

Radio Advertising UK Audience Ups and Downs

Total Hours Fluctuations – Q3 2014
23rd October 014

Total Hours Fluctuations

Ups – these are the stations that have increased their hours by more than 15% and therefore offer numerical wins if you book them in the next 2 weeks before the planning systems are updated.

Station	Total Hours % change
Smooth Radio North West and Wales	126.10
Signal 107	116.80
Magic 999 (Preston)	101.27
kmfm East	83.37
The Hits	70.47
kmfm West	52.92
Nation Hits!	51.34
107.2 Wire FM	50.63
Heart North Wales	50.53
Heart North East	43.87
Radio 1458 AM	43.24
Smooth Radio Sussex	42.55
TFM Radio	34.72
LBC News 1152	32.63
Heart North West	31.74
106 JACKfm (Bristol)	30.62
Clyde 2	30.10
Northsound Two	28.83
Capital South Wales	28.24
Heart Yorkshire	27.17
Smooth Radio Devon	25.40
Heat	24.32
Magic 1161 (Hull)	24.18
Jack FM South Coast	23.97
KCFM 99.8	22.58
North Norfolk Radio	21.83
Absolute Radio National	21.35
Smooth Radio Scotland	21.19
Magic 1548 (Liverpool)	20.28
Radio Exe	20.00
The Pulse	19.52
Kiss West	18.98
Free Radio FM (Birmingham & Black Country)	18.71
Capital South Coast	16.77
Gem 106 (East Midlands)	16.45
XFM Manchester	15.45
U105	15.08
Free Radio FM (Coventry & Warwickshire)	15.02

Downs - these are the stations that have decreased their hours by more than 15% and therefore we should hold back where possible and re-plan once the planning systems have been updated.

Station	Total Hours % change
Smooth Radio Essex	-45.63
Fire Radio South Coast	-43.75
96.2 Touch FM - Coventry	-43.50
Eagle Extra	-40.63
102.4 Wish FM	-34.46
Heart London	-31.15
107.8 Arrow FM for Hastings	-28.46
Forth2	-27.59
Free Radio 80s (Coventry & Warwickshire)	-25.52
Metro Radio	-24.49
Kingdom FM	-23.94
Radio 1035 AM	-23.53
Citybeat 96.7/102.5FM	-23.43
Smooth Radio East Anglia	-22.90
Free Radio 80s (Birmingham & Black Country)	-22.08
Smooth Radio Kent	-21.78
Clyde 1 FM	-21.41
Dream 100	-20.95
107.6 Juice FM	-20.16
Radio Wave 96.5 FM	-20.15
Oak FM	-19.87
Smooth Radio London	-19.65
Capital North West and Wales	-19.57
Capital Manchester	-17.96
The Breeze (Basingstoke / Newbury and Andover)	-17.89
96.4 Eagle Radio	-16.91
Gold East Midlands	-16.75
Free Radio FM (Herefordshire & Worcestershire)	-16.65
Magic AM (Sheffield)	-16.16
96.2 The Revolution	-15.77
Pulse 2	-15.76
Radio Ceredigion	-15.44
Star North East	-15.43
Norwich 99.9fm	-15.40
Signal Two	-15.31
Yorkshire Coast Radio	-15.01