

MEDIA PACK

juiceTM
RADIO



ACROSS THE NORTH WEST

Juice Radio is a unique radio brand broadcasting across the North West on DAB+ Digital Radio. Fresh, Relevant and Lively, powered by familiar voices, and a solid playlist pumped with fresh beats and throwbacks from the last 40 years. Our audience love music, events, shopping and socialising with friends.



Digital Radio

Manchester, Liverpool
Preston, Blackpool,
Warrington and
everywhere in between.



Juice App

Our audience can tune
into Juice Radio on the
move. with access to 10+
additional stations,
available free on iOS or
Andriod.



Smart Speaker

We're live in homes of our
listeners each day thanks
to the rise in smart home
listening.



Online

Our listeners feel part of
Juice when they visit us
online. Access offers,
comps and be part of the
Juice Crew.



Socials

We deliver need to know
content and engaging
video reels to our
listeners via our social
channels.

TUNE IN



DAB+ RADIO



DOWNLOAD THE JUICE APP

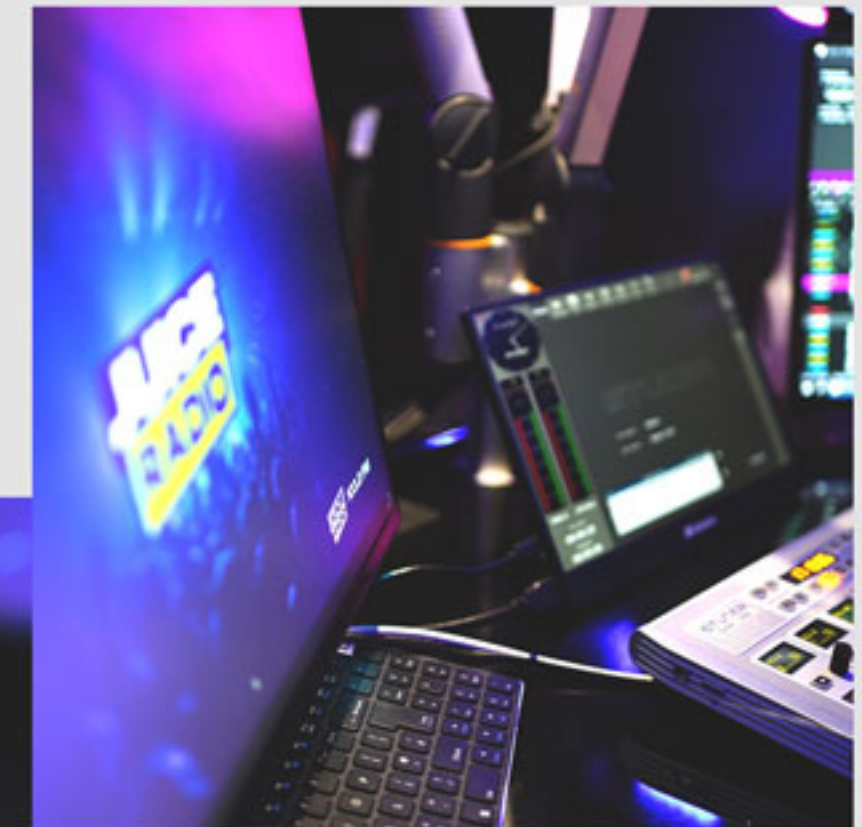


PLAY "JUICE RADIO UK"



juice
RADIO

MEDIA PACK



our **REACH**

Broadcasting across the North West, on DAB Digital Radio, covering

//**MANCHESTER**

Covering Manchester City Centre and surrounding Greater Manchester towns

//**LIVERPOOL**

Covering Liverpool City Centre, The Wirral and surrounding Merseyside towns.

