



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?

In the wake of the Covid-19 pandemic, health has become a top priority for millions worldwide. With over half a million UK listeners (1.4M globally) tuning in each month, **UK Health Radio** provides a timely platform for engaging with an audience deeply invested in wellness.

The spotlight on health has never been brighter. With billions of individuals worldwide focused on improving their well-being, UK Health Radio offers a unique opportunity to connect with a highly receptive audience.

Don't miss out on the chance to align your brand with the health-conscious movement sweeping the globe. Choose UK Health Radio and make your message heard in this crucial moment

- **Global Focus:** Businesses in the UK, US, Europe, and Asia are prioritizing health.
- **Public Interest:** Physical and mental well-being dominate news headlines, driving demand for reliable health information.
- **Shift in Business:** Accenture predicts that post-pandemic, every business will prioritize health, reflecting a global trend.
- **Workforce Priority:** Employers worldwide, including those in the UK, are placing greater emphasis on employee health and well-being.

SO, WHAT'S THE BOTTOM LINE FOR YOUR BUSINESS?

Consider this:

1.4 million individuals across 54 countries tune in to our station each month. This presents a prime opportunity for you to directly engage with our vast audience.

Seize this unique chance to contribute to and impact the discerning listeners who choose **The World's No.1 Talk Health Radio Station.**

ADVERTISING CATEGORIES



- HEALTH, BEAUTY, WELLNESS
- PHARMACEUTICALS
- EYES, TEETH, EXERCISE
- FOOD, DRINK, CHARITIES
- INSURANCE, EQUITY RELEASE
- LUXURY GOODS, HOLIDAYS, TRAVEL
- AIRLINES, CAR HIRE, AUTOMOTIVE
- SUPPLEMENTATION

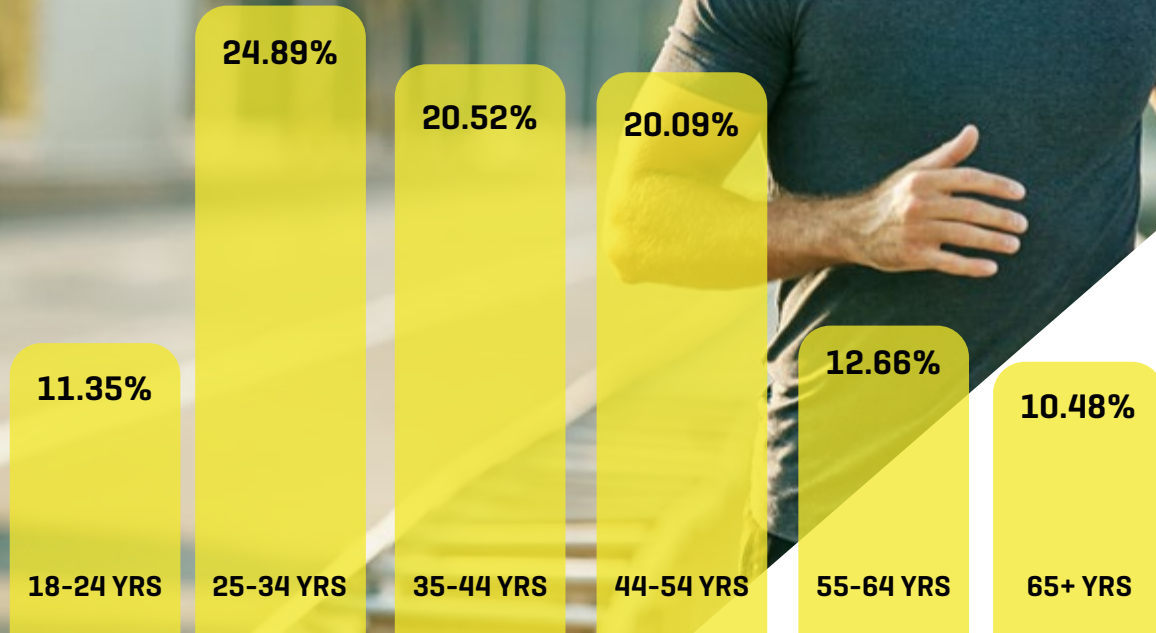




GENDER DEMOGRAPHIC: FEMALE 63.7%, MALE 36.3%

AVERAGE AUDIENCE: 1,4 MILLION LISTENERS PER MONTH

UK (47%), USA (16%), PHILIPPINES (7%), BRAZIL(4%), INDIA (3%), AUSTRALIA (6%), REST OF WORLD (15%)

