



FRESH

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Media Pack 2022

we play the freshest hits

Our audience consists of 16-34 year olds. They love hearing the newest, most upto date music, with a Fresh Rewind thrown in to take them back to when they were young and trouble free. They listen on more than one device, and are on trend with the latest technology. They carry a smart phone, use their laptop for studies and have a smart speaker & TV in almost every room in the house.

We capture their attention on-air with the Freshest Hits, on our website with the latest news and on social media with the latest trends. We too are young, we are relatable, understand their needs and are there as a friend. We are social beings, as well as individuals. Most importantly, we are a community.





community

We love where we live. Based in Leamington Spa, broadcasting to the West Midlands. We love local, local events and local people. We attend local events, music festivals and food festivals in the local area. We also support local performers and artists from around here who won't get the exposure on other radio stations. That's what makes us stand apart from the rest.

Our listeners love living around here and so do we.

We love local.

34,569

listening sessions

14,159

unique listeners

45,625

listening hours

Calum Wilkes

Calum wakes up the West Midlands with the Freshest Hits and huge Rewinds from back in the day.

With News updates on the hour, Weather every half an hour and a Showbiz update at half past the hour, waking up with Calum really is the best way to start your day!



Shehnaz Khan

Shehnaz plays the freshest R&B and urban hits across the West Midlands.

She is also a journalist and writer for some of the worlds biggest media outlets. She brings her love for entertainment and showbiz gossip on air for her audience.



The Fresh Sessions

Jordan Ingram is live every Monday evening for The Fresh Sessions.

Each week, a local artist from the West Midlands comes into the studio to perform original and cover songs.

They also have a chat with Jordan about themselves and their music and play a few games along the way. The Fresh Sessions is also streamed live on social media.



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