

imaginefm.net





about us...

**Imagine FM** is Cheshire's number one more music radio station.

- ① on your dial at 104.9fm
- ② online at [www.imaginefm.net](http://www.imaginefm.net)
- ③ broadcasting 24/7 to an area of 1/2 million people

Here at **Imagine FM** we pride ourselves on playing a wide variety of music, bringing you new music before anyone else and a taste of retro. We offer an oasis of calm for you to enjoy great music without disrupting your busy lifestyle.

We are also the radio station where you can re-live the memories of your youth every morning at 10am, with our top 10 at 10. We also bring you the best way to unwind seven nights a week from 9pm with late night love. Weekends are really special with our all request mornings, total chill-out Sundays, Terry Christian's Northerners With Attitude and The Blue Moon Show.

From Wilmslow to Didsbury, Marple to Altrincham and across the Cheshire commuter belt, we are the radio station to keep you up to date with the latest news and information. Our interactive website at **imaginefm.net** lets you talk direct to our studio and news team, it offers travel information updated in real time.

With presenters and staff who are all local to Cheshire, we know what is important in your lives and how to reflect the mood you are feeling right now.

Our pledge to you is quite simply a professional and honest service.

**Imagine FM, a local independent business**

# what makes our area unique? the most exclusive diamond in the country

**Imagine FM** offers unrivalled local coverage of the prestigious South Manchester diamond.

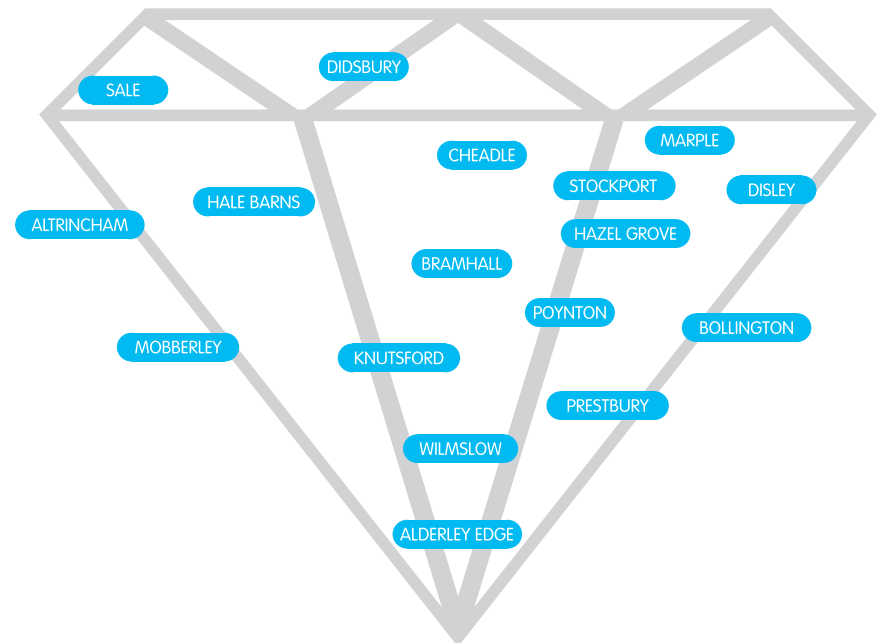
The villages in our license area are the most condensed areas of wealth in the UK, outside of London.

In our transmission area there are more bottles of Champagne sold per head than anywhere else in the UK - and it's the same for Ferraris!

We're also home to big business, with major local employers including the world famous McVities, SKY, the Co-operative Bank, Astra Zeneca, Cussons and of course Manchester Airport which is the areas biggest employer.

