



**HEALTH, BEAUTY, WELLNESS**

**PHARMACEUTICALS**

**EYES, TEETH, EXERCISE**

**FOOD, DRINK, CHARITIES**

**INSURANCE, EQUITY RELEASE**

**LUXURY GOODS, HOLIDAYS, TRAVEL**

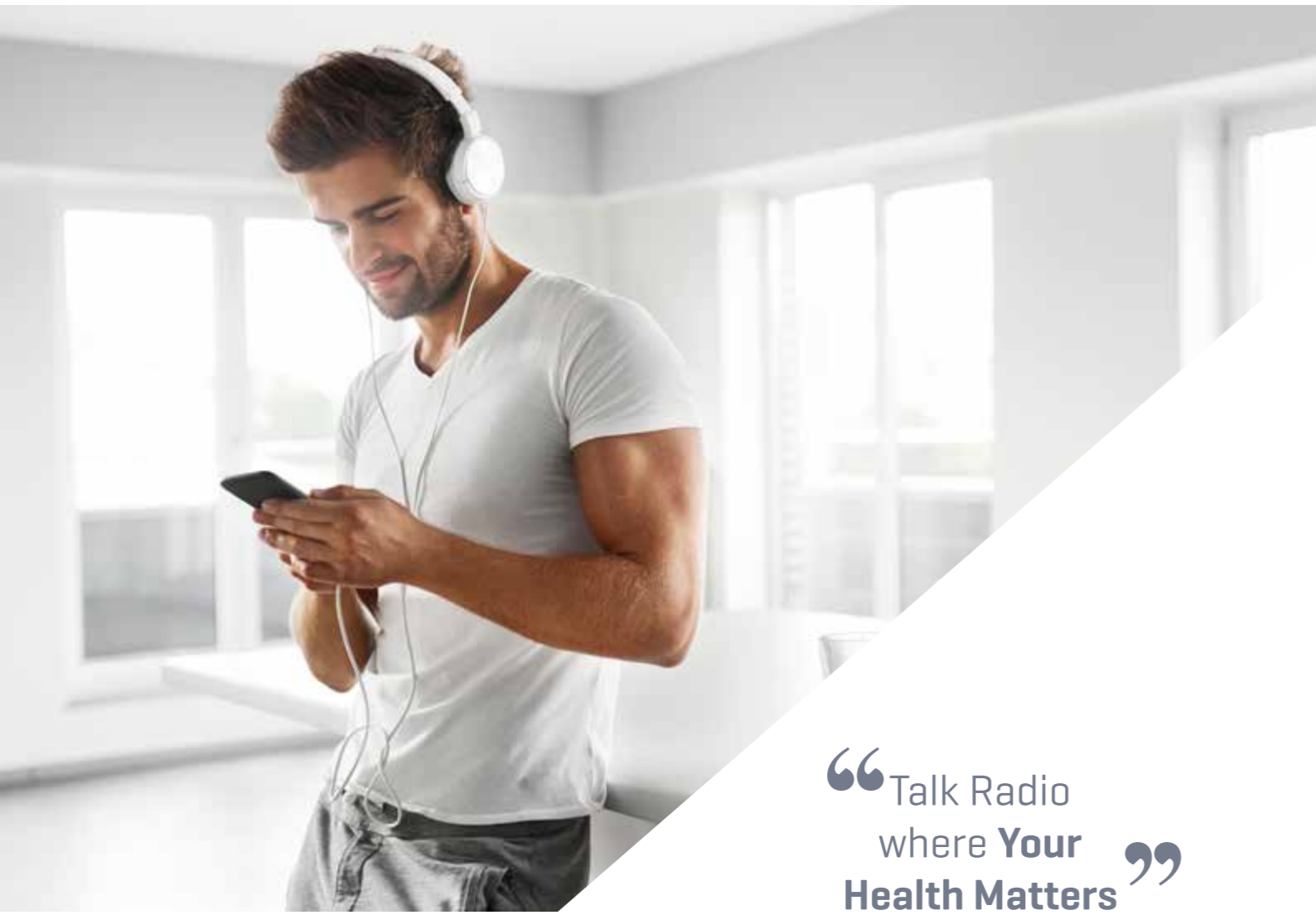
**AIRLINES, CAR HIRE, AUTOMOTIVE**

**SUPPLEMENTATION**

# Media Pack



**WORLD'S NO.1 TALK HEALTH RADIO**



“Talk Radio where **Your Health Matters**”

**WHY USE UK HEALTH RADIO?**

Covid-19 has made everyone think again about **Health**. And over half a million UK listeners a month are now engaging regularly with **UK Health Radio**. As we emerge from the pandemic, billions of members of the public are focused on just one topic ... **Health**.