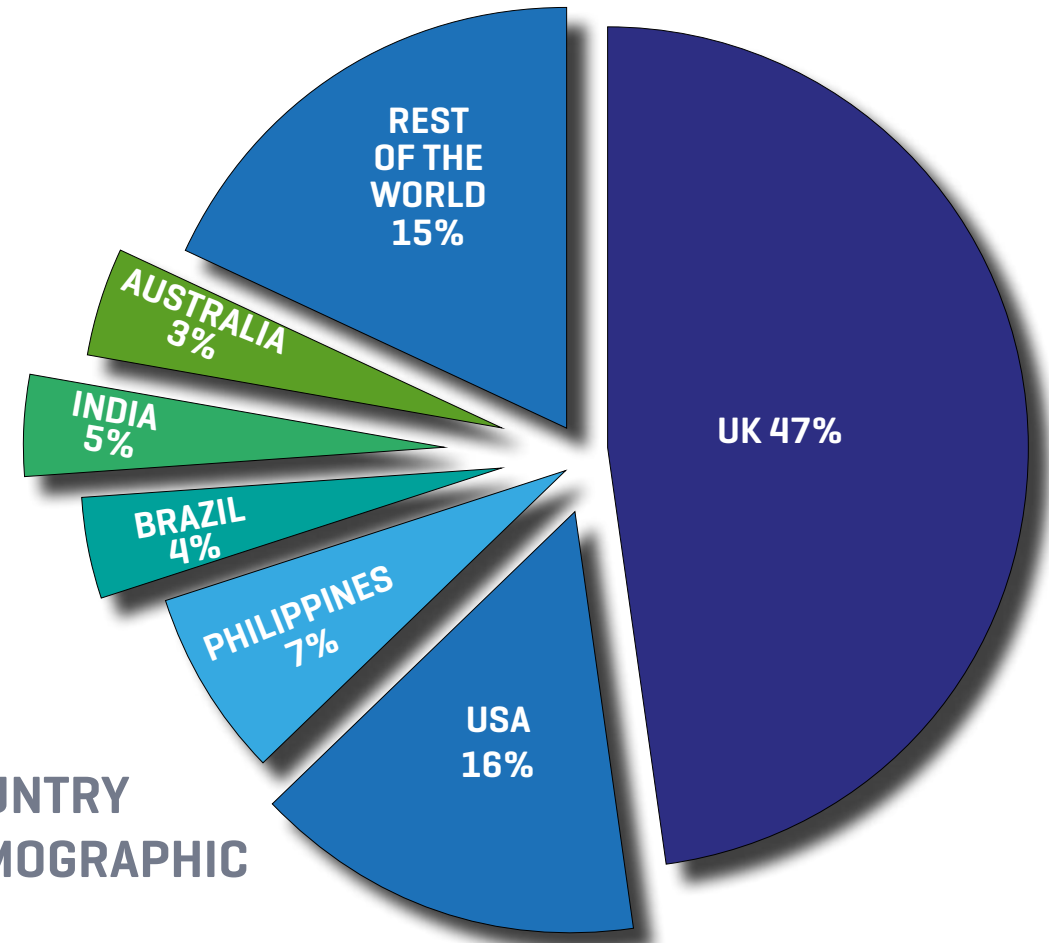


AGE DEMOGRAPHIC

WELCOME TO UK HEALTH RADIO – An Introduction

WWW.UKHEALTHRADIO.COM

- **Established** in 2012 as the pioneer European radio station dedicated solely to health.
- **Mission:** To educate and engage listeners positively, empowering them to take charge of their health by delivering the latest, accurate information.
- **Global Reach:** Leveraging its internet platform, the station extends its reach worldwide.
- **Continuous Coverage:** Broadcasting non-stop from London, 24/7, 365 days a year.
- **Comprehensive Content:** Covers a diverse array of health-related topics including wellness, fitness, nutrition, and environmental issues.
- **Audience Alignment:** Tailored content accurately reflects the demographics and interests of its listeners.
- **Editorial Balance:** Striking a harmonious blend between traditional and New Age perspectives.