Imagine FM broadcasts to a population of 462,925\* people across South Manchester and Cheshire

\* Ofcom licence area 2010





**Bolton**

**Bury**

**Middleton**

**Oldham**

**Holmfirth**

**Vigan**

**Salford**

**Manchester**

**Ashton under Lyne**

**Leigh**

**Walkden**

**Urmston**

**Stockport**

**Sale**

**Altrincham**

**Cheadle**

**Wilmslow**

**Macclesfield**

**Northwich**

**Buxton**

**Cowlow**

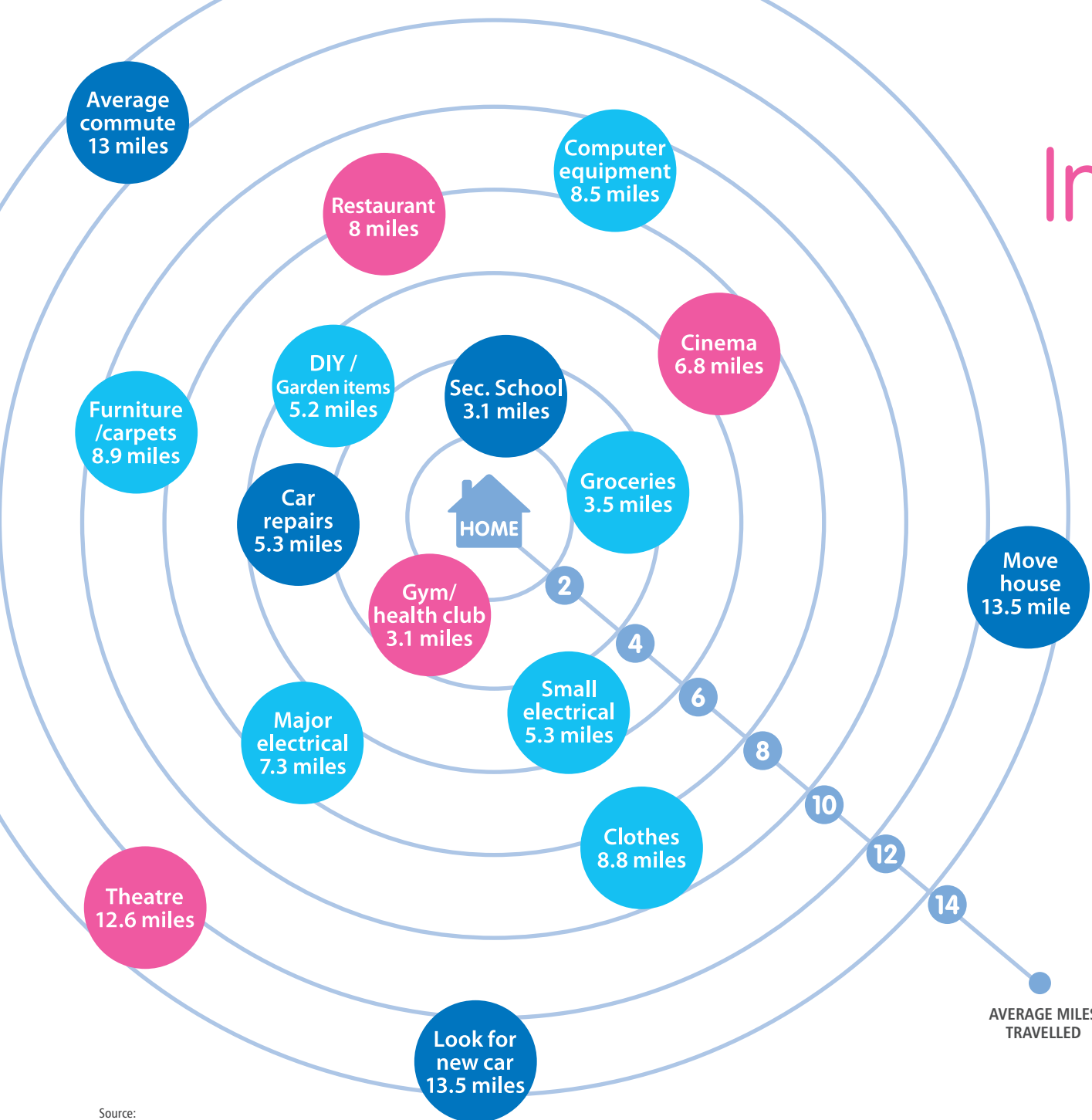
**Brushfi**

# Imagine on air

Broadcasting live to South Manchester and Cheshire

Research shows that 95% of all people live and spend 95% of their time and money within 10 miles of where they live. Therefore concentrating your marketing activity and minimising wastage is key to delivering return on investment.

