
LBC
LEADING BRITAIN'S CONVERSATION
LBC
RADIO
globalPLAYER
"PLAY LBC"
MEDIA PACK
2023

MEDIA PLANS WORK BETTER WITH LBC

It’s the speech radio brand as energising as music radio and as engaging as podcasts.

Advertising that appears with news brands is regarded as **more trustworthy** and of **higher quality**. And a home run for advertisers, like you.

Discover LBC, the media industry’s best-kept secret. It’s where **3.5 million listeners** hold power to account. If you’re looking for an audience that’ll listen to you, this is it.

Source: Q1 RAJAR 2023, Newsworks 2023



MEET THE AUDIENCE

LBC is a place where every voice is heard

AUDIENCE BEHAVIOURS & INTERESTS

11% MORE LIKELY TO PAY EXTRA FOR QUALITY PRODUCTS

18% MORE LIKELY TO TRY NEW BRANDS

24% MORE LIKELY TO PAY MORE FOR SUSTAINABLE PRODUCTS

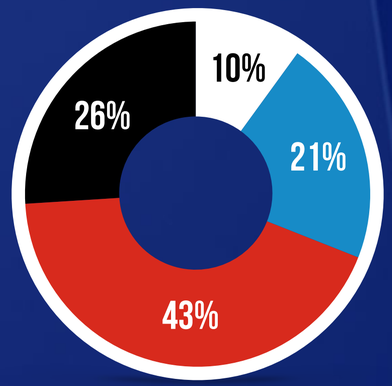
54% OFTEN NOTICE THE ADVERTISEMENTS ON RADIO

Source: Q1 RAJAR 2023, Global Analytics Q4 2022

32M
TOTAL WEEKLY LISTENER HOURS

£38K
MEAN HOUSEHOLD INCOME OF LBC LISTENERS

47%
OF LBC LISTENERS ARE MORE LIKELY TO HAVE A POSTGRADUATE DEGREE THAN THE NATIONAL AVERAGE



LISTENER PERCEPTIONS OF LBC POLITICAL LEANINGS

- LEFT LEANING
- RIGHT LEANING
- CENTRIST
- DON'T KNOW

64% ABC1

60% MALE

40% FEMALE

AUDIENCE DEMOGRAPHIC

15 - 24: **6.7%**
25 - 34: **13.4%**
35 - 44: **17.2%**
45 - 54: **19.6%**
55 - 64: **19.1%**
64+: **25.7%**



LBC CONNECTS THE NATION

OVER THE LAST 5 YEARS, LBC'S REACH OUTSIDE OF LONDON HAS GROWN BY 116%

TOP LBC WEEKLY PROGRAMME REACH

1.43M
NICK FERRARI
WEEKDAYS
7AM - 10AM

1.2M
SHELAGH FOGARTY
WEEKDAYS
1PM - 4PM

610K
ANDREW MARR
MON-THURS
6PM - 7PM

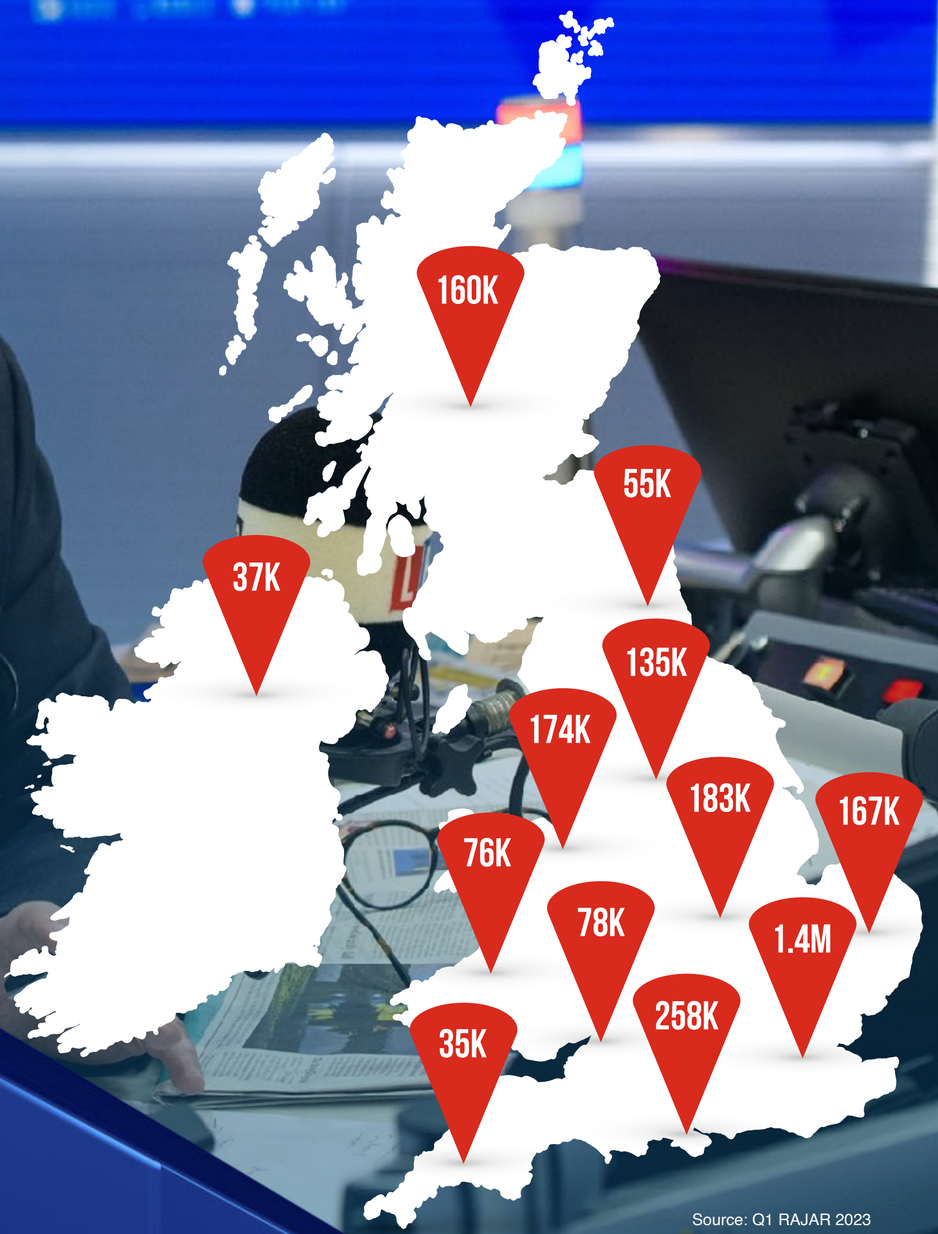
632K
ANDREW CASTLE
WEEKENDS
7AM - 10AM

10AM - 1PM
WEEKDAYS
JAMES