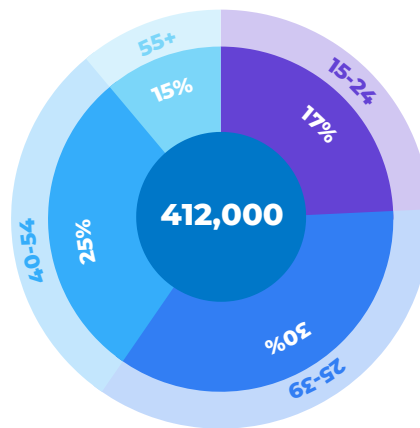
age group

weekly audience: capital cities

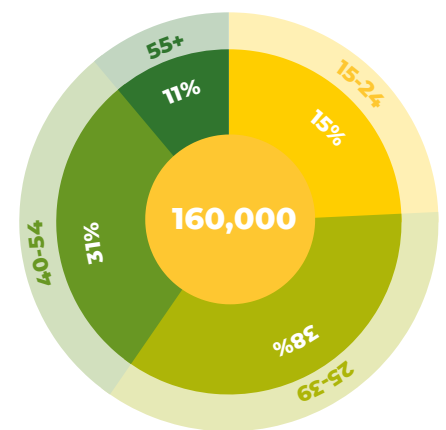
hope
103.2



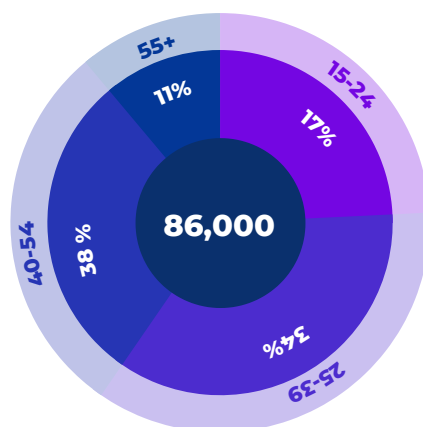
89.9 the light
positive radio



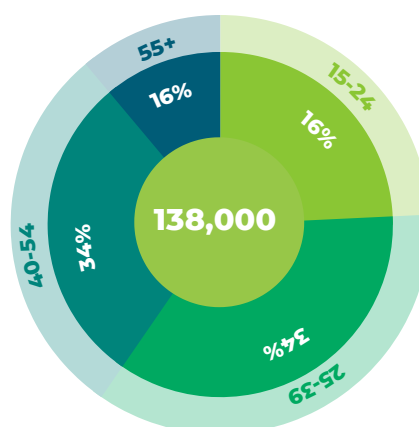
96.5
FM



1079 Life

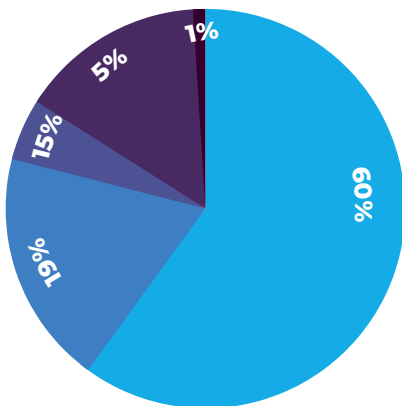


98.5
Sunshine fm
we're family

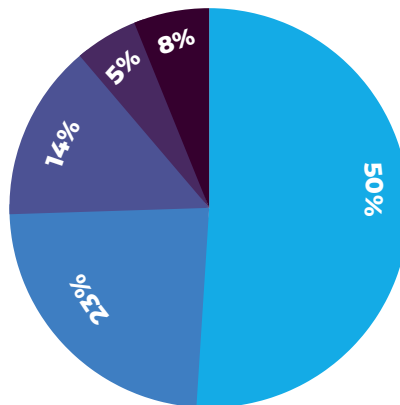


households

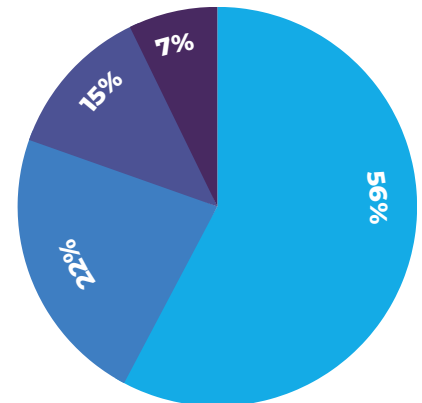
hope
103.2



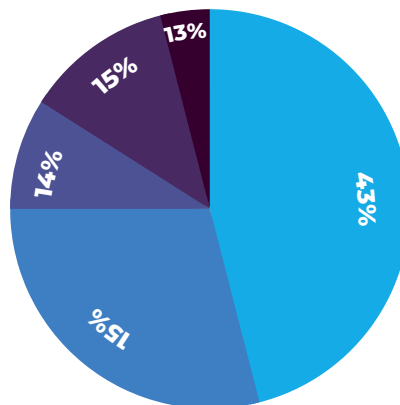
89.9
the light
positive radio



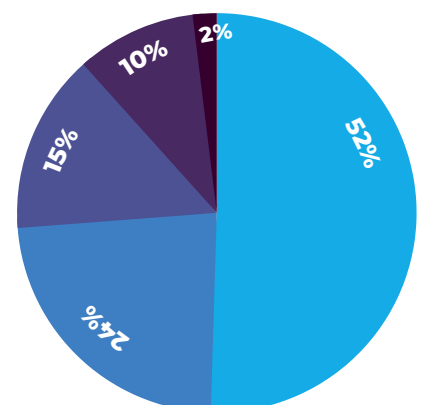
96.5
FM



1079
Life



98.5
Sunshine fm
we're family



Marital Status

- Married/partner, single with kids at home
- Single, never married
- Married/partner, no kids