● LEISURE ● LIVING ● SHOPPING



AVERAGE MILES TRAVELLED

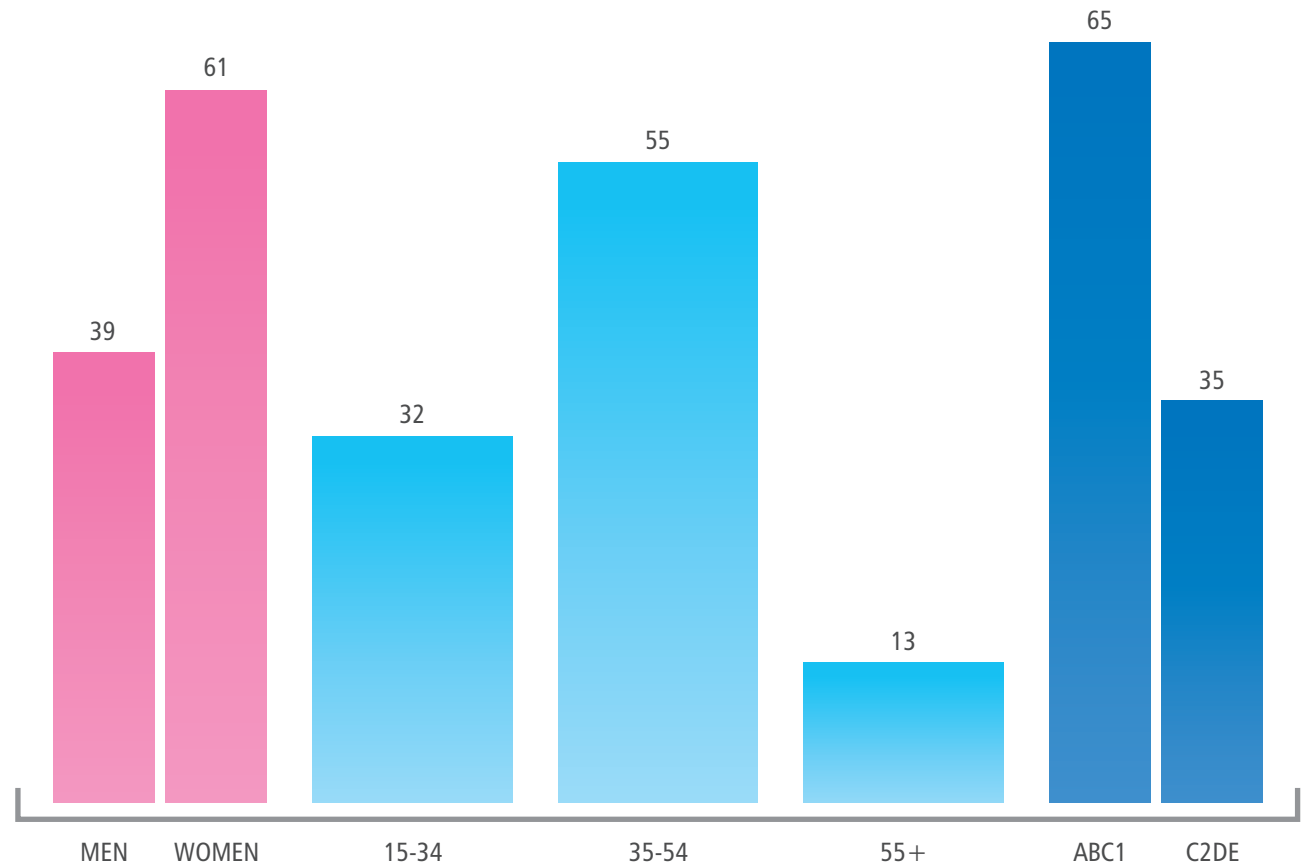
# our demographic

Our listeners are your customers

Although our listeners come from all ages, sexes and walks of life, we have a very strong female ABC1 listener base aged between 35 – 54.

The daily content reflects our listeners, with our 'More Music Policy' we know just what you want from radio.

We bring you all the local and national news as we have one of the only remaining newsrooms in the area and our presenters are intelligent, local and relevant.



% Imagine FM listeners

# radio offers unique strengths, it is...

Personal

Portable

Free

Intrusive

Pro active

Specifically targeted

Current, live and up-to-date

Trusted

And most of all it works!

