



Where Men Really Talk



MEN'S
RADIO
STATION
MEDIA PACK

MEDIA PACK



Where Men
Really Talk!

Men's Radio Station

Britain's first ever men's radio station, run by men for men.

Men increasingly need a place to discuss serious matters at the heart of who they are.



<https://www.mensradiostation.com/>

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Introduction

A world map rendered in a watercolor style, with various colors like purple, blue, red, yellow, and green used to fill the continents. The map is centered on the Atlantic Ocean.

Men's voices from around the globe

Men's Radio Station (MRS) is a not for profit community interest charity, an internet based radio station providing a voice for men worldwide. Men's radio station is the first of its kind in Britain and indeed all over the world. It's ethos is to provide a platform for men regardless of age, colour, creed, race or religion to inspire, educate and connect men globally. Whether it be a listener or presenter, MRS strives to bring men from all over the globe into a safe, nurturing environment where they can share their stories, concerns, network and encourage each other.

The objective of Men's Radio Station (MRS) is to share all aspects of men's needs and all that may affect their lives from across the world, providing them with wit, warmth, and wisdom to empower and entertain the listeners.

Produced by men of all ages and from all cultures and ethnic backgrounds, MRS offers insight into various subjects ranging from business, politics, finance, health and international affairs among others and provides entertainment from the arts also.

Men's radio station listeners will join us to find answers they are looking for from other men who have had similar experiences and have succeeded in finding positive solutions to those experiences and provide other men with the confidence to do the same. ***"If other men have done it, then so can I"***



MEN'S RADIO STATION

where men really talk

Men's Radio Station is Britain's first-ever speech-based radio station aimed at men's emotional, physical and mental well-being.

In an ever-more complex world, men increasingly need a place to discuss serious matters that go to the heart of who they are. The aim of Men's Radio Station is to open up a meaningful, helpful, constructive conversation in a safe, non-judgemental space. It is where men can talk openly and honestly about even the most sensitive issues.

Men's Radio Station looks unflinchingly at mental health, depression, physical health and well-being, fitness, relationships, addiction, work, – in fact, everything that affects men directly, but they are often too embarrassed to discuss openly.

This ground-breaking radio station offers practical and emotional support from qualified experts on a wide variety of subjects. Its goal is to share knowledge, ideas and solutions across the spectrum of men's physical and emotional well-being.

OUR ADVERTISING RATES

PROGRAMME SPONSORSHIP

Some of our programmes are available to sponsor. Sponsorship means you appear at the beginning and end of the show with an on-air mention in the commercial break.

THE COST OF THIS PACKAGE IS £250

A 30-SECOND RADIO COMMERCIAL.

For this you will receive ALL of the following:

- 1 Full script writing services
- 2 A fully-produced radio commercial
- 3 The commercial will be on-air for one month and will be played out up to 400 times.

THE COST OF THIS PACKAGE IS £490



BUSINESS MATTERS

A new initiative from M.R.S. You and your representatives can come into the M.R.S. studio to be interviewed about your company. which INCLUDES

A fully-produced and scripted 30-second radio commercial
The commercial will be played regularly within our schedule for a month The recording will then be available on our podcast section.

A copy of the recording will be given to your company

THE COST OF THIS PACKAGE IN £650

ULTIMATE PACKAGE

This package includes all of the features of Business Matters and 30 Second Radio Commercial

With the addition of, the interview, as well as being recorded, it will be filmed with your company logo appearing on screen.

The film will be made available to you to use on all your social media platforms.

THE COST OF THIS PACKAGE IN £925

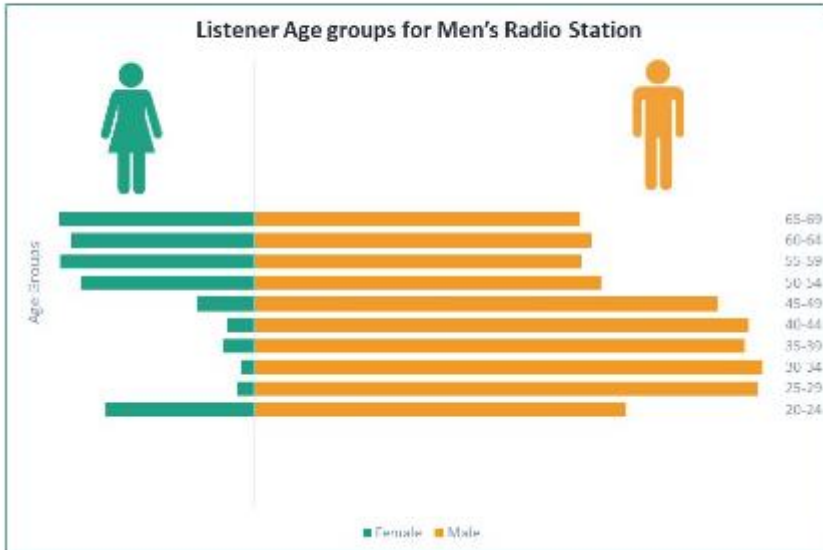
Jermyn Street Theatre, 16b Jermyn Street, London.

mensradiostation.com

A large, stylized logo for MRS. The letters 'M', 'R', and 'S' are rendered in a bold, blue, sans-serif font. The 'M' and 'R' are white with blue outlines, while the 'S' is solid blue. The logo is partially obscured by a black curved shape on the right side.