//**LANCASHIRE**

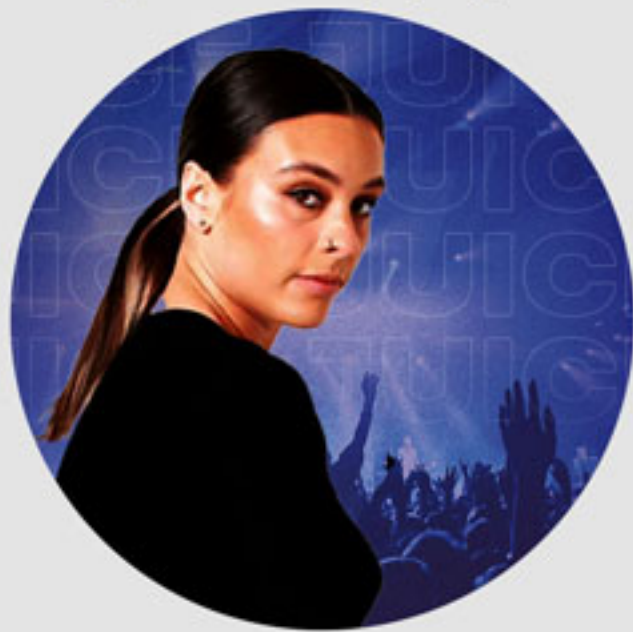
Covering Preston City Centre, Blackpool, South Ribble and Chorley

//**Across the UK**

listen across the UK on the Juice App or via Smart Speaker

Take your pick, You can choose the location your advert plays to

Looking to attract a smaller local reach? or something on a larger scale? You pick which areas your advertisement / sponsorship plays out to.