COUNTRY DEMOGRAPHIC

SHARE IN 54 COUNTRIES

- **Ethical Integrity:** Maintaining an unbiased approach to content delivery.
- **Robust Listener Base:** Boasting an average of **1.4 million dedicated monthly listeners*** [*Industry-recognised sources: Radio.co; Pares.ly] validated by industry sources.
- **Diverse Presenter Lineup:** Featuring 47 expert presenters from the UK, Europe and USA engaging audiences through weekly guest interviews.
- **Audience Demographics:** Reflecting a 64:36 female-to-male ratio.
- **On-Demand Access:** A 'Listen on Demand' section archives shows for up to 18 months, offering valuable opportunities for advertisers and sponsors.
- **Accessibility:** Now accessible via Alexa for seamless listening experiences.
- **Supported by Health Triangle Magazine (HTM):** A monthly online publication with 21,000 subscribers.
- **Awards Recognition:** UK Health Radio (UKHR) hosts its own Awards program, acknowledging contributions to health, wellbeing, and quality of life. Additionally, the station has earned accolades,





including the **Holistic Therapist Magazine Business Awards 2017** and **The Best You Award for Best Up and Coming Inspirational Influencer 2018**.

- **Founded by Johann Ilgenfritz:** A recipient of Innovation Awards, Johann shares his remarkable health-recovery journey.
- **Podcast:** All our radio shows are aired on all 12 major podcast platforms, contributing to an impressive 100,000+ downloads.



Why Radio? Why UK Health Radio?

In a world flooded with digital noise, radio remains an unrivaled medium for reaching and engaging audiences. **UK Health Radio** offers a unique platform to connect with a diverse and attentive listener base actively seeking health and wellness information. Unlike fleeting social media ads or easily ignored online banners, radio advertisements resonate deeply with audiences, fostering trust and brand loyalty.

By partnering with **UK Health Radio**, advertisers gain access to a dynamic and influential channel that transcends the limitations of traditional marketing. Our tailored approach ensures your message reaches the right ears at the right time, maximizing impact and driving tangible results.

Join us in harnessing the timeless power of radio to elevate your brand and connect with consumers on a deeper level.

RADIO BY NUMBERS

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

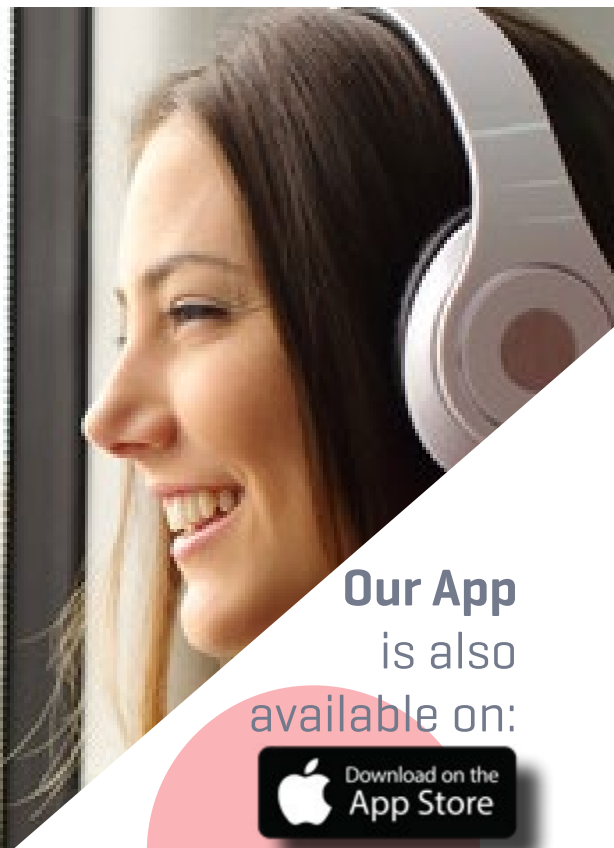
65% OF THE UK POPULATION TUNE IN TO DIGITAL RADIO EVERY WEEK

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

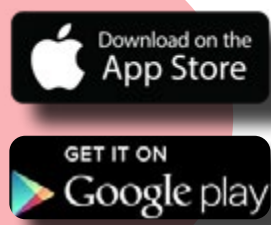
16 HOURS PER WEEK IS THE AMOUNT OF TIME THE AVERAGE US CITIZEN SPENDS TUNED INTO ONLINE RADIO

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:



Choose **UK Health Radio** and experience the difference firsthand Unlike typical radio stations where advertisements may be perceived as interruptions to music programming, UKHR stands out as an information station where listeners actively tune in to absorb valuable content. This means your sales message will be heard with heightened attentiveness, ensuring maximum impact.

But the benefits don't stop there. As an advertiser with **UK Health Radio** [UKHR], you'll gain access to our weekly **Newsletter**, reaching a dedicated audience of **19,000 subscribers** every Thursday. This provides a prime opportunity to showcase your latest advertising or promotional offers, directly engaging potential customers.

