



MEDIA KIT

With well over 556,000 monthly 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.

556K

MONTHLY LISTENERS

4.5K

FACEBOOK FOLLOWERS

7K

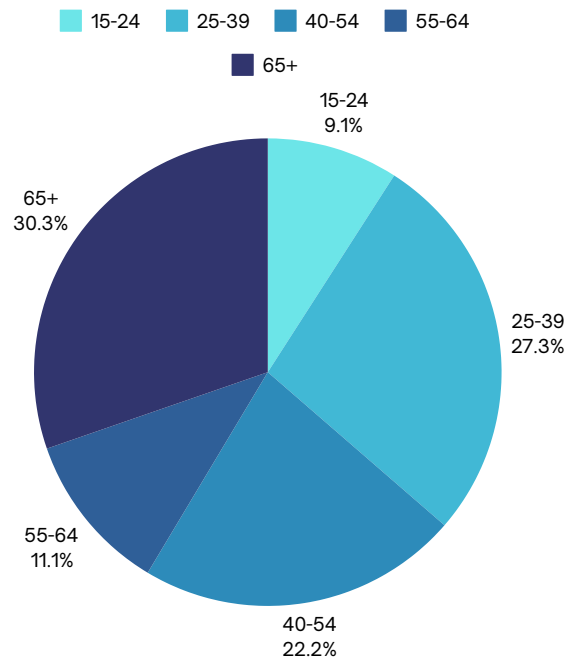
EMAIL SUBSCRIBERS

OUR AUDIENCE

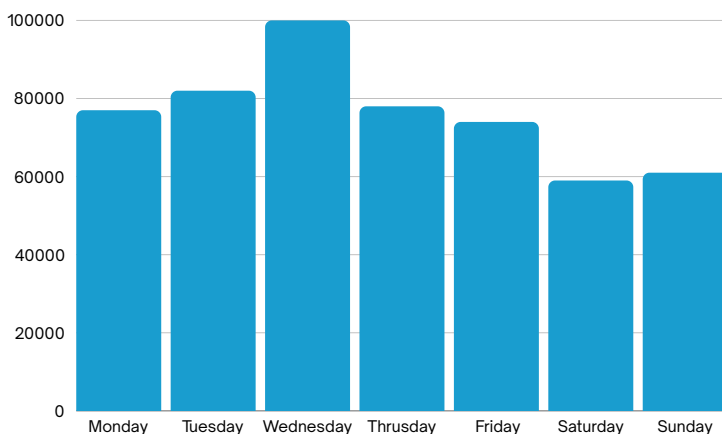
EDUCATION AND INCOME

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

AGE



LISTENING HABITS



556K LISTENERS A MONTH

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

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ITEMS AND PRICES

RADIO

- General Radio spots - \$50 per spot, \$500 per 10 spots
- Guaranteed peak radio spots (6-9am, 4-7pm) \$70 per spot, \$700 per 10 spots
- Program Sponsorship - \$2500 per year. This includes 2x promos on a particular weekly program, specifying you are the show's primary sponsor. Stats – approx. 556K listeners per month.

PRINT – ON AIR MONTHLY MAGAZINE

- Full page ad (DL size) - \$700
- Flyer/Brochure inserted alongside the magazine - \$700
- Stats – approx. 2000 recipients – 1200 physical, 800 digital

ONLINE

- E-News - \$200 (every Monday)
- Solus EDM - \$1000 (each Thursday)
- Stats – approx. 4,000 recipients, 40% open rate.

NOTES:

- add GST to all prices – e.g. EDM is \$1000+GST