**Imagine FM's** strength is that it can reach your potential customers in places **"other"** media cannot.

We offer a number of cost-effective solutions to reach your target market

- ① **Airtime** - Target your market with no wastage.
- ② **Sponsorships** - The frequency of sponsorship allows you to raise name awareness and business profile further. Coupled with airtime it results in a proven, hard hitting campaign.
- ③ **Promotional Activity** - FUN! Drives direct footfall, is short term, enables your business to interact with your potential customers, creates talk-ability, a softer vehicle to drive a message. A "Pull" mechanic rather than a "Push"!
- ④ **The Creative** - The cutting edge of every campaign! The more that is invested here the more effective your campaign will be!
- ⑤ **Online** - Finally a portal that is part of daily life with local, national and regional news updated in real time. [www.imaginefm.net](http://www.imaginefm.net) offers over 10,000 visitors a month.

# Imagine Online

**imaginefm.net** is one of Cheshire's most popular websites.

Featuring presenter profiles, programme schedules, what's on in the area, news, dining out, jobs, competitions and listening live.

**www.imaginefm.net** receives over 10,000 visits per month. Our VIP Club has over 7,000 members.



Follow us on...

facebook

twitter

# testimonials

Don't take our word for it. See what our partners have to say about our service...



"We have been working with Imagine FM for over 18 years now. The campaigns we have run have supported other areas of our marketing really well and everyone that makes it happen for us genuinely cares about us and our business.

If you're looking to add another dimension to your marketing strategy, look no further than Imagine FM. They come highly recommended!"

**Lauren Tutton - Head of Marketing  
Alexander Windows.**

## John Lewis

"Imagine FM really understand John Lewis, our customers have a discernable pallet when it comes to quality, service and choice.."

"Imagine FM work closely with John Lewis Cheadle and recognise us as a high brand, high profile store taking a lot of care to really look at the detail of what it is that we're after..."

"In my opinion if anyone was looking to advertise their business, Imagine FM would be the ideal choice!"

**Jane Roche - Marketing and Events coordinator  
John Lewis Cheadle.**

## YOUR M&S

"I have worked with Paul Taylor and the team at Imagine FM on several occasions over the last two years.

I have always found them to be extremely professional, adaptable and a great team to work with.

I look forward to working with them again in the near future."

**Donna Williamson - Store Visual Manager  
Marks & Spencer**



"We opened our first restaurant in Poynton over 3 years ago, and worked with Imagine FM to launch our business. It was a huge success!

Since then, we have opened a restaurant in High Lane, with plans for further expansion under way.

Imagine FM have been a consistent and important partner, guaranteeing the continued success and awareness of The Purple Pakora Indian Food Bar throughout Cheshire."

**Ash Choudhury - Proprietor  
The Purple Pakora**

"We ran a number of very successful competitions with Imagine FM and wouldn't hesitate to recommend them. They're a great team and easy to work with."

**Amy Wright - Group Business Development  
Gusto**

"We have worked with Imagine FM on many of our local events including Christmas light switch on's and festivals in Poynton, Wilmslow and Disley. We have found them to be very professional, providing fantastic, family events.

We look forward to working with them in the future."

**Diane Smith - Town Centre Manager  
Cheshire East Council**



"Stockport Council's fostering service is delighted with the results from the second fostering recruitment campaign...'

'...we have seen an increase in enquiries during our recent 13 week campaign with Imagine FM'

The staff are professional and have offered superb creative ideas to make sure my fostering recruitment campaigns were successful"

**Jackie Gould - Fostering and Adoption Team  
Stockport Council**

"Hoopers in Wilmslow have worked with Imagine FM on several of our 'in store promotions'. We find that the advertising and coverage we get on Imagine FM substantially boosts our messages. One of the reasons for this is that I think that we 'speak the same language'. Their audience is ours and the extensive reach across South Manchester and Cheshire really works for us.

I would happily recommend Imagine FM and their team."

**Simon Carr - General Manager  
Hoopers**

"Imagine FM has played an important role in helping Bramhall Business & Community advertise, promote and organise our bi-annual events which increase in popularity year on year.

Their continued support and commitment supporting local businesses has been vital over the past 12 months and I look forward to continuing working closely with the team at Imagine FM again this year."

**Antonio Franchitti - Chairman  
Bramhall Business & Community**