Moreover, with over **43,000 social media followers** across platforms such as **Twitter, Facebook, and Instagram**, UKHR takes a proactive approach to boosting your brand awareness and driving sales. Our robust online presence ensures your message reaches a vast audience, amplifying your reach and impact.

Ready to stimulate sales and elevate your brand visibility? Partner with **UK Health Radio** today and experience the difference firsthand."

ADVERTISING CATEGORIES

HEALTH, BEAUTY, WELLNESS

PHARMACEUTICALS

EYES, TEETH, EXERCISE

FOOD, DRINK, CHARITIES

INSURANCE, EQUITY RELEASE

LUXURY GOODS, HOLIDAYS, TRAVEL

AIRLINES, CAR HIRE, AUTOMOTIVE

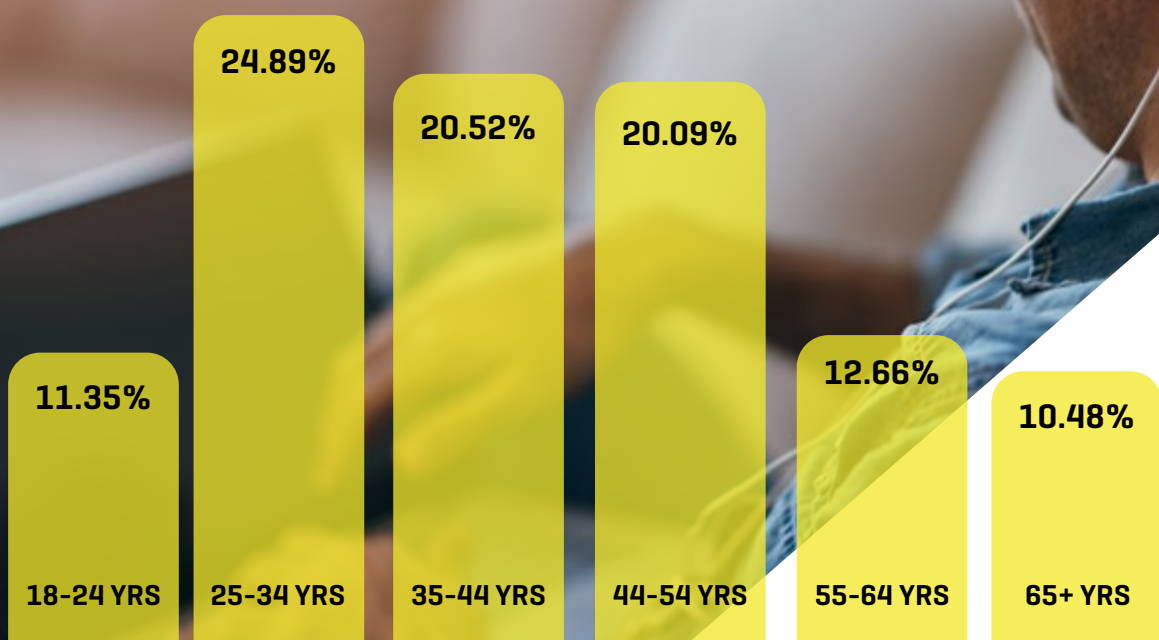
SUPPLEMENTATION



Health Triangle

READERSHIP: 21,000 MONTHLY SUBSCRIBERS

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



AGE DEMOGRAPHIC

HEALTH TRIANGLE MAGAZINE (HTM) An Introduction

WWW.UKHEALTHRADIO.COM/MAGAZINE

Launched in 2012 in support of **UK Health Radio**, our magazine boasts:

- **21,000 monthly subscribers**
- **121 issues** published to date [11 issues per year]
- Average pagination of 60-70 pages
- Reader demographics aligned with **UK Health Radio**
- Comprehensive coverage of health, beauty, diet, exercise, and holistic wellness

- Notable contributors, including British royal family member **Sarah, Duchess of York**, ITV doctor **Dr. Hilary Jones**, author **Neale Donald Walsch** and racing legend **Sir Jackie Stewart**
- Exclusive interviews with influential figures like speaker and author **Gordana Biernat**, named one of **Oprah Winfrey's SuperSoul 100 Teachers**"
- HTM provides comprehensive support for your campaign, offering opportunities for both advertorial and advertising at competitive rates, minimizing wastage.
- Produced monthly in digital format, HTM covers a wide range of health and wellness topics, presenting the latest news, features, interviews, and special offers in an elegantly designed layout.
- HTM content complements and enhances **UK Health Radio's** output, with special editions featuring exclusive interviews and reports on cutting-edge medical developments.
- Informative and entertaining HTM content is also featured in our weekly and monthly newsletters, reaching over 19,000 subscribers and offering advertisers regular opportunities to promote their businesses through advertisements, editorials, or advertorials throughout the year.