**FAMILIAR VOICES
ON AIR TALENT
ON AIR, EVERY DAY**

TUNE IN



DAB+ RADIO



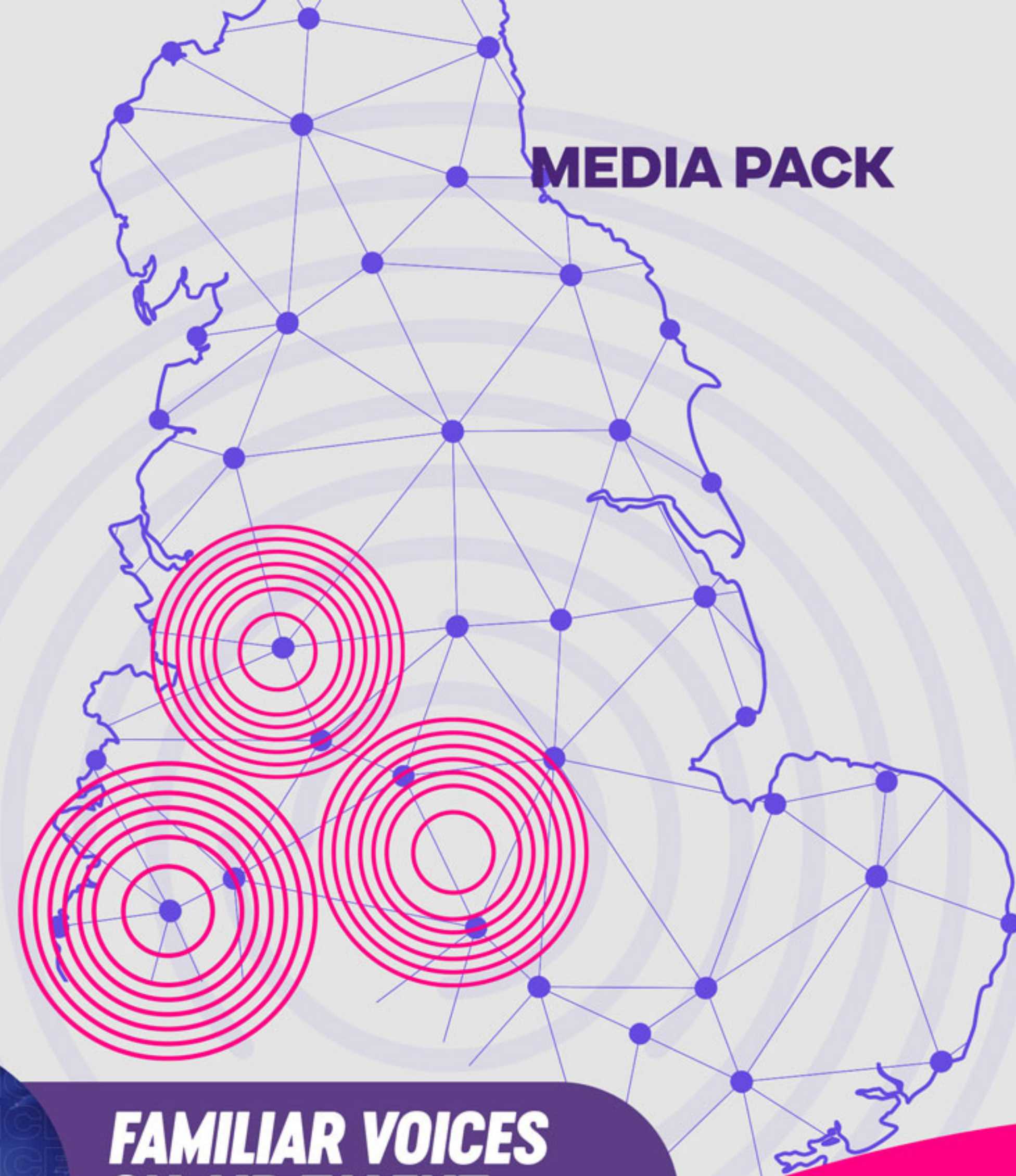
DOWNLOAD THE JUICE APP



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why **RADIO**

MEDIA PACK

AS THE UK'S MOST TRUSTED MEDIUM, RADIO OFFERS A POWERFUL PLATFORM TO BUILD BRAND AWARENESS AND DRIVE ACTION. COMBINING HIGH-IMPACT SPOT ADVERTISING WITH A COMPELLING CREATIVE CONCEPT, WE CAN INFLUENCE LISTENER BEHAVIOUR IN AN ENVIRONMENT WITH THE LOWEST AD AVOIDANCE OF ANY MEDIA CHANNEL.

we pride ourselves on one simple promise, more music, fewer interruptions. We believe great radio should be about keeping the tunes flowing, not bombarding listeners with endless advertisements and unnecessary interruptions. By putting music first, we create a better listening experience that keeps our audience tuned in, engaged and connected to the Juice brand throughout the day.

We don't clutter the hours with excessive commercial breaks, instead, we focus on delivering the soundtrack our listeners love, with more of their favourite songs and less of the stuff that makes them switch off, that means when advertisements come on, listeners engage and keep listening. More music, less noise – that's the Juice difference.

OUR RECOMMENDATION...

For a successful brand awareness campaign, we recommend a 13-week advertising campaign, in line with industry best practice. This sustained approach allows your message to build familiarity, strengthen brand recognition and cut through the noise, ensuring your business stays front of mind with listeners.



OUR LISTENERS

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Juice Radio has a core listening market of 36 to 45 year olds. Mainly females listening for an average of 3.7 hours per day (one hour more than the national average of 2.9 hours).

Juice operates a larger rotation of music genres on the playlist (picking fresh beats and throwbacks from the last 30 years). Our playlisting is created by industry professionals who have worked playing and programming music for over 40 years. We only pick the best music and much more of it.

The Juice listener loves to enjoy life to the fullest, loves to attend events and enjoy nights out, spending time looking good and socializing with friends.