- Thousands of UK businesses, companies across the US, Europe & Asia, are preoccupied with that same one thing ... Health.
- Our physical & mental wellbeing dominate headlines as the public seek reliable, quality news and information about ... Health.
- Post-pandemic, “Every business will be a health business”, say global consultants Accenture, who have clients in 120 countries.
- That’s because employers across the UK and internationally will increasingly be prioritising one aspect of the workforce ... Health.

So, what does this mean for you and your business?  
Let the numbers speak for themselves ...

With 1.3 million people in 53 countries tuning in every month, there’s never been a better time to engage directly with our audience. It’s your unique opportunity to help us inform and influence all those listeners who choose **The World’s No.1 Health Radio Station**.

**Welcome to UK Health Radio – An Introduction**

**ADVERTISING CATEGORIES**



- HEALTH, BEAUTY, WELLNESS
- PHARMACEUTICALS
- EYES, TEETH, EXERCISE
- FOOD, DRINK, CHARITIES
- INSURANCE, EQUITY RELEASE
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- SUPPLEMENTATION

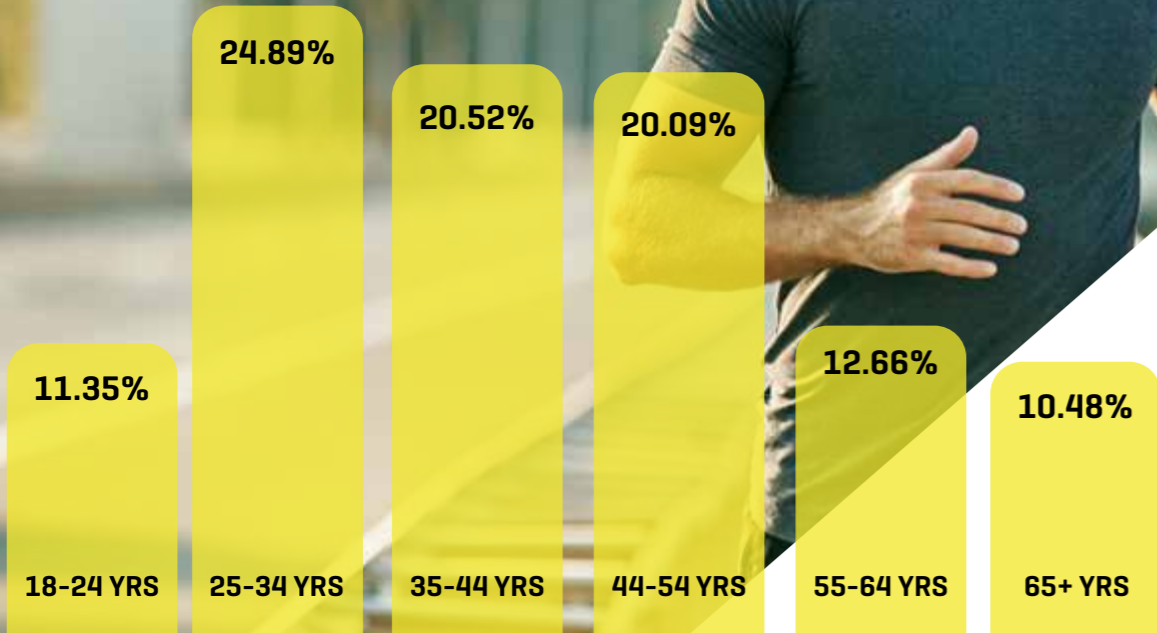




AVERAGE AUDIENCE: 1 MILLION LISTENERS PER MONTH

UK (54%), US (28%), INDIA (9%), EU (6%), REST OF WORLD (3%)