- Married/partner, single with kids left home
- Not Stated

national news

weekly audience: capital cities

Over 373,000 listeners in , Melbourne, Perth & Adelaide tune in to the Nine News simulcast each week.



adelaide
32,680
weekly

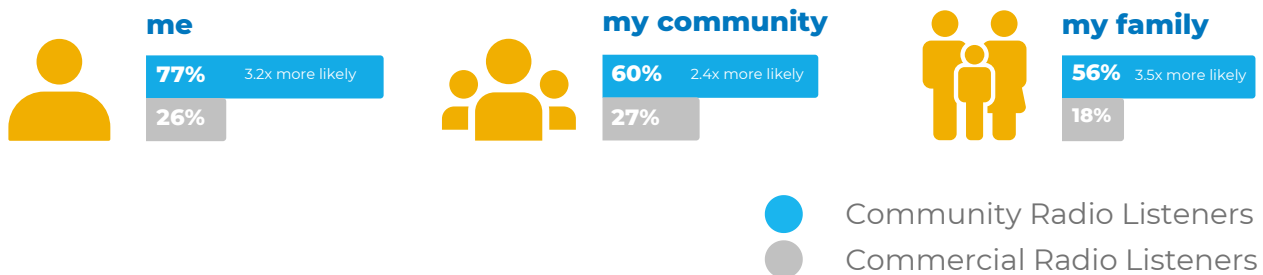
melbourne
202,000
weekly

perth
55,000
weekly

why people listen

positive benefit of radio

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

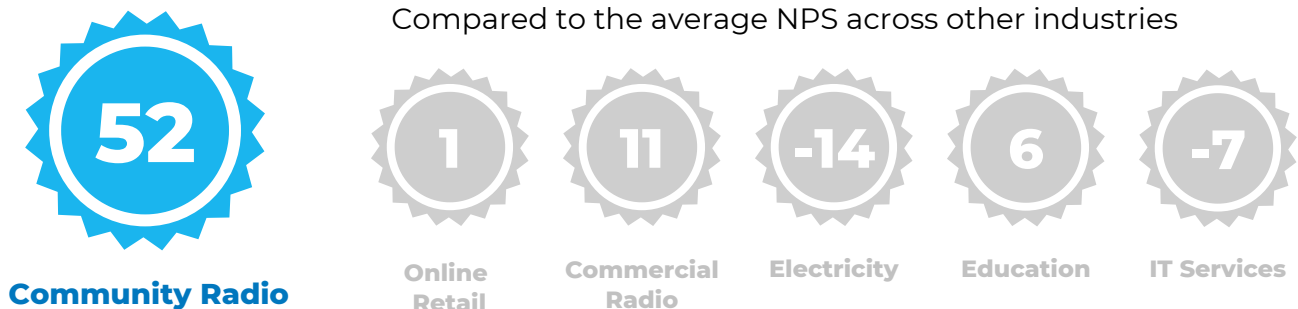


net promoter score (NPS)

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

$$\text{NPS} = \text{Scores of (9+10) promoters} - \text{Scores of (0+1+2+3+4+5+6) detractors}$$

Compared to the average NPS across other industries



why listen?