ENHANCED SERVICES TO ELEVATE YOUR BUSINESS PROMOTION

Seize the Moment to Share Your Narrative:

- Despite economic uncertainties post-pandemic, visibility remains crucial for your business.
- Engaging with customers now fosters reassurance and strengthens brand presence.

Enhanced Cross-Promotion Opportunities:

- Benefit from cross-promotion on both our radio station and magazine platforms.
- Our audiences are tailored, health-focused individuals keen on health products and services.

Leveraging Diverse Communication Channels:

- Utilize our newsletters, podcasts, and social media platforms to extend reach and engagement.

STRUGGLING WITH YOUR ADVERTISEMENT?

If you're already collaborating with an agency to craft your advertisements, we're more than happy to coordinate with them to ensure your campaign achieves the success it deserves.

Alternatively, if you lack access to in-house facilities and seek assistance, our team is equipped with the expertise and resources to support you. We offer high-quality production services at competitive rates, assisting you in creating compelling campaign content.

Our comprehensive service includes receiving and discussing your brief, drafting scripts, obtaining your approval, and overseeing all aspects of production, including editing. Moreover, if you've already produced your radio commercial, we're poised to swiftly get it on air.



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





“ Good health is more than just the absence of illness; it encompasses overall physical, mental, and social well-being. Access to the highest standard of health is a basic right for all humans, regardless of race, religion, politics, or economic status. ”

Johann Ilgenfritz, Founder & CEO of UK Health Radio

ELEVATE YOUR BRAND AS A PROGRAMME OR PRESENTER SPONSOR

- While advertising communicates, sponsorship demonstrates your commitment! Here's a fantastic new opportunity for your campaign to leave a lasting impression on air.
- You understand your business inside out, making it logical to align your brand with a specific programme or presenter where you foresee the greatest synergy.
- Programme sponsorship, akin to its TV counterpart, offers a powerful avenue to amplify your brand presence. If you're interested in exploring this further, we're eager to guide you through the array of options, including our diverse shows and presenters.

ENHANCE YOUR PRESENCE IN OUR MAGAZINE

- Elevate your profile with our editorial support services, tailored to craft an impactful advertisement or advertorial feature for you in our magazine.
- Our comprehensive service entails attentively listening to your brief, conducting interviews with key personnel if needed, sourcing relevant images for your article, obtaining your approval and sign-off, and collaborating with Health Triangle's Editor to ensure your story receives the coverage you desire.



Adverts, Advertorials, and Article Examples

FEEDBACK & TESTIMONIALS

Discover the kind words shared by our past advertisers, radio guests, magazine interviewees, podcast subjects, and other commercial clients who entrusted us to 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**





In its inaugural decade, **UK Health Radio** (UKHR) has solidified its position as the world's premier talk radio station dedicated to health and well-being. With a monthly audience of 1.4 million avid listeners, UKHR offers advertisers a unique platform to convey messages related to health and well-being to an audience characterized by open-mindedness and a quest for information.

While advertising communicates your message, sponsorship takes it a step further by gifting a particular show to a specific segment of the audience, tailored to their interests.

This is where **UK Health Radio Podcasts** shine, presenting an unparalleled opportunity to amplify your brand's reach on a global scale. Through partnerships with over a dozen of the world's leading Podcast platforms, your sponsored program can potentially connect with over half a billion new listeners worldwide! Unlike the original broadcasts, the Podcast versions feature the sponsor's individual branding and broadcast commercial credits.

Our carefully curated categories encompass every aspect of physical, mental, and spiritual health, ensuring comprehensive coverage that resonates with audiences worldwide. Just like the days of the week, each category stands out as the foremost among equals.

1. Self Development

This area covers triumph over obstacles, both personally and professionally, financially and commercially. Do you or your business have something special to offer this dynamic, growing group?

2. Mental Health

Once a taboo topic, at last this vital area is getting the attention it deserves. We are all products of our background. The challenge is how we avoid becoming victims of our history?

