

# global

Hear it. See it. Feel it.



**WEEKLY REACH: 10.3M**  
**AVERAGE HOURS: 6.3**

**THE LARGEST COMMERCIAL RADIO BRAND IN THE UK**

With its feel good playlist from the 00s, today's biggest records, the biggest on-air games in radio and its fun, family-orientated feel, Heart attracts listeners who are still young at heart and enjoy family life to the max.

Listeners can also enjoy feel good music through the decades with Heart 70s, Heart 80s & Heart 90s, as well as non-stop Club Classics on Heart Dance.



Source: RAJAR Q4 2021, Heart Brand (UK)



**WEEKLY REACH: 7.6M**  
**AVERAGE HOURS: 4.8**

**THE UK'S NO. 1 HIT MUSIC STATION.**

Capital plays the biggest hits from the hottest hit music artists, broadcasting nationally and in major cities across the UK. Capital listeners tune in for the music and brand lifestyle, enjoying the large-scale events such as Capital's Summerime Ball and Jingle Bell Ball and an all-fresh presenter line-up.

Source: RAJAR Q4 2021, Capital Brand (UK)



**WEEKLY REACH: 6M**  
**AVERAGE HOURS: 6.7**

**YOUR RELAXING MUSIC MIX**

Smooth broadcasts across the whole of the UK but it maintains full regional flexibility. Playing a relaxing mix of music from iconic artists across the years, Smooth is for those who love to be busy but also need to unwind sometimes in an oasis of calm. Smooth listeners across the UK can also enjoy the relaxing sounds of Smooth Country & Smooth Chill.



Source: RAJAR Q4 2021, Smooth Brand (UK)



**WEEKLY REACH: 5M**  
**AVERAGE HOURS: 8.5**

**THE WORLD'S GREATEST MUSIC**

Classic FM is the home of classical music in the UK, with a welcoming touch that makes the genre accessible to all. Classic FM has a mission to make classical music relevant to a modern audience through its engaging style. Its audience like to do more than just listen; they love to get involved online too, making Classic FM one of the most engaged-with brands on social media.

Source: RAJAR Q4 2021, Classic FM (UK)



**WEEKLY REACH: 3.2M**  
**AVERAGE HOURS: 9.2**

**LEADING BRITAIN'S CONVERSATION**

LBC is Britain's biggest commercial news talk brand. Broadcasting nationally, LBC tackles major stories, providing a platform for debate and thought leadership. Listeners want to be a part of the conversation – engaging with presenters and each other about major stories and the issues that matter to them. LBC's sister stations, LBC News, is a 24-hour national rolling news channel.

Source: RAJAR Q4 2021, LBC Brand (UK)



**WEEKLY REACH: 2.1M**  
**AVERAGE HOURS: 8.6**

**GET IN TO THE MUSIC**

Radio X broadcasts across FM frequencies in London and Manchester plus on DAB across the UK. Radio X is home to the biggest personalities, and best indie music on the dial. Listeners know what they like and aren't afraid to say so. With taste-defining instincts and a passion for the music, you can't get a more focused, mainstream audience anywhere else on the dial.

Source: RAJAR Q4 2021, Radio X (UK)



**WEEKLY REACH: 1.5M**  
**AVERAGE HOURS: 3.7**

**HIP HOP & RNB FOR THE UK**

Capital XTRA is the UK's leading national station for its genre. Listeners can also enjoy Capital XTRA Reloaded – the ultimate throwback to the biggest hip-hop and RnB anthems of the nineties and noughties. Capital XTRA's audience are young, social, vibrant and diverse. They don't just love the music, they live the lifestyle too.



Source: RAJAR Q4 2021, Capital XTRA Brand (UK)



**WEEKLY REACH: 592,000**  
**AVERAGE HOURS: 3.4**

**THE UK'S OFFICIAL DANCE STATION**

The UK's only national station dedicated to dance music

Capital Dance brings an energy unlike no other in the UK, on DAB digital radio and Global Player, playing the biggest dance anthems and club mixes.

At the helm of the presenter line up is the legendary MistaJam, alongside Rio Fredrika at breakfast, plus Coco Cole, Charlie Powell, Jess Bays, and KG.

Source: RAJAR Q4 2021, Capital Dance (UK)



**WEEKLY REACH: 882,000**  
**AVERAGE HOURS: 3**

**WHERE THE NEWS NEVER STOPS**

LBC News, is a 24-hour national rolling news channel, providing up-to-the-minute UK and world news, business, travel, weather and sport updates. Presenters include Martin Stanford, Lisa Aziz, Ian Payne, and Jim Diamond.

Source: RAJAR Q4 2021, LBC News (UK)



**WEEKLY REACH: 1.3M**  
**AVERAGE HOURS: 8.6**

**THE GREATEST HITS OF ALL TIME**

Gold plays the greatest hits of all time from the 50s, 60s, 70s and 80s, right across the UK, with James Bassam hosting Gold's More Music Breakfast every weekday morning. Gold's loyal listeners hold a passion for the music, with some of the longest average hours in commercial radio.

Source: RAJAR Q4 2021, GOLD (UK)