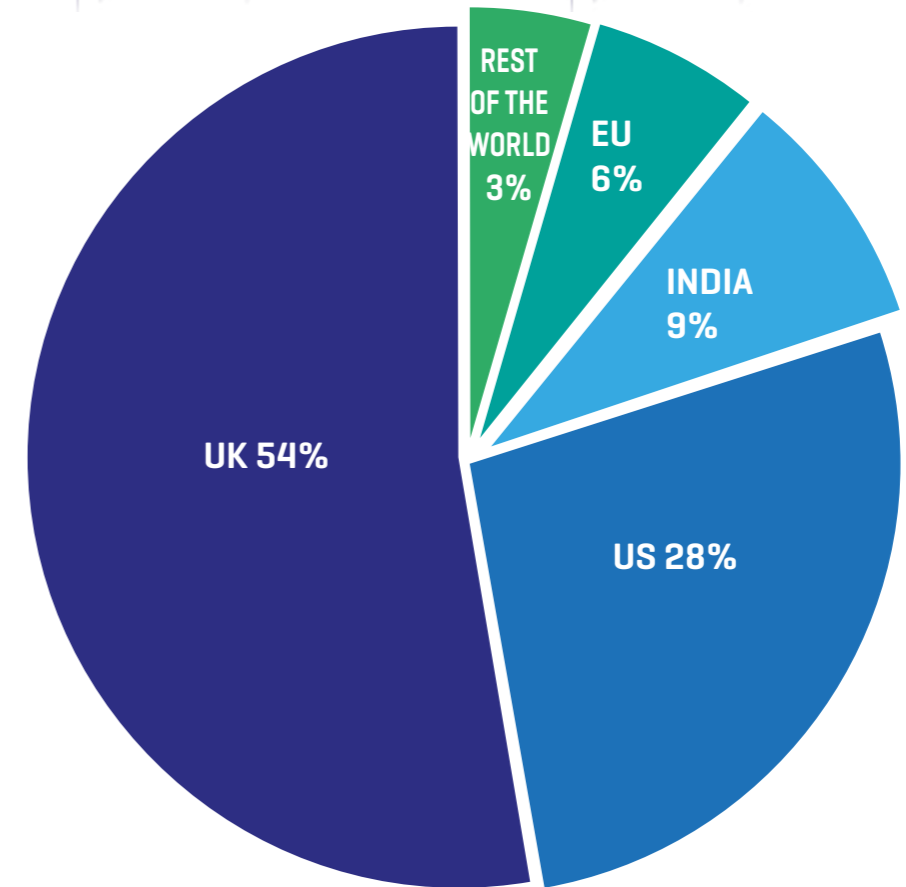
GENDER DEMOGRAPHIC: FEMALE 63.7%, MALE 36.3%



AGE DEMOGRAPHIC

WWW.UKHEALTHRADIO.COM

- Launched in 2012 as first European radio station to focus exclusively on health
- Aiming to inform and animate its listeners in a positive manner by providing the latest and true information, the station encourages people to take responsibility for their own health, to be well-informed, be empowered and be healthy
- Internet platform giving the station, and you, a global reach
- Broadcasting round the clock from London 24/7, 365 days a year
- Broad range of topics and in-depth coverage of health, beauty, wellness, fitness, diet, nutrition, exercise, body, mind and spirit, illness prevention, research and environmental issues
- Focus on health topics accurately reflects profiles of listeners' age and interests
- Editorial balance between traditional thinking and New Age alternatives
- Ethical approach without bias



## COUNTRY DEMOGRAPHIC

SHARE IN 53 COUNTRIES

- Creators of the world's first **WikiHealth**, now part of the UK Health Radio website
- Average **1.3 million dedicated listeners\*** per month [\*Industry-recognised sources: Radio.co; Pares.ly]
- 40 expert, informative and entertaining presenters from UK and US hosting weekly guest interviews
- TV & radio presenter, bestselling author & Fleet Street journalist **Janey Lee Grace** is known to over 7 million listeners via BBC Radio 2. Janey writes columns for many magazines recommending natural products and services. For **UK Health Radio**, she produces a health & wellness programme, hosts her own weekly 'Spotlight' series, and writes regular articles for **Health Triangle Magazine**
- Audience profile 64:36 female to male
- A **Listen on Demand** section where all shows are kept for up to 18 months [especially valuable for advertisers & sponsors]
- Now available via **Alexa**
- Supported by popular and authoritative monthly online magazine **Health Triangle Magazine**, on subscription with 18,000 readers
- Awards: UKHR runs its own Awards scheme recognising **Outstanding Contributions to Health, Wellbeing & Quality of Life**





- UKHR is also an award-winner itself: **Holistic Therapist magazine, Business Awards 2017; The Best You Award, Best Up and Coming Inspirational Influencer 2018**
- UKHR Founder Johann Ilgenfritz, is an **Innovation Award** winner himself with a remarkable health-recovery story of his own to tell.



