



Where the hits keep coming BACK

Media Pack

DAB+ across Peterborough

ONLINE at
www.boomerangradio.co.uk

Tell your SMART SPEAKER to
"Play Boomerang Radio"

Through the Boomerang Radio APP



YOUR LOCAL STATION

We've

Got it all

Covered

Boomerang Radio is the newest local commercial radio service for Peterborough and the surrounding towns and villages on DAB+.

We are also available across other digital listening platforms - detailed to the right.

**Your Local
Station for
Cambridge**

Boomerang Radio - Where the hits keep coming back!

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- ✔ Tell your Smart Speaker to "Play Boomerang Radio"
- ✔ Online at www.boomerangradio.co.uk
- ✔ TuneIn
- ✔ Google Play
- ✔ App Store
- ✔ Amazon Alexa
- ✔ Google Assistant

OUR MISSION

Boomerang Radio has a 'Big City' sound but will always strive to be at the heart of the local community.

Our aim is to:

Provide engaging and entertaining radio

Provide trustworthy local news and information

Support and play an active part in the local community

Provide and be part of local events that bring people together

Provide an unrivalled advertising platform for local businesses



Playing the best of the 60s, 70s, 80s and 90s.

Boomerang Radio's daytime music playlist is designed to be upbeat and instantly recognisable. We will play the best songs from throughout the 40 years from 1960 to 2000, along with a sprinkling of a few of the biggest songs from the early 2000s. All songs that we know will appeal to our audience.

Outside of our 'core hours' we add a little variety with some 'appointment to listen' radio with specialist shows – and we'll always look to support local artists and emerging new local talent.

News and Information

Our team of experienced presenters are engaging and informative. They strive to always know what's happening in our local area – but love to hear from listeners about anything they might have missed.

Boomerang Radio has a wide range of programme features designed to keep our audience up-to-date:

Local News – Seven Days a Week

Daily Local Sports Bulletins & Features

Local Weather Updates Every hour

Regular Traffic and Travel Updates

Community Action & What's-On Information

Community and Celebrity interviews

Competitions and Giveaways

OUR AUDIENCE



35 to 55-year-olds

55% female /45% male

Boomerang Radio's listeners are generally family oriented. They enjoy hearing familiar songs that bring back memories – the biggest songs from the 1960s to the early 2000s.

They are sociable, enjoy a bargain, a day out with the family – or an evening out with a group of friends. Our listeners like to know what is going on in their local area.

Boomerang Radio's social media profile generally matches that of our target demographic although, as with our audience profile, a significant number of listeners from outside of the core age group engage with the station. Social media engagement comes mainly from those based in and around Peterborough, within our core DAB+ coverage with its potential audience of 148,000 15+ Adults. However, engagement is also strong through both the Boomerang Radio app and the smart speaker streams.

Based on Boomerang Radio online and social media demographic insights

The Power of Radio

The future is digital

Listeners continue to consume radio in new ways. The traditional method of listening on FM is still significant, but a recent survey into digital radio by the DCMS** showed that digital and online listening is increasing, with 76% of all UK radio adult audiences listening via digital platforms (DAB, apps on phones or tablets, and smart speakers). The latest RAJAR data* shows that a very substantial 44 million adults (87%) listen to commercial radio across the UK each week. 62% listen at home, 26% in a vehicle, and 12% at work.

Audiences surveyed via RAJAR say that they are twice as happy when listening to the radio.

DIGITAL LISTENING – MAINLY DAB: 42%
FM/AM LISTENING: 27%

ONLINE LISTENING: 28%
DIGITAL TV LISTENING: 3%

*RAJAR – Radio Joint Audience Research

**Department for Digital, Media, Culture and Sport of the United Kingdom



89%

89% of the UK adult population tune in to radio every week.



20.5h

On average, a listener tunes into 20.5 hours of live radio each week

Radio continues to be a very powerful broadcast medium. It is unique in the way it engages with listeners on a personal level and overall consumption of radio remains very high within the home, at work, and in the car.

The most recent data, collected by independent industry market research experts RAJAR, shows that a massive 87% of the UK adult (age 15+) population tuned into their chosen radio stations each week in the period up to May 2025*. On average, a listener tunes into 20.5 hours of live radio each week*

Being seen as well as heard.

There is no point in being the best kept secret in town. At Boomerang Radio and we offer a wide range of on-air and off-air products to raise the profile of your business. But the rules apply to us too!