Gender Market Distribution

AGE DEMOGRAPHIC



Our target demographic of the female gender. With the specific age range targeted between 25-55.

Based on our current projections we see that the 40 – 50 age bracket sees value in the topics and shows aired on MRS. Interestingly, a large number of women also tune in and seem to enjoy the variety of shows.



Our projected listeners

Our plan is to create more shows targeting the topics that are currently creating the most listeners.



Our Male Listeners

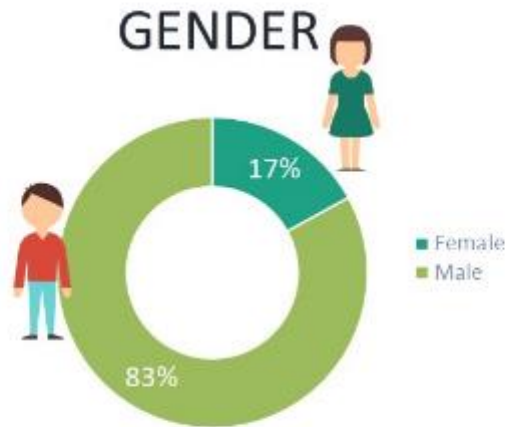
Taking note of the surprising number of female listeners, we are in discussion with various parties about the best way to capitalize on this.



Web Presence

We are continuing to grow our website and app capability, we now enable worldwide event advertising.

DIVERSITY IN GENDER LISTENERS



WEB BROWSER MARKET SHARE

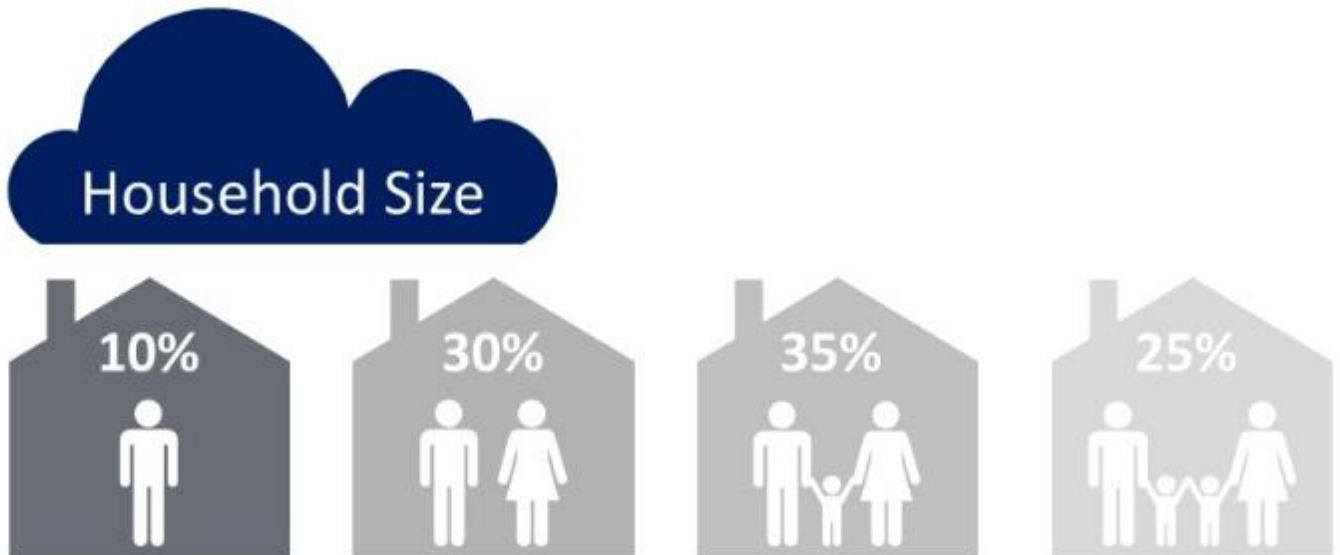
Desktop Browser Version Market Share



*Data source: Google Analytics

Our current demographic shows a marked favor for using our app on mobile phones. But also for accessing our comprehensive website. We have ensured the responsiveness of our site and are looking at improving our mobile app experience.

AVERAGE HOUSEHOLD SIZE



AUDIENCE DISPERSAL WORLD MAP



AUDIENCE

730%
Growth Since
Launch

15%
AVG Increase
PM
3
Broadcasters



5

Active Presenters



8.5K

Pageviews
this month



3.5K

Social Media Shares

MRS strives to bring men from all over the globe into a helpful and constructive environment where they can share their stories, problems and advice to all men.

These figures incorporate projected figures based upon sustainable growth already achieved