### Why Radio? Why UK Health Radio?

*In these difficult times, many businesses are still very much open for business, and they still need to communicate with their customers. Radio can help. Right now, it's playing an even bigger role keeping people in the UK informed and entertained. And the latest technology means that, even with social distancing, radio advertisements can still be made and broadcast safely. Radio: business as usual – even when it's not business as usual.*

The paragraph above, its exact wording, is the script from a new advertising campaign just launched by Radiocentre, the UK industry body for commercial radio. It's now playing on many UK commercial stations, to address the challenges of Covid-19 and lockdown, and to alert businesses to the opportunities now available through radio advertising.

### RADIO BY NUMBERS

88% OF THE UK POPULATION TUNE IN TO RADIO EVERY WEEK

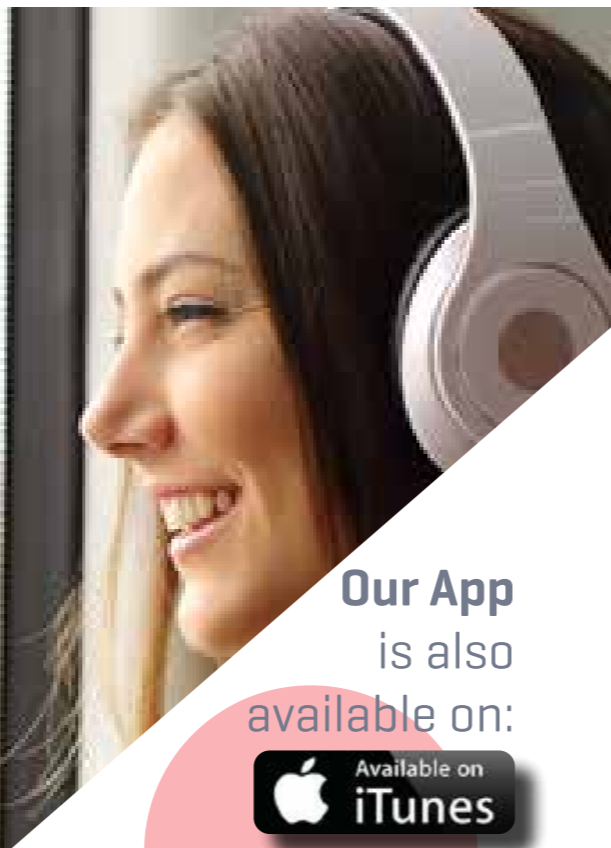
65% OF THE UK POPULATION TUNE IN TO DIGITAL RADIO EVERY WEEK

57% THE SHARE OF ALL RADIO LISTENING VIA A DIGITAL PLATFORM OR APP

16 HOURS PER WEEK IS THE AMOUNT OF TIME THE AVERAGE US CITIZEN SPENDS TUNED INTO ONLINE RADIO

66% OF AMERICANS LISTEN TO ONLINE RADIO ON A MONTHLY BASIS

60% OF AMERICANS SAY THEY TUNE IN EVERY WEEK, BOOSTING ADVERTISING OPPORTUNITIES AND REACH



Our App is also available on:



- UKHR is an information station. **Listeners listen!** This means your sales message will be heard more attentively than if it were merely interrupting a music programme. Music is often background. UKHR is always foreground.
- UKHR advertisers also gain access to a weekly Newsletter, published every Thursday and emailed to **21,000 subscribers** and gives you the opportunity to highlight any new advertising or promotional offers.
- UKHR has **40,000+ social media followers** and is highly proactive in boosting your Brand awareness and sales on all its platforms (Twitter: 35.8k+, Facebook: 3k+, Instagram: 3k+).
- Also available to stimulate sales in your business ...