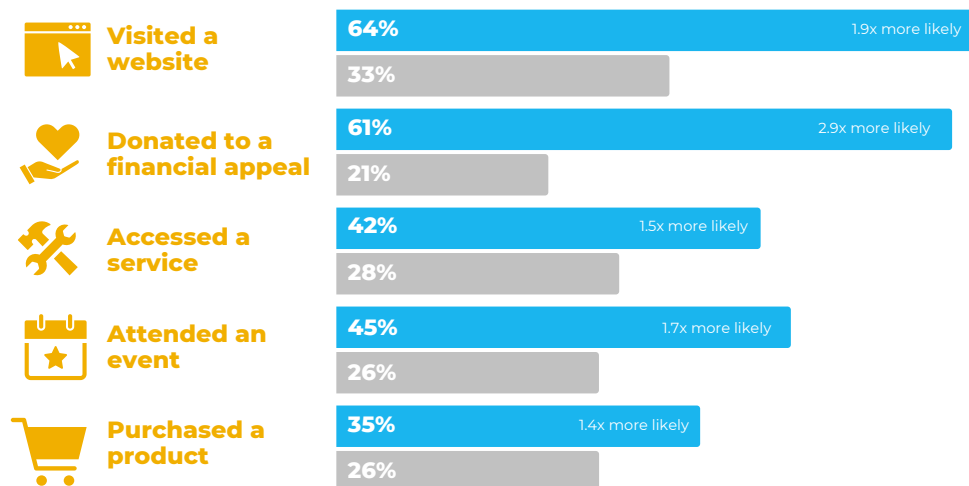
the value of listeners

trust



responsiveness

In the last year, in response to a sponsor/advertiser message I have...



