



3▲DR
97.1 fm



MEDIA KIT

**COMMUNITY ENGAGED
RADIO**



@3mdr97.1fm



3mdr.com



@3mdr97.1fm



3MDR IS A MULTI AWARD
WINNING COMMUNITY
RADIO STATION BASED IN
UPWEY, VICTORIA.

ABOUT 3MDR

Since 1985, community radio 3MDR 97.1FM has been at the heart of our community.

Founded by locals in response to the 1983 Ash Wednesday bushfires, 3MDR brings people together – through radio, online platforms and events – so that our community can continue to connect and thrive together.

3MDR matters because we strengthen our community from the ground up. We are passionate about supporting local people, music, arts, culture and the environment.

3MDR strives to:

- Nurture and amplify community voices, particularly those who are underrepresented
- Champion local artists and creativity, with a focus on musicians and music
- Be part of an engaged and involved community
- Operate sustainably

This media kit gives you all the information you need if you want to talk to the 3MDR audience and align your message with ours.



3MDR LISTENER PROFILE



70,000

EST WEEKLY LISTENERS



17.7 HOURS

EACH LISTENER / WEEK



2,700

ONLINE LISTENS / WEEK



6,500

SOCIAL MEDIA FOLLOWERS

WHY PEOPLE LISTEN TO 3MDR



LOCAL NEWS & INFORMATION



SPECIALTY & AUSSIE MUSIC



DIVERSE & UNIQUE PROGRAMMING

[McNair, 3MDR Database & Records, ABS]



65% OF AUSTRALIAN AUDIO LISTENING IS VIA LIVE RADIO

[The Australian, Share of Audio Study]



COMMUNITY RADIO OUTPERFORMED TRIPLE J AS FAVOURED RADIO STATION IN MELBOURNE

[2018 Live Music census]



MUSIC IS THE #1 PASSION FOR ONE IN THREE AUSTRALIANS

[VMOO]

WHY ALIGN WITH MUSIC AND RADIO?

MUSIC plays a role in social, cultural and economic benefits, job creation, identity, music tourism and social cohesion (Music Canada CEO)

RADIO was the best performer with 11% growth in Agency advertising spending (SMI 2018 estimates)

MUSIC is the future! 32% of 15-24 year olds make music and music contributes \$6 billion to the Australian economy annually

RADIO hits a target audience easily. There may very well be more modern choices, but when it comes to a proven track record, nothing beats the radio.

COMMUNITY ENGAGEMENT

100+ VOLUNTEERS including presenters, producers, sound engineers and committee members who contribute 450 volunteer hours per week. This equates to nearly **\$1MILLION** in voluntary contributions across a year



Over **300** hours of LIVE in studio performances per year



Over **750** hours of guest interviews per year



Over **8500** unique web visitors per month



7 National Broadcasting Awards

PROMOTING WITH 3MDR

Sponsorship in Community Radio refers to promoting on air via 30 second announcements made in-house and scheduled across the 3MDR program grid. Sponsors must be acknowledged clearly on all recordings and align with 3MDR's culture and goals. 3MDR can cater a package to your budget and need – contact our Station Manager Nat Grant for more details: office@3mdr.com

For all packages:

- All announcements are 30 seconds in length
- Prices quoted are for one script per campaign
- Costs are incurred for extra production
- Rates include GST
- Bonuses are booked after 11pm or at 3MDR's discretion
- Payment plans are available
- Logo and link on 3mdr.com
- Digital add ons also available

3MDR rates:

- \$385 per month for 2 spots per day in Drive Time
- \$275 per month for 2 spots per day across the rest of the day
- \$770 per year for 3 spots per show within a chosen show

Supporting our local community is important to us, which is why we offer several 3MDR subscriber groups discounted promotional packages.

Discounts available:

- 10% for all campaigns over 6 months
 - 25% for current 3MDR Business Subscribers
 - 50% for current 3MDR Artist, Community Group, School and Spots Club Subscribers
- NB: 1 discount applied per campaign

TAKING OUT A 3MDR SPONSORSHIP PACKAGE IS MORE THAN JUST ADVERTISING, IT'S ALIGNING YOUR BRAND WITH 3MDR.