### Health Triangle Magazine (HTM) An Introduction



### ADVERTISING CATEGORIES

HEALTH, BEAUTY, WELLNESS

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EYES, TEETH, EXERCISE

FOOD, DRINK, CHARITIES

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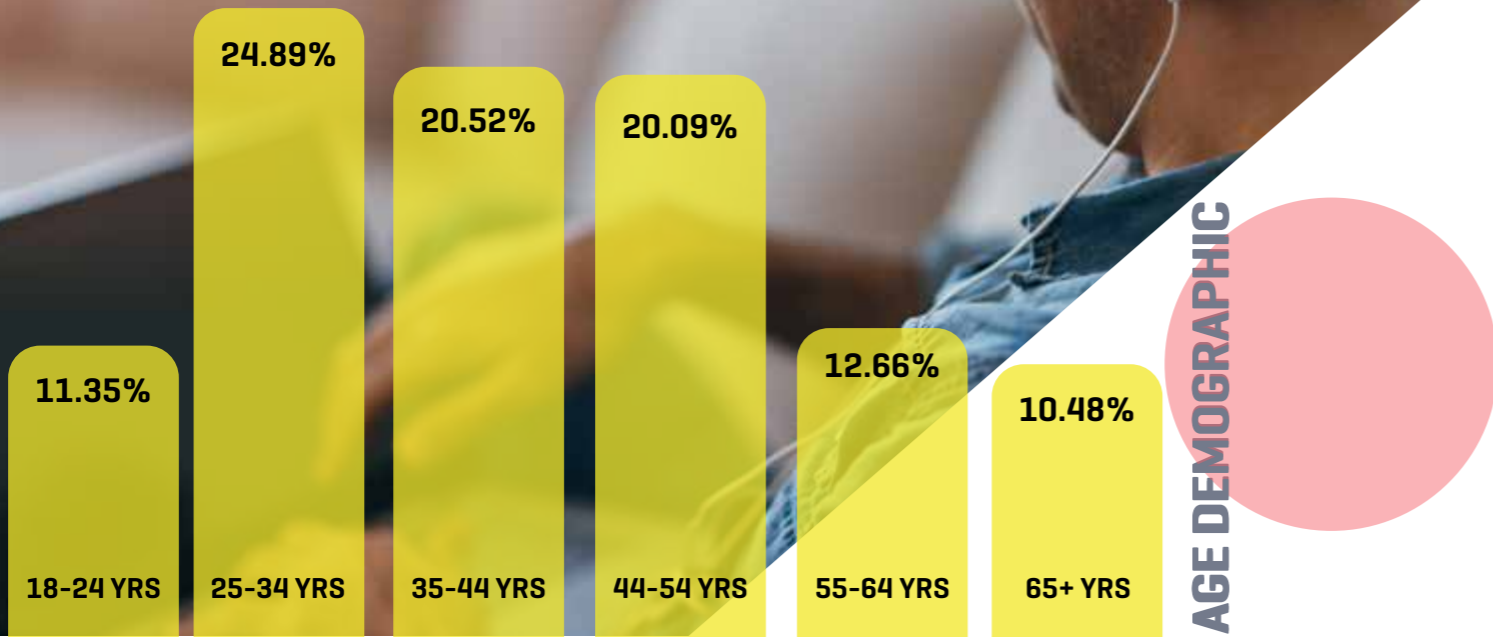
SUPPLEMENTATION



## Health Triangle

READERSHIP: 18,000 MONTHLY SUBSCRIBERS

GENDER DEMOGRAPHIC (SAME AS UKHR): FEMALE 64%, MALE 36%



[WWW.UKHEALTHRADIO.COM/MAGAZINE](http://WWW.UKHEALTHRADIO.COM/MAGAZINE)

- **Launched in 2012** to support **UK Health Radio**, its listeners and advertisers
- **18,000** monthly subscribers
- 103 issues published so far (11 issues a year)
- Average pagination 60-70 pages
- Readership demographics same as **UK Health Radio**
- Same broad range of topics covering health and beauty, diet, exercise, body, mind and spirit
- Focus on health topics accurately reflects profiles of listeners' age and interests
- Featuring the world's biggest names talking health, including British royal family member **Sarah (Ferguson), Duchess of York**
- Other contributors include ITV doctor **Dr Hilary Jones**, Sir Jackie Stewart, Terence Trent D'Arby
- Exclusive interview with speaker and author **Gordana Biernat**, named one of **Oprah Winfrey's** SuperSoul 100 Teachers

- HTM provides your campaign with the support that only a magazine can give, including opportunities for both advertorial and advertising at realistic rates, with minimal wastage.
- HTM is produced monthly and digitally and covers a wide range of health and wellness topics, with elegantly designed pages bringing readers the very latest news, features, interviews and special offers available in the health sector.