- Community Radio Listeners
- Commercial Radio Listeners

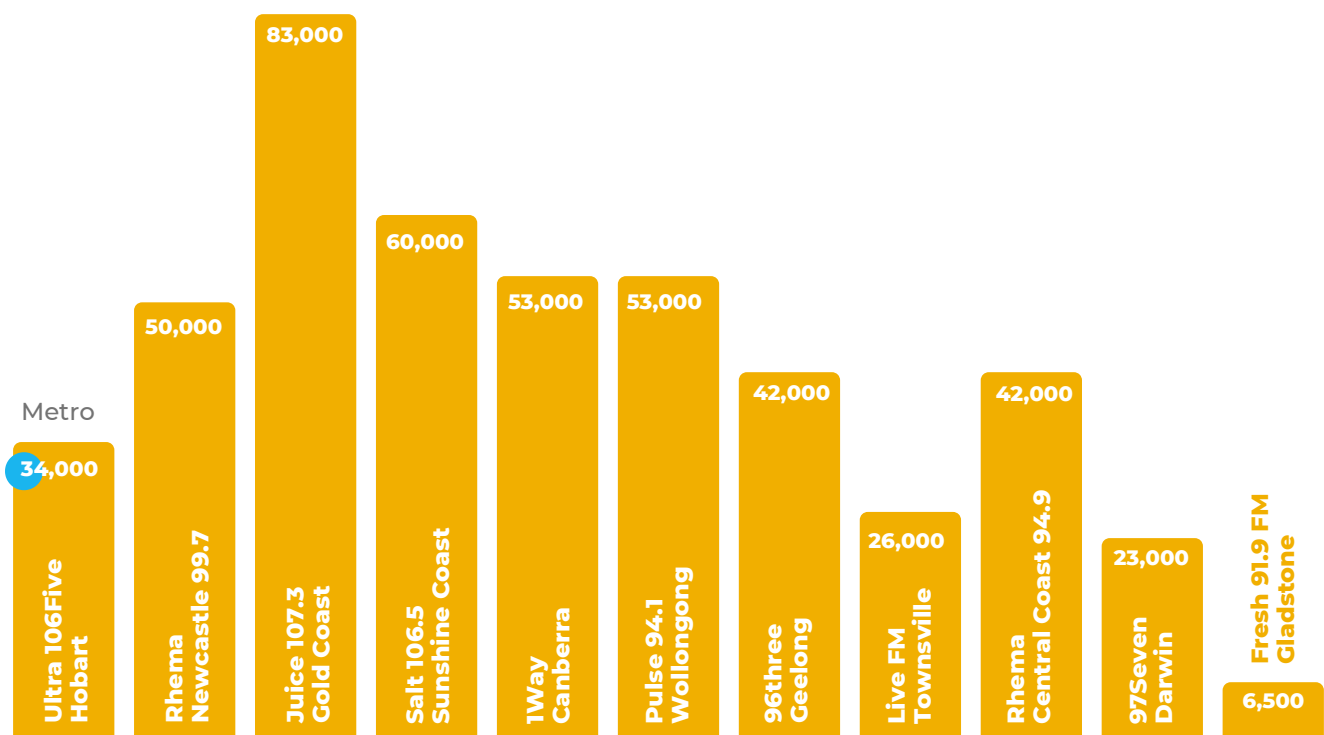
other metro and provincial

survey highlights

MSA has regional markets covered with stations from Darwin to Launceston, and from Geelong right up the east coast to Townsville!

The non-metropolitan areas account for nearly 27% of all community radio listeners. In an average week, 28% of all people aged 15+ throughout Australia listen to community radio, spending an average of 9.7 hours listening.

monthly highlights



We can also offer extensive coverage in regional areas, with stations in...

- NSW** Grafton, Tamworth, Wagga Wagga, Port Macquarie, Bathurst, Dubbo, Albury/Wodonga, Orange
- QLD** Gladstone & Rockhampton, Toowoomba, Cairns & Mareeba, Gympie & Mary Valley
- VIC** Bendigo, Ballarat, Gippsland/Sale
- TAS** Launceston
- SA** Loxton & Riverland, Mt Gambier/Limestone Coast
- WA** Esperance