3. Spiritual Health

This area reflects the need to avoid spiritual bankruptcy and instead cultivate a healthy attitude to today and tomorrow - rather than being bogged down in the disappointments of the past.

4. Men and Women's Health

Even if we accept the possibility of some 73 different genders, the simple male or female alternatives provide an abundance of health issues that justify our care and attention. From cradle to grave, from fertility to the menopause, from the universal desire to make a positive difference to the individual desire not to disappear without trace.

5. Holistic Health

A century ago, holistic health care was as well respected as traditional healthcare. Then the pharmaceutical industries used their profits to encourage doctors to prescribe their production-line drugs and to undermine natural alternatives. The 21st Century sees a new Age of Enlightenment because the truth is incontrovertible.

Enlightenment because the truth is incontrovertible.

6. Sports and Fitness

Exercise is as essential to a healthy life as an appropriate diet. Competitive sport adds a fascinating new dimension! Healthy body, healthy mind remains a truism that is as true today as it's always been. However the power of the mind to maximise performance potential is an exciting new area.



ALL OUR SHOWS ARE NOW FEATURED ON ALL MAJOR PODCAST PLATFORMS

Stitcher, Apple Podcasts, RSS, Spotify, iHeart, Amazon Music, CastBox, Deezer, JioSaavn, Listen Notes, Player FM, Podcast Addict, Podchaser

7. General Health

Head to toe, this explores Health in its primary sense. Traditional diagnoses and unchanging remedies proven over generations - as well as the latest state of the art innovations in technology to reach the best outcomes more rapidly than ever before.

Health, in all its forms, remains the single most important issue facing every human being on Earth today. No one covers its diversity in greater breadth and depth than UK Health Radio - together now with UKHR Podcasts. We invite you to take your share in our future!

PODCAST



COSTS / RATE CARD

- The esteemed reputations and widespread popularity of **UK Health Radio** and our digital publication, **Health Triangle Magazine**, present a formidable opportunity for effectively promoting your business.
- Our seasoned **Sales Team** stands ready to assist you, offering expert guidance on maximizing the value and impact of your chosen campaign.
- Unlike some sales teams, we prioritize working within your budget and crafting bespoke campaigns tailored to your business needs. All consultations are held in strict confidence, ensuring you can openly discuss your objectives.
- As we delve into your requirements and objectives, we may recommend an initial package involving radio, magazine advertising, or ideally, a combination of both, which has proven highly effective for many advertisers in the past.

“Where we
Talk Health”



For **UK Health Radio**, we offer **Starter Pack Campaigns** lasting from 1 to 3 months or longer, customized to your preferences. Typically, advertisements run for 30 seconds, and we're happy to assist with production if desired.

Campaign costs vary based on the frequency of your advertisement airing. We'll guide you through the available slot options to help you make an informed decision.

Rest assured, with our programs airing 24 hours a day, your business will receive substantial exposure regardless of the package you choose.

CAMPAIGNS TO SUIT ALL BUDGETS

Rest assured, your budget constraints need not hinder your advertising endeavors. While your initial investment may be modest, we're confident you'll soon witness a rewarding return on your investment.

For as little as £1,250 (exc. VAT) per month, your business can reach over 1.4 million listeners and readers through our comprehensive campaign, spanning across airwaves, print, and social media platforms.

To amplify the impact of your advertising, we offer additional support, including a complimentary quarter-page advertisement in our magazine and active promotion on our dynamic social media channels, boasting a combined audience of over 43,000 followers on Twitter, Facebook, and Instagram.

Explore further opportunities with our **Sales Team**, such as becoming the **Principal Sponsor** of a specific program. With this sponsorship, you'll have the freedom to select your preferred program and enjoy prominent on-air mentions throughout the show, reinforcing your brand's association with our listeners.

As a **Program Sponsor**, you'll receive added benefits like increased mentions on our social media platforms and featured spots in our magazine. We're eager to discuss your specific requirements and tailor our offerings accordingly.

Additionally, if you're looking to launch a new product range or expand your business, our **Media Team** can assist you in crafting a bespoke **Advertisement Feature** in our **Health Triangle Magazine**, providing further visibility and exposure for your endeavors.





“ Informing the world one show at a time ”

GET IN TOUCH

With a wide array of advertising packages to choose from, we welcome any questions you may have. Reach out to us today to schedule a confidential discussion, where we'll provide detailed insights into the available options and how we can collaborate effectively.

Email **Allan Pattison** at allan@ukhealthradio.com, and we'll promptly respond to your inquiry.

*Sources:

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