

The London Marketplace for Radio



Primary Stations

These are the market leading stations, there are differences in the feel of each station but for the most part they are all mainstream chart music stations with a broad appeal.

Station	Core Audience	Weekly Reach	ABC1 Profile
Capital London	15-34 year olds	1,964,000	67.77%
Magic 105.4	25-54 year olds	1,845,000	62.38%
Heart London	25-44, female bias	1,372,000	65.16%
Kiss 100 FM	15-24 year olds	1,512,000	58.86%

Secondary Stations

These are also very strong stations, most have a more specialist output, orientated to certain audiences – for example LBC is a talk station so is good for reaching a business audience, whereas XFM is geared towards young ABC1 professionals.

Station	Core Audience	Weekly Reach	ABC1 Profile
Classic FM London	ABC1 35+	1,100,000	71.09%
LBC 97.3	ABC1 35+	822,000	64.84%
Absolute London	ABC1 25-44, male bias	522,000	76.63%
XFM London	ABC1 20-35s	411,000	58.88%
Smooth London	40+ adults	681,000	67.40%
Capital Xtra	15-24s	318,000	57.23%
Gold London	55+ adults	337,000	59.05%
Talksport London	Strong male bias	647,000	65.22%

Tertiary Stations

This group of stations are targeted towards specific ethnic/religious London communities, so while they don't achieve the mass numbers that the mainstream stations do, they are ideal for reaching audiences that would otherwise be hard to reach.

Station	Core Audience	Weekly Reach	ABC1 Profile
Sunrise Radio	15-44 Asians	259,000	54.05%
Premier Christian Radio	Christian community	149,000	73.83%
London Greek Radio	Greek community	n/a	n/a
Spectrum Radio	Ethnic Communities	n/a	n/a

DAB Only Stations

Station	Core Audience	Weekly Reach	ABC1 Profile
Lyca Radio	Asian Community	Non Rajar	Non Rajar
Share Radio	Professionals	Non Rajar	Non Rajar
Colourful Radio	ABC1 25-34s	Non Rajar	Non Rajar
Fun Kids	Families/children under 12	Non Rajar	Non Rajar
Gaydio London	Gay Community	Non Rajar	Non Rajar
Polish Radio London	Polish Community	Non Rajar	Non Rajar
The Wireless	Adults 50+	Non Rajar	Non Rajar
Chill	Broad audience, 15-55s	Non Rajar	Non Rajar
Premier Gospel Radio	Christian Community	Non Rajar	Non Rajar
IBC Tamil	Asian Community	Non Rajar	Non Rajar