

ARA CITY RADIO
4, PLACE DES ROTONDES
LUXEMBOURG L-2448

ADVERTISE WITH US

2020



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Lisa McLean, General Manager

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Luxembourg’s success is reflected in the growth of the international community, and this is the very audience we reach every day. Imagine how your business will grow when you broadcast to this target audience in the Grand Duchy through ARA City Radio!

We can provide you with complete advertising production and broadcast services that will ensure you connect with 35,000 potential customers, at the same time you are supporting independent media in Luxembourg.

WHAT ARE YOU WAITING FOR?

ARA CITY IN BRIEF

WITH 35,000 LISTENERS PER MONTH, ARA CITY RADIO HAS BEEN BRINGING ENGLISH CHAT, MUSIC, NEWS AND INFORMATION TO LUXEMBOURG SINCE 2000.



BREAKFAST

6AM - 10AM

Sam Steen present's Freshly Squeezed. It's the perfect wake-up and commute with tons of chat, news, music, competitions, laughs, and of course community interviews about events in Luxembourg.



THE DAILY SHOW

10AM - 1PM

The Daily Show merges new music with the occasional classic, while at the same time offering the opportunity for active members of the international community to come to the mic and tell Luxembourg what they are up to.



WHAT MAKES US DIFFERENT?

ARA CITY RADIO IS THE ONLY ENGLISH LANGUAGE STATION IN LUXEMBOURG, GIVING US DAILY ACCESS TO AN EVER GROWING ENGLISH SPEAKING MARKET

More than 170 nationalities live in the Grand Duchy, making it one of the most diverse countries in Europe. Of these nationalities, English is often a first or second language, giving ARA City access to a huge market.

ARA City Radio remains an independent radio station which has allowed us to build a large and loyal audience who actively participate on a daily basis. This involvement has created a unique community in Luxembourg.

Appealing to wide range of people, ARA City plays a variety of music including new releases, classics, alternative and local artists. It's an eclectic mix that our audience really gets behind.

Luxembourg is well known for its financial district and European institutions which play huge roles on the international stage. ARA City knows the importance of English language local, international, business and market news to its listeners. Its newsroom provides bulletins throughout the day.

ARA City represents life with its participation in community events and weekly what's on guides.

WHY ADVERTISE WITH ARA CITY RADIO?

01

Reach an affluent international audience in their cars, homes and at work

Luxembourg is one of the most diverse countries in Europe and one of the more wealthier ones. ARA City plays a key role in our audiences lives. It also provides a hub for newcomers as well as international listeners.

02

More than just a radio station, ARA City is a community

Radio is an intimate platform unlike any other. ARA City has a unique relationship with its audience which creates more than just a radio station, but a community. Our DJs and listeners have a truly interactive relationship. We offer an open mic for the international community.

03

Creative campaigns that deliver and exceed desired results

Radio allows you space to visualize things with your imagination. We can provide creative and innovative campaigns that capture our audience, creating valuable results and allowing them to interact with your brand.

OUR AUDIENCE

LUXEMBOURG IS ONE OF THE MOST DIVERSE COUNTRIES IN EUROPE, WITH OVER 170 DIFFERENT NATIONALITIES. THIS GIVES US A HUGE MARKET AS AN ENGLISH LANGUAGE STATION.

TARGET AUDIENCE

- 24 to 57 age group
- English speakers from more than 170 nationalities, including, British, American, Scandinavian and new European Union member states
- Luxembourg's influencers and most affluent residents
- Young professionals, with above-average disposable income
- Workers in the financial sector or European institutions
- Increasing number of cross-border employees

STATISTICS

- +/- 9,000 listeners daily.
- Peak listening is 6.45-9.20am, lunchtime surge is 12-1pm
- Peak days in terms of audience interaction is Wed-Fri.
- 81% of people surveyed knew ARA City Radio
- 75% of the people who know ARA City Radio, listen
- 98% of listeners listen in the car
- 75% listen between 7am & 9am
- 65% of listeners listen daily
- 32% of listeners listen 2-3 times a week
- 65% listen because of international news
- 77% listen because of local news
- 86% listen because they enjoy the music and chat in English
- 68% of City residents are foreign
- 47.9% of the total population are foreign
- 30,000-35,000+ listeners/monthly

*Statistics taken from survey carried out in 2018 (male and female 15 to 55yrs)

ADVERTISING SPOTS

| | Band 1 | Band 2 | Band 3 |
|------------|-----------------|-----------------------------------------|-----------------|
| Timing | 7.00 to 9.30 hr | 6.00 to 7.00hr, and 12.00 to 13.00hr | 9.30 to 12.00hr |
| 15 seconds | 61 Euro | 51 Euro | 42 Euro |
| 20 seconds | 66 Euro | 56 Euro | 51 Euro |
| 30 seconds | 71 Euro | 61 Euro | 56 Euro |
| 40 seconds | 76 Euro | 66 Euro | 61 Euro |

SPONSORSHIP PACKAGES

| Sponsorship Packages | Price per month |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Ara City Radio Sponsor the station with regular spots during Band 1, 2 and 3 | €5,000 |
| Breakfast Show 6 brand mentions, plus 1x15 second spot in other shows | €2,700 |
| The Daily Show 8 Brand mentions, plus 1x15 second spot in other shows | €2,000 |
| International News 14 brand mentions daily with rotating end message; 6 during Band 1 | €3,000 |
| Local News 8 brand mentions daily with rotating end message; 4 during Band 1 | €2,500 |
| Sport 8 brand mentions daily with rotating end message; 4 during Band 1 | €2,500 |
| Weather 14 brand mentions daily with rotating end message; 6 during Band 1 | €3,000 |
| Travel 14 brand mentions daily with rotating end message; 6 during Band 1 | €3,000 |
| Business News Package 1 minute feature at 07.45am; company message before and after feature, plus repeat bulletins in later shows | €2,000 |
| Business Breakfast Synopsis 1 minute feature at 07.45am; compact message before and after feature | €1,500 |
| What's on in Luxembourg this weekend Thursday and Friday information with rotating end message. 6 during Band 1 plus jingle | €1,800 |
| What's on after work Includes jingle | €1,500 |
| Time Company message after information | €1,500 |

OUR PARTNERS



GET IN TOUCH



IF YOU WOULD LIKE
TO CHAT TO US
ABOUT ADVERTISING,
JUST SEND US AN
EMAIL, LETTER OR
GIVE US A RING!

EMAIL

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