



## MEDIA KIT

With well over 139,000 weekly listeners across a broad cross-section of Melbourne’s community, advertising 3MBS will help your business get in front of your dream clients, thanks to our on-air and digital radio advertising.

# 139K

WEEKLY LISTENERS

# 4.5K

FACEBOOK FOLLOWERS

# 7K

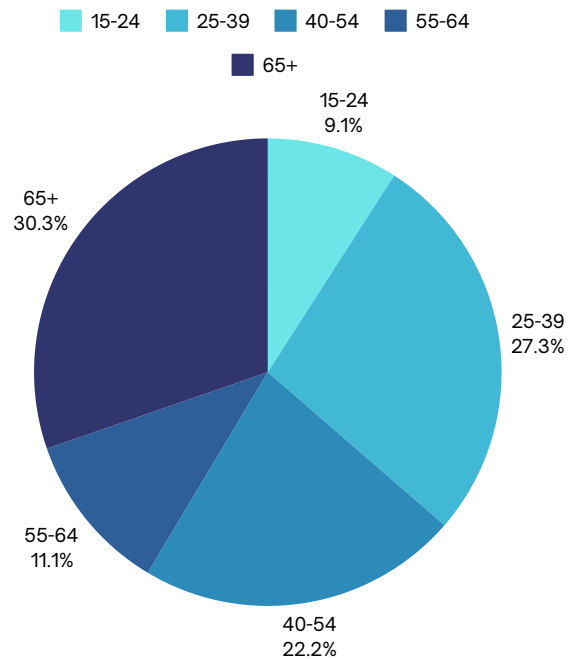
EMAIL SUBSCRIBERS

## OUR AUDIENCE

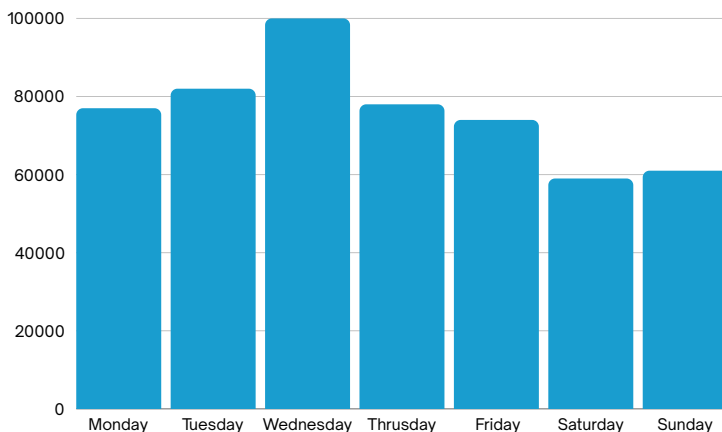
### EDUCATION AND INCOME

- 42% work full-time
- 24% work casual roles
- 74% are university educated
- High-net worth (100k/yr)

### AGE



### LISTENING HABITS



139K LISTENERS A WEEK

## SETUP FOR SUCCESS

□ Advertising with 3MBS is a great way to increase your brand awareness across a large, highly engaged audience.

- 80% would recommend 3MBS advertising to their business networks
- 73% found advertising campaigns with 3MBS to be affordable
- 80% of advertisers reported a moderate to large extent in increased brand awareness

### RADIO

- Increases brand awareness.
- Professionally recorded and produced.
- Played at strategic times.

### DEDICATED EDM

- Get your message into the inboxes of 7000 people.
- Deliver an open rate of 42% on average.
- Provide detailed analytics.

### PRINT

- Get your message in our OnAir magazine.

## MAKE A DIFFERENCE: HOW YOUR SPONSORSHIP MAKES MELBOURNE BETTER

When you run an advertising campaign with 3MBS, you don't just engage in a marketing activity that will get your brand in front of tens of thousands of people, you actively contribute to a vibrant Melbourne community and create incredible opportunities for artists.

### CONTACT

**Jay Gomez**

Business Development Manager

[jay.gomez@3mbs.org.au](mailto:jay.gomez@3mbs.org.au)

p. (03) 9416 1035 | m. 0435 810 899

