



Love Luton | Love Local | Love Diverse FM

Good Reasons to Advertise on the Radio - Radio sells everywhere.

Radio is the only true mobile medium. In the car, at work, and at play, radio is there...the companion and the advertising force your customers take with them wherever they go.

Consumers need to be exposed to an advertising message at least three times before it begins to penetrate. Most **local businesses** cannot afford the necessary three-times-plus frequency that effective advertising demands - except on radio. Radio is the reach and frequency medium you can afford.

You're always on the front page with radio. With radio advertising you are front and centre in the listener's attention span when your ad is on the air. You're never buried on page 42 and you're never surrounded by your competitor's ads. With radio, you are always on the front page.

Advertising on radio has consistently proven to be an effective and efficient medium to help generate brand awareness and grow a business.

Why advertise on Diverse FM

Diverse FM is all about Luton. Diverse FM is a station with over 15 years of experience in entertaining the town's diverse community. Diverse FM is consistently the number one radio station for Luton.

Diverse FM has won many local, regional and national awards, including the most prestigious 'Queen's Award for Voluntary Service' (MBE for voluntary organisations).

Make yourself heard on the number one radio in Luton - Advertise with Diverse FM - allow us to expand your brand voice to all our listeners across Luton and beyond.

Diverse FM is the number one radio station for Luton, broadcasting to a potential audience of over 300,000 people in Luton and surrounding towns and villages.

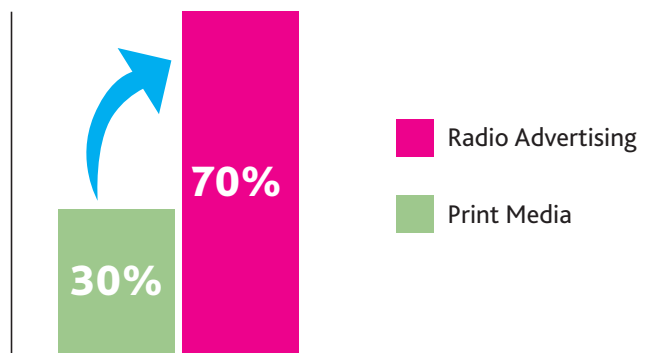
Great music, some of the best **local presenters** playing the biggest and best latest music, **local news**, traffic and travel which helps the station to reach and enjoy record audience

figure and celebrate everything about Luton and its diverse population.

Advertising on Diverse FM means you can reach hundreds of thousands of listeners and more importantly **local listeners** from diverse backgrounds.

Unlocking your missing customers

Advertising on radio is **70%** more effective than newspapers. Your business or brand can be heard on Diverse FM up to 15 times a day, seven days a week at a fraction of the cost of advertising in the papers.



Sponsorship and Promotions:

Another great way to promote your business/brand and interact with our listeners is through our sponsorship packages, via sponsoring a programme or taking an exclusive offer of promoting via Diverse FM website and social media campaigns.

For more information regarding advertising on Diverse FM or sponsoring a programme please contact us on:

Email: sales@diversefm.com
Tel: 0786 786 1947 or 01582 725 500
www.diversefm.com