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## PBS MEDIA KIT

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## ABOUT PBS

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Since 1979, community broadcaster PBS 106.7FM has been an integral player in Melbourne's music community – with more than 80 specialist music programs ranging from soul to garage to country to jazz. PBS brings people together – through radio and online platforms, behind the scenes and at public events – so that musicians can keep producing and performing in Melbourne, and the city can continue to flourish as Australia's undisputed and internationally renowned music capital.

### **PBS strives to achieve:**

- A thriving, diverse music scene, particularly for under-represented music
- Content with integrity and quality
- An engaged and involved music community
- Sustainable operations

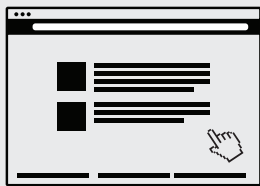
PBS matters because we support musicians and artists from the ground up. We are passionately committed to seeking out, discovering and presenting diverse and independent music.

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





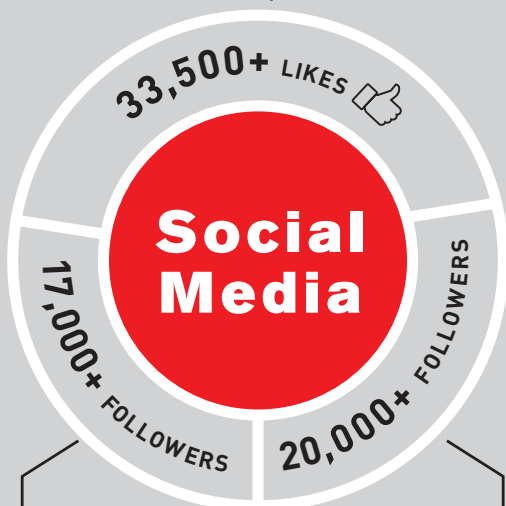
**295,000**  
EST. WEEKLY  
LISTENERS



**160,000+**  
UNIQUE WEBSITE  
VISITS PER MONTH

**Average reach  
per facebook  
post is: 9,900+**

2019 SNAPSHOT

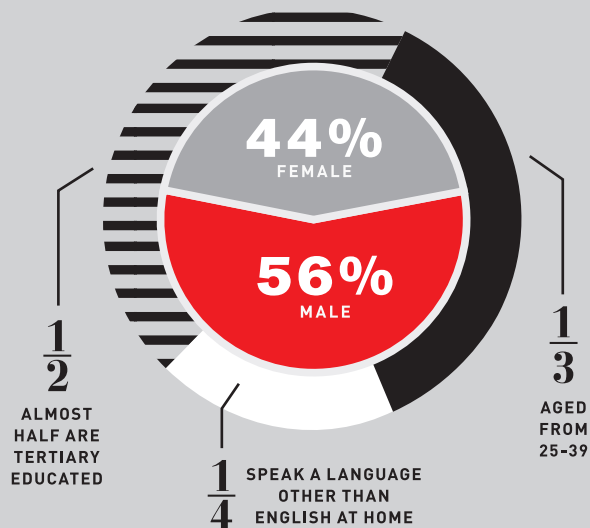


**200,000+**  
SOCIAL REACH INCLUDING  
ANNOUNCERS' CIRCLE



**NPS (Net Promoter Score) = 72**

## Listener profile



**10,000**

**\$ Financial  
Members**

**15,000**

weekly e-newsletter  
subscribers

**13,000+ people** attended cultural events presented by PBS in the last financial year. An additional 10,000+ people attended PBS supported events.

**80+ Announcers** including music curators and producers who contribute 1000 volunteer hours per week

**400+**  
volunteers

**12+ staff**  
based in our  
Collingwood studios



**The listening  
heartland of PBS**

is Melbourne's INNER CITY suburbs



(McNair, PBS database, Google analytics, Listener Feedback)

## THE PBS AUDIENCE...

- ① Wants more music, less talk
- ② Are collectors, researchers and music lovers
- ③ Don't respond well to mainstream programming and can't be reached through mainstream media
- ④ Are into experiences: music, arts, food, wine and travel
- ⑤ Want local voices / local news
- ⑥ Want an independent voice not owned by big business / government
- ⑦ Want diversity in programming; announcers that sound like them and specialty programming not available elsewhere
- ⑧ Want a diverse range of viewpoints
- ⑨ Actively participate in public interest outcomes



## WHY ALIGN WITH MUSIC AND RADIO?

**Melbourne** is held alongside London, New York, Berlin, Nashville and Austin as what a music city should look and function like (MIDEM)

**Melbourne** has 6 of the 10 top postcodes for songwriters (APRA)

**5.4 million people** attended live music in Victoria, making it a key economic driver (Deloitte)

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

### Music is the future

32% of 15-24 year olds make music

### Music is the # 1 passion for one in three Australians.

Radio matters for listening, gigs and discovery – it's the biggest way of listening to music (48%). Radio is ranked highest for where people found out about live gigs, (44%) [VMD0]

**Victorians** on average attend 30+ gigs per year. 40% of respondents predominantly listen to community radio (2018 Live Music Sensis)

### Community Radio

outperformed Triple J as favoured radio station in Melbourne (2018 Live Music Sensis)

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

**Music contributes** \$6 billion to the Australian economy

**65%** of Australian audio listening is via Live radio. (The Australian, Share of Audio Study)



# COMMUNITY PARTICIPATION

## AWARDS

Global Village  
Excellence in Programming CBAA (2016)

Soul Time  
Excellence in Programming  
CBAA (2015)

Babylon Burning  
Excellence in Programming  
CBAA (2014)

Victoria's Multicultural Awards for Excellence  
For The Collaborative Radio Project  
The Victorian Multicultural Commission (2015)

Excellence in Community Participation  
For Rock a Bye Baby music sessions  
CBAA (2011)

Excellence in Training  
For The Collaborative Radio Project  
CBAA (2015)

Excellence in Training  
For PBS Access and Diversity Program  
CBAA (2017)

## TRAINING AND ADVOCACY

- Access and Diversity Program
- Collaborative Radio Project
- Reclink – Community Cup partnership
- Multicultural Arts Victoria partnership
- The Age Music Victoria Awards
- SLAM Rally Support
- CBAA conference
- Bigsound conference
- CHANGES Music Summit partnership

## SPONSORS



## PROMOTING WITH PBS - GENERAL

Sponsorship in Community Radio refers to promoting on air via 30 second announcements made in-house and scheduled across the PBS program grid. Sponsors must be acknowledged clearly on all recordings and align with PBS' culture and goals. PBS can cater a package to your budget and need – contact our sponsorship department for more details: [sponsorship@pbsfm.org.au](mailto:sponsorship@pbsfm.org.au)

### SPONSOR RATES

**\$55 spot rate**

### PACKAGES INCLUDE

<b>\$550</b>	<b>10 spots</b>
<b>\$825</b>	<b>16 spots</b>
<b>\$1155</b>	<b>23 spots</b>
<b>\$1650</b>	<b>35 spots</b>
<b>\$2750</b>	<b>62 spots</b>
<b>\$5076</b>	<b>120 spots</b>

### AGENCY RATES\*

**\$66 spot rate**

\*Includes agency commission.

Schedule BMAD (Breakfast, Morning, Afternoon, Drive) Live read giveaways can be added to your packages for extra promotion on air. Enquire with the sponsorship team.

### FOR ALL RATES

- All announcements are 30 seconds in length.
- Prices quoted are for one script per campaign.
- Costs are incurred for extra production, scripts and scheduling.
- Rates include GST.
- 10 spot minimum applies. Minimum campaigns should be scheduled over a 14 day period.
- Bonuses are booked after 8pm or at PBS' discretion.

### DIGITAL RATES

**WEBSITE: [www.pbsfm.org.au](http://www.pbsfm.org.au)**



### LEADERBOARD BANNER

**\$300 p/w**

**\$850 p/m**

Specifications: 90 pixels high x 728 pixels wide.  
JPG and GIF only.

### BANNER AD

**\$350 p/w**

Specifications: 100 pixels high x 600 pixels wide.  
JPG only. For Agency and Corporate rate add 20%.

### NEWSLETTER

Weekly newsletter emailed to over 15,000 recipients. Includes exclusive PBS news, events, feature releases, partnerships and giveaways.

## PROMOTING WITH PBS - INDEPENDENT

Supporting the Melbourne music scene is important to us, which is why we offer independent bands and musicians discounted promotional packages. The independent rate is available to those who are not signed to management or a label.

### INDIE RATES\*

**\$35 spot rate**

### PACKAGES INCLUDE

<b>\$350</b>	<b>10 spots</b>
<b>\$500</b>	<b>15 spots</b>
<b>\$630</b>	<b>20 spots</b>
<b>\$1050</b>	<b>35 spots</b>

\*Unsigned performers. Upfront payment required.

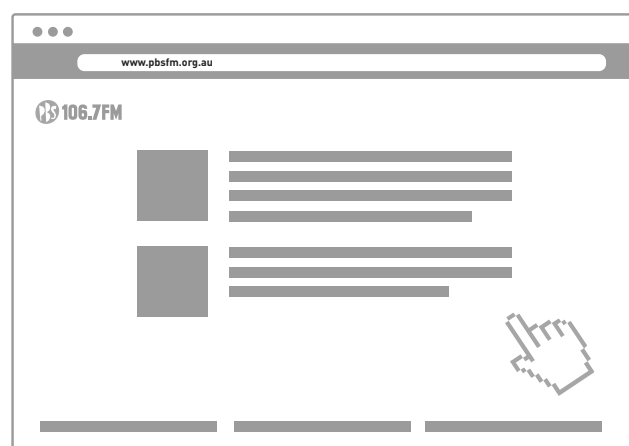
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If you are a PBS Performer Member you will also receive a 20% bonus in announcements.

### DIGITAL RATES

**WEBSITE:** [www.pbsfm.org.au](http://www.pbsfm.org.au)



### LEADERBOARD BANNER

**\$200 p/w**

**\$650 p/m**

**Specifications:** 90 pixels high x 728 pixels wide.  
JPG and GIF only.

### BANNER AD

**\$230 p/w**

**Specifications:** 100 pixels high x 600 pixels wide.  
JPG only.

### NEWSLETTER

Weekly newsletter emailed to over 15,000 recipients. Includes exclusive PBS news, events, feature releases, partnerships and giveaways.

## PARTNERSHIPS, LIVE BROADCASTS AND PBS MAGAZINE

### PBS PRESENTS

Want to take your PBS sponsorship to the next level? Taking out a PBS Presents package is more than just advertising, it's aligning your brand with PBS, the brand. Having PBS present your event or tour gets the station on board and behind the event.

**PBS Presents packages start at \$1100 for independent performers**

**Festivals and larger scale events are quoted on a case by case basis starting at \$1500**

**PBS Presents partnership arrangements can include:**

- on air announcements
- website articles
- enewsletter listings
- social media coverage
- banners and PBS logo inclusion

\* Any PBS Presents or media partnership with the station must include provisions for the PBS logo to appear on all promotional materials.

### OUTSIDE BROADCASTS

PBS outside broadcasts are a huge part of what community radio is all about – getting down to our local venue, festival or event to soak up the atmosphere and bring it to you live!

The cost of PBS facilitating a live to air depends on many factors that include venue, timing, length of broadcast, equipment needed and length of marketing campaign as well as staffing and announcer numbers involved.

**The packages start at \$3500 inc GST.**

**Placements for PBS Presents and Outside Broadcasts are limited and go through an approval process with the Sponsorship and Program departments to ensure they are a good fit for the station.**

### EASEY MAGAZINE

PBS biannual Easey Magazine gets itself straight into the letterboxes of over 10,000 PBS members. A survey of our members shows that 85% actively participate with the magazine, of which 90% find the content engaging, entertaining, and informative.

Easey magazine features stories written by PBS announcers, local musicians and other keen music lovers. It traverses a broad range of editorial ground exploring past, present and future musical richness that is synonymous with PBS broadcast terrain. It is also packed with details of PBS' Member Business Discounters, behind the scenes pics of famous and not so famous people, PBS member promotions and a central program guide. Places are limited so get in early to reserve your spot in this exclusive member-only publication!

Back Page	\$1,100
Inside Front Cover	\$880
Inside Back Cover	\$675
Full Page	\$550
Half Page	\$350
Verical Strip	\$250 (limited availability)

- All Full Colour
- Client must prepare and supply design files to specifications
- Easey magazine is printed on 140 GSM and 90 GSM stock
- Editions delivered May and December yearly

**For Agency and Corporate rate add 20%. Rates include GST.**



## TESTIMONIALS

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### **The Corner Group**

*Sally Mather and Ben Thompson, Venue bookers for The Corner Hotel and Northcote Social Club*

"We love PBS! We've been promoting on PBS for over a decade and have always found it a great way to connect with a dedicated audience of live music lovers. We've hosted a number of great PBS events at our venues and they're always testament to the station's support of and love for Melbourne's live music scene. We look forward to continuing to work closely with them into the future."

### **Bluesfest Touring**

*Rusty Thorpe, Bluesfest Touring and Marketing Manager*

"This is the seventh Bluesfest that we have worked together and I am sure that Bluesfest Touring has grown and continues to grow is a testament in part to the enduring partnership that now prevails. The PBS Marketing Experience is an easy animal to manage: The audience demographic coupled with your team's professionalism and dedication to 'client satisfaction' make the marketing of our Bluesfest and our touring shows a much easier and well defined operation."

### **City Of Yarra Council**

*Siu Chan – Unit Manager Arts, Culture and Venues*

"Yarra City Council has a long standing relationship with PBS 106.7 FM and we are proud to have such a solid music loving and community orientated radio station in our municipality. PBS is an ongoing partner of Yarra's Leaps and Bounds Music Festival and has championed and promoted important events such as Smith Street Dreaming, Reconciliation Comedy Gala, CHANGES Music Summit. We also use PBS to inform our community about issues of concern and importance, such as our 'Keep it Local' and family orientated communications for New Year's Eve. PBS has a diverse audience base and is an important voice in Melbourne's cultural and musical landscape, as well as being a jewel in Yarra's crown."

### **Justin Rudge**

*Venue, Artist & Festival Booker, Performer*

I can't remember the last major project I've been involved in where I haven't partnered with PBS! PBS have a wonderful sponsorship system through professional on air promotions, email newsletters & quarterly magazine. Their integration within the music consuming community means that you are always targeting those you want to reach - the passionate Melbourne music fans! They do such a great job promoting venues, festivals, musicians and all sorts of community and cultural events. You can't spend your promotional money anywhere better - it sells tickets and spreads the word!

### **Lisa MacKinney**

*Taipan Tiger Girls – featured on Drive Live & track on 2016 Radio festival CD*

Like most community radio stations, 3PBS is run on a shoestring, and to achieve the level of professionalism that was demonstrated by the staff and volunteers in the weeks before and during the event(s) is a testament to the love and dedication that this station fosters."

### **Adam Gorton and Blake Scott on behalf of Peep Tempel**

"Since 2009 The Peep Tempel have grown from a local band performing in small venues across Melbourne to now performing at large international music festivals across Australia and have had two of their albums nominated for a number of prestigious music awards, including the Australian Music Prize twice. This success would not have been possible for a band such as Peep Tempel, whose music is too raw for commercial radio, without support from community radio stations such as PBS 106.7 FM."

### **Richard Wynne MP**

"PBS is one of the most treasured community broadcasters in Melbourne, and I'm delighted to see them move in to the fantastic Collingwood Arts Precinct. This funding will ensure they continue to be a strong centre of music and creativity in Collingwood for decades to come."