HTM content supports and enhances **UK Health Radio's** output, and special editions have included an interview with **Sarah (Ferguson), Duchess of York** and a cutting-edge report on the very latest medical developments on the **Covid-19** pandemic.

HTM's informative and entertaining content is also carried in our weekly and monthly newsletters, sent to 18,000+ subscribers. These offer advertisers regular opportunities to promote their businesses in advertisements, editorials or advertorials throughout the year.

### Additional Services to Help You Promote Your Business

- A Great Time To Tell Your Story
- The economy may be taking a knock after the pandemic, workforces may be trimmed, marketing budgets may be under scrutiny - but is this a bad time to advertise? Not at all!
- Now's exactly the right time for your business to be visible and on the radar. You'll be talking to your customers - and they'll be reassured to hear from you.
- Here at **UK Health Radio** and **Health Triangle Magazine**, we share your customers' values and interests and we are here to help you build your brand awareness and to help stimulate growth in sales.

### Cross-Promotion Brings You Better Value

We can cross-promote, helping raise the profile of your business by advertising you BOTH on our radio station AND in our magazine.

Remember, both our listeners and our readers, are bespoke, information-seeking audiences most interested in health products and services.

All our other communication platforms, like our **newsletters, podcasts** and social **media channels**, are also at your disposal.



You can listen to **UK Health Radio** on Alexa anywhere in the world!  
Just say: **"Alexa, play UK Health Radio"**... and it works.





## Need Help With Your Advertisement?

If you already work with an agency that's able to create advertisements for you, then we will gladly engage with your agency to help ensure your campaign is the success it deserves to be.

Alternatively, if you don't have access to your own facilities and you'd like some help, we can support you our in-house expertise and high-quality production services. We'll help you create the content for your campaign at our realistic and competitive rates.

This service includes receiving and discussing your brief, drafting scripts, gaining your approval and sign-off, and all the other elements of production, including editing. And if you have already produced your radio commercial, we're on standby to get it on air straightaway.

## BECOME A PROGRAMME OR PRESENTER SPONSOR

- Advertising is what you say. Sponsorship is what you do! And we have a great new opportunity for you to make the biggest impact with your campaign on air.
- You know your business best, and it makes perfect sense for you to consider attaching your brand to a particular programme or presenter where you feel you can expect the most synergy.
- Programme sponsorship is already widely used on TV, and if you'd like to discuss this further with us, we'll gladly talk you through the various options, our different shows and presenters.

## RAISE YOUR PROFILE FURTHER IN OUR MAGAZINE

- We can also offer you our editorial support services to create an advertisement or advertorial feature for you in our magazine.
- This service includes us listening to your brief, conducting interviews with key personnel, if required, organising images for your article, gaining your approval and sign-off, and liaising with Health Triangle's Editor on your behalf to ensure coverage of your story is just how you would like it to be.



## Feedback & Testimonials

Some generous comments from our previous advertisers, radio guests, magazine interviewees, podcast subjects and other commercial clients who asked us to help promote their businesses...

### 'An amazing level of support'



"I've been very impressed by the level of service **UK Health Radio** provides and by their commitment and dedication to their cause. On the promotional side, my team worked closely with UKHR in advance of my recent visit to the UK, and UKHR provided an amazing level of support, including a radio interview, social media posts, a website banner and an article in the '**Health Triangle Magazine**'. We were very impressed by how accommodating they were, and how quickly and efficiently they acted upon our requests. I look forward to working with them again in the future."

**Master Mas Sajady, CEO, Mas Sajady Inc.**  
World-renowned Consciousness Programmer and Meditation



### 'A strong Europe-wide radio platform'



"Working with Johann and **UK Health Radio** has been a positive experience from start to end. Not only are you in the hands of the fabulous Johann who is experienced, committed and dedicated [always with a really good sense of humour] but you also get exposure on a strong Europe-wide radio platform which just talks about health. From every angle possible. Both of those are quite hard to find. I consider myself lucky to be working with them."