VISION
christian radio

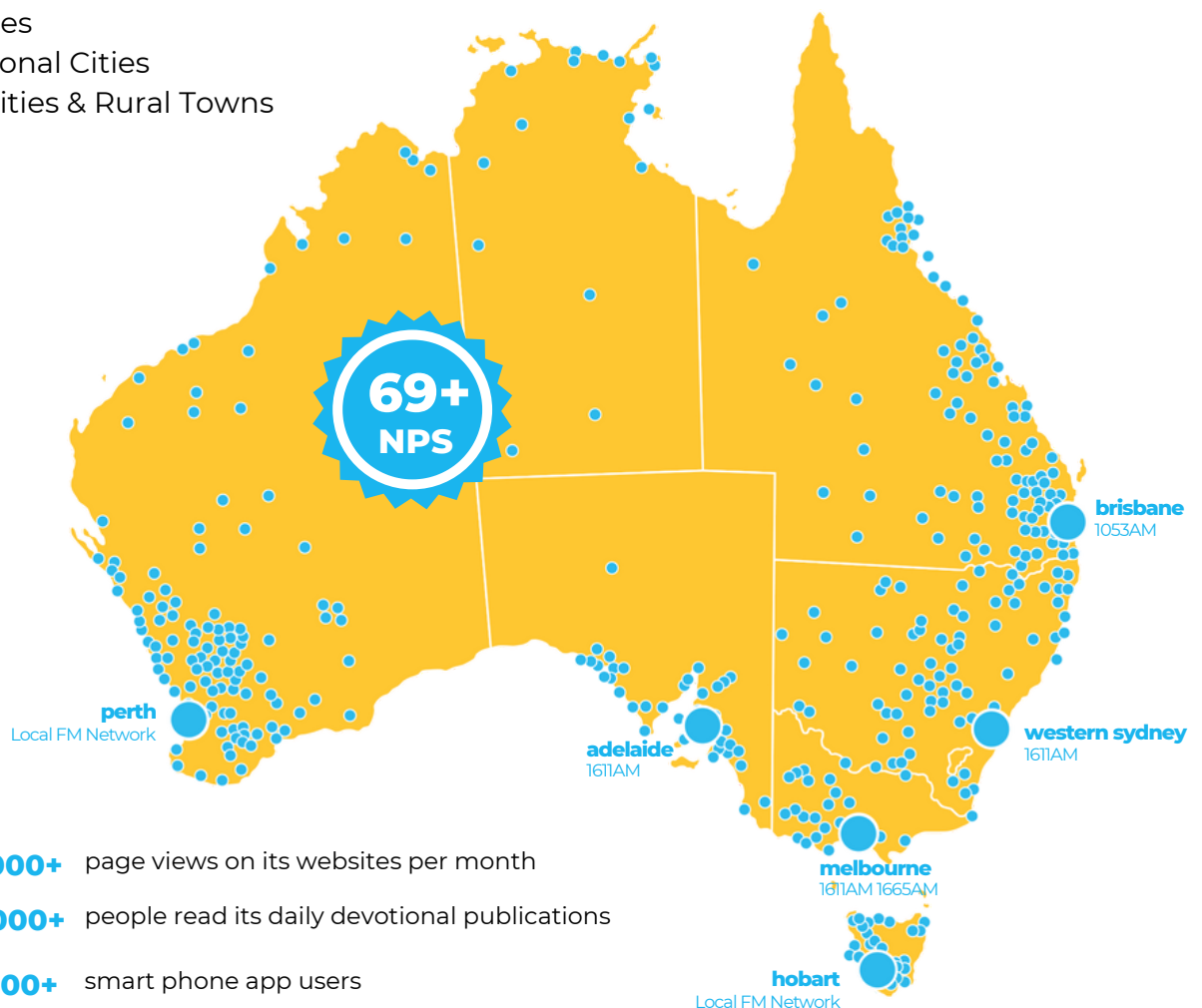
national network





700+ locations nationwide

Capital Cities

Major Regional Cities

Regional Cities & Rural Towns



-  **220,000+** page views on its websites per month
-  **200,000+** people read its daily devotional publications
-  **170,000+** smart phone app users
-  **3,000+** requests for prayer per month

Strong community demand has meant Vision Christian Radio has grown fast and built a significant audience. From humble beginnings in small regional towns, around 40 new stations have been added to the network each year since 1999 – and this growth is set to continue.

GOOD.

we love good tv

We all love good TV and the Australian Christian Channel provides it!

Want to reach people who hold 'the good' as something of high-value? Imagine getting your product or brand story to hundreds of thousands of Australians across a modern national broadcast and on-demand multi-screen media platform.

GOOD is an Australian-based, Video on Demand (VOD) and Linear Subscription TV broadcast entertainment channel that reaches approximately 490,000 viewers per month. GOOD offers a vast array of quality, relevant programming. All of their programs are family friendly and support Christian values. GOOD delivers a wide range of movies, popular TV series, teaching programs, kids' shows, documentaries and much more. GOOD aims to inspire, to offer hope and to celebrate story on any screen, any time and anywhere. We love good TV.

Daily Viewers

350k +

60%



of people on the
website are new



x3.1/month

the average amount of
views per person



62 mins

the average
duration per view.

rate card

MARKETS	REGION	BMAD	ROS	BTA
Metro	Sydney	\$160	\$120	\$80
	Melbourne	\$155	\$132	\$111
	Brisbane	\$100	\$80	\$40
	Adelaide	\$50	\$34	\$20
	Perth	\$60	\$40	\$24
	Hobart	\$44	\$26	\$24
	News Simulcast (rate per market) Melbourne, Adelaide, Perth	\$350*		
National	Vision Radio Network: 700+ locations across capital cities, major regional cities, regional & rural towns inc. Western Sydney, Western Melbourne, Brisbane, Adelaide, Perth, Cairns, Rockhampton, Gold Coast, Shepparton, Hobart, Bunbury	\$140	\$130	
Major Regional Cities	Gold Coast	\$40	\$32.50	\$20
	Sunshine Coast	\$25	\$20	\$10
	Townsville	\$33	\$28	\$10
	Newcastle	\$25	\$20	\$10
	Wollongong	\$33	\$29	\$25
	Canberra	\$30	\$25	\$13
	Central Coast	\$25	\$20	\$13
	Geelong	\$45	\$35	\$25
	Darwin	\$25	\$20	\$11
	Launceston	\$22	\$17	\$12
Regional Cities & Rural Towns	Gladstone & Rockhampton, Toowoomba, Cairns & Mareeba, Gympie & Mary Valley, Grafton, Tamworth, Wagga Wagga, Port Macquarie, Bathurst, Orange, Dubbo, Albury/Wodonga, Ballarat, Bendigo, Gippsland & Sale, Mt Gambier/Limestone Coast, Loxton & Riverland, Esperance	\$20*	\$15*	\$11*
Digital	Inspire Digital Sydney, Light Digital Melbourne, Inspire Digital Brisbane & Sonshine Digital Perth		\$25 (24/7)	

MARKETS		ROS
National	Good TV	\$125

PRINT		Rate
National	Full, Half A5 Page & Inserts	Starting from \$1,600

All rates are exclusive of GST and are based on 30-second spots. Prices for 15/45/60-second spots available upon request.

Sponsorship 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 commercial and community radio research reports and market surveys. The majority of the information comes from publicly available GfK Radio Ratings Survey, McNair yellowSquares and McCrindle Research. 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.