

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



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
[VMDO]

[MCNAIR, 3MDR DATABASE & RECORDS, ABS]

P: [03] 9752 5637 | E: OFFICE@3MDR.COM | 3MDR.COM

3MDR

ON AIR CAMPAIGN RATES | 2024

\$385/Month

2 Spots per day
Drive Time

\$275/Month

2 Spots per day
Rest of day

\$770/Year

3 spots per show
Within chosen show

All prices inc. GST

EXTRAS

Initial production included

FREE additional spots

FREE promotion on 3mdr.com

Discounts from 10%

Payment plans available

Extra production from \$60