**Geeta Sidhu-Robb, CEO & Founder, healthier food & lifestyle company, Nosh Detox Delivery**  
Former Entrepreneur of the Year and Businesswomen of the Year



### 'A model many other stations should follow - a real gem'



"I love UK Health Radio! I can't say it clearer than that. The station was founded because the need was not being met elsewhere. Not surprisingly, it became a success very quickly. There is nowhere else that you can find such a diverse and interesting range of presenters - each with their own expertise and experience to draw from for the benefit of their listeners. Though its excellent website and in many other ways, the station reaches out to the public and is a model that many other stations should follow. It is a real gem."

**Chris Day, MD**  
International book publishers and distributors **Filament Publishing**





## COSTS / RATE CARD

The respected reputations and popularity of **UK Health Radio** and of our digital publication **Health Triangle Magazine** mean that BOTH of these platforms now offer you a powerful opportunity to effectively promote your business.

Our experienced **Sales Team** is on hand to help you. And they will offer you their expert advice on how you can achieve the best value and gain the most leverage from your preferred campaign.

You will find that we're not like some other sales teams. We are happy to work within your budget and we view every campaign as a project that must be entirely bespoke to meet the needs of your business.

We also treat all our consultations as strictly confidential so that you can feel free to talk to us openly about what you are seeking to achieve.

As we discuss with you your precise requirements and business objectives, we may suggest you consider an initial package involving either radio or magazine advertising, or, better still, a combination of both, which has often proven even more effective for other advertisers in the past.

“Where we  
Talk Health”

On **UK Health Radio**, we offer **Starter Pack Campaigns** ranging in duration from 1 month to 3 months, or longer, tailored to suit your needs. Typically, many advertisements run 30 seconds in duration. We'll help with their production if you wish.

Naturally, campaign costs vary according to the number of times you wish your advertisement to be on the air. Before you choose, we can talk you through the options for the number of slots available.

However, please rest assured that because our programmes are broadcasting for 24 hours a day, whichever package you choose, you know that your business will enjoy substantial exposure.

## CAMPAIGNS TO SUIT ALL BUDGETS

Don't worry if your budget is limited as your initial costs need not amount to a major investment, although we are confident that you will soon see a return on that investment.

The monthly cost of your campaign, which will see your business promoted to more than **1.3 million listeners** and readers, across the airwaves, in print and on social media, can be as little as £1,250 [exc. VAT].

We will also support your radio promotion with a free quarter-page advert in our magazine. And the impact of your advertising campaign will be further enhanced by us pushing your business on our powerful and very proactive social media channels as well.

Social media is so important these days, as we know, and **UK Health Radio** will always work hard to promote our advertising partners on our **Twitter, Facebook** and **Instagram** channels where, combined, we have a growing audience of more than **40,000+ followers**.

There are many other exciting opportunities available to you and your business that our **Sales Team** will talk you through, for example, how your company can become Principal Sponsor of a particular programme.

If you sponsor a programme, you can choose which one. And we can arrange for your company's name to be mentioned on air throughout the show, and also on a daily basis. This adds up to a powerful endorsement of your brand with our listeners.

As a **Programme Sponsor**, you will enjoy extra perks, such as additional mentions on our social media channels and in our magazine. Again, we are happy to discuss your particular requirement with these.

Also, if your aim is to promote something new within your business, for example a new product range or the expansion of your business in some way, with the further support of our **Media Team**, we can discuss with you the advantages of us publishing a bespoke **Advertisement Feature** in our **Health Triangle Magazine**.



“Informing the world one show at a time”



## GET IN TOUCH

Because our advertising packages are many and varied, we're very happy to answer any queries you may have.

Please contact us today to arrange a confidential chat and we'll share more information about the options available and how we can work together.

Email Allan Pattison [allan@ukhealthradio.com](mailto:allan@ukhealthradio.com) and we'll get straight back to you.

### \*Sources:

Industry analysts **Radio.Co**  **radio.co** & Technology & web analytics company **Parse.ly**  **PARSE.LY**