That's why we have our own high-impact marketing and awareness strategy to make sure that Boomerang Radio is seen as well as heard. The higher the profile of Boomerang Radio – the better for us, our customers and clients.

Live Music

Boomerang Radio loves local live music and we aim to develop a 'Live Lounge' in the city centre, with our eye-catching branding. It would be an attention grabber and that entertains music lovers, whilst putting our brand at the heart of the City.

Outdoor Advertising

We back this up with a string of other initiatives – bus side and bus back advertising in Cambridge; direct mail, banner and poster advertising; magazine and theatre programme advertising, partnerships with our local sports teams, charities and community events.

Sporting sponsorship

Boomerang Radio is the official radio partner of various local sporting groups. Working with the local groups enables us to bring the area up to date with sporting events. We really have got it covered!

Our vehicles

Of course, when we're out and about, we don't do it quietly. Our stunning branded vehicles and our outside broadcast and events unit turns heads across the area. In short, we promote our business to help you promote yours!

Where

We Live...

We live and breathe to 'keep the hits coming back' for Peterborough, but it isn't just the City Centre that we broadcast to. Here is a coverage map of our DAB+ transmitter.

From our studios, we are a platform to engage with listeners, community groups and local businesses.

Our transmission coverage map, highlighted in green, has an estimated audience of 148,000 adult listeners (15+ year olds).



**2011 Census, Office for National Statistics/DAB+ coverage predictions*

That potential audience is enhanced by our online presence through our app, and website and smart speaker streams.

Talk to us about how we can enhance your audience further with additional transmitter sites.



Events

Events are an integral part of our local culture – so we've made sure they are a key part of Boomerang Radio.

Our Outside Broadcast and Events Unit, with a range of stage or exhibition options, is perfect for outdoor and indoor events of any size. With events throughout the year, our calendar is packed with high visibility marketing opportunities.

COMMUNITY

Boomerang Radio has a clear remit within our local communities, and we take our commitment to that very seriously. We will always strive to support the groups that make a difference locally and that are important to our listeners.

BOOMERANG ACADEMY

Boomerang Radio is investing in the future of our community by helping to nurture a new generation of talent across Cambridge and the surrounding towns and villages.

Every that progresses through our academy will be mentored and taught by professionals from the industry with teaching qualifications.



Community Action

Boomerang Radio offers free publicity to community groups, charities and not-for-profit organisations through our regular on-air 'Community Action' features.

Whether it's an appeal for volunteers, a fundraising campaign, event or just general awareness, we'll shout about it.

community@boomerangradio.co.uk

OPPORTUNITIES WITH
BOOMERANG

Turn our audience into your customers!

Boomerang Radio has a diverse portfolio of advertising and marketing opportunities for your business.

From traditional on-air advertising and sponsorship – on our DAB+ services across Peterborough – to online, social media and voucher schemes.

Our expert commercial team can help tailor a package to suit your needs – across some or all of our platforms.

sales@boomerangradio.co.uk





On Air - DAB+

We have a range of packages and tailor-made advertising and sponsorship opportunities to boost awareness of your business across Peterborough and the suburbs on DAB+.



Website & Voucher Campaigns

Voucher campaigns on the Boomerang Radio website backed up by an on-air promotion are a cost-efficient way to increase your sales and awareness. Our sales team will help you optimise your campaign, which could also include website banner advertising, competitions, and page sponsorships – all with links to your own website or social media.



Events and Outside Broadcasts

Having Boomerang Radio present at your business or event brings added attention and greater visibility. Store openings; product launches; general awareness – these can all be linked to on-air activity to create added interest to your brand.

**For more information contact:
sales@boomerangradio.co.uk**



Social Media

Our social media advertising team will help devise a targeted dual sponsorship strategy that will help your brand be seen by more of the right people.



Expert Insights

Our marketing and sales team are on hand to help you optimise your advertising strategy with Boomerang Radio. We believe that a well-devised campaign across multiple platforms will gain a greater return on investment through wider interactive reach.



Event Sponsorship

Boomerang Radio has an ever-growing calendar of events each offering a unique opportunity to grab the attention of any audience, there and then. Our 'roadshow' units can be used for joint branding, promotional teams and on-stage activity can increase awareness of your brands – and wider on-air marketing and promotional activity can be added on the run-up to the event.

Our audience...

...Your customers.

We've got it all covered!