DIGITAL LISTENING DATA

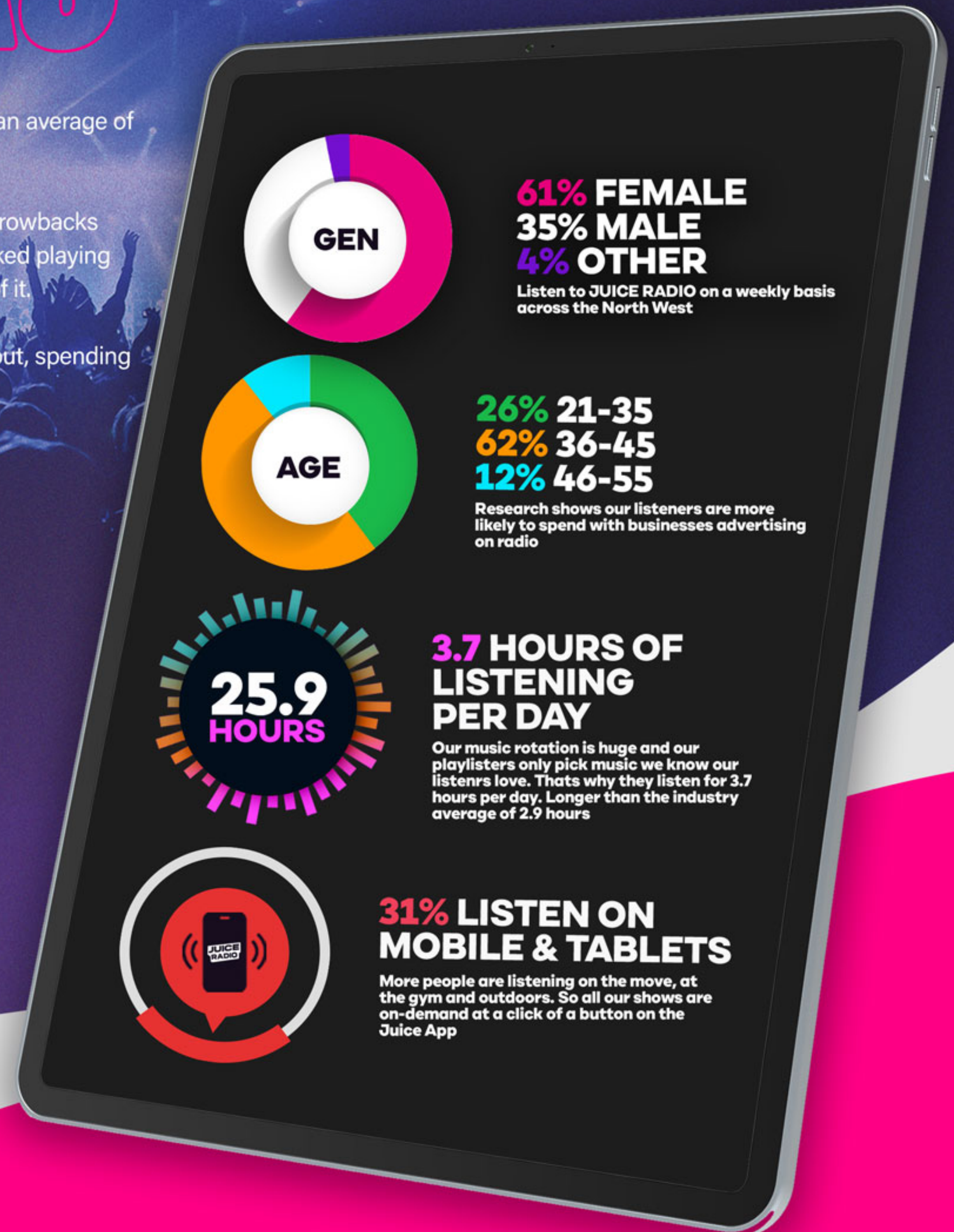
>43,089 APP DOWNLOADS
>148,321 SMART SPEAKER CONNECTIONS
>28,089 STREAM CONNECTIONS*

*app, on demand & smart speaker (per month)

WE'RE BIG ON SOCIAL TOO

OVER 145,000 IMPRESSIONS

*MARCH-MAY 2026 / FACEBOOK, INSTAGRAM, SNAPCHAT



work **TOGETHER**

MEDIA PACK

LET'S WORK TOGETHER AND CREATE A CAMPAIGN THAT INCREASES YOUR BRAND AWARENESS AND INCREASES BUSINESS.

Airtime, Promotion, Sponsorship and Digital make up our advertising campaign opportunities. We can get you on-air locally or work with you to launch a bigger regional advertising campaign. We have packages for every budget. It all starts with a chat



AIRTIME

Talk directly to your new customers with spot advertising. Increase your brand awareness and with the most trusted advertising medium in the UK.



PROMOTION

On air competitions, Outside broadcasts and product give-aways, we can create a unique promotional campaign that brings your brand to life on-air.



SPONSORSHIP

Get a more unique advertising spot with a range of sponsorship opportunities inc show sponsorship, station audio events and much more.



DIGITAL

31% of our listeners engage via digital and social. We offer web, app and social advertising campaigns to add to your on-air content for a bigger brand awareness.



89% of adults are tuning into radio every week in the UK



71% of adults in the UK are tuning into radio via DAB Digital Radio every week.



let's **TALK**

sales@juiceradio.co.uk

www.juiceradio.co.uk/advertise

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