



Press Release

Thursday 25th February 2010

IRN LAUNCHES FIRST EVER 1 O'CLOCK NEWSLINK AD BREAK

On 1st March 2010, IRN will be launching the first ever solus 1 o'clock Newslink ad break, offering brand new commercial opportunities to advertisers as the nation stops for lunch.

Newslink 1 o'clock complements its existing 6am to 11am spots and will run across Global Radio, Bauer Radio, GMG Radio and talkSPORT from Monday to Friday only, tapping into the lunchtime consumer at key decision-making times as they consider what to eat, drink or buy. It will be trialled for 6 months with a view to making it permanent later.

The break will open up a unique modal opportunity aimed at retailers, fast food and online companies, along with banking and finance, reaching up to 4 million people per day at lunchtime and building up to 8 million across the week. The new 1 o'clock ad break will increase Newslink's weekly reach from 24 million to over 26 million adults, making it commercial radio's single biggest buy.

IRN's Managing Director Tim Molloy said:

"In response to high demand, IRN has decided to build on Newslink's strength as the biggest advertising proposition on radio with the launch of Newslink 1o'clock. For the first time, Newslink buyers will be able to target listeners outside of breakfast hours whilst retaining the key benefits of high reach and our unique solus news positioning. Initially, the spot will be broadcast on stations belonging to our major subscribers and after an initial trial period, the aim is to roll this out to all 300 stations in the Newslink network."

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* Source: RAJAR / Ipsos-MORI / RSMB, period ending December 2009, all stations and groups results are reported on their specified reporting period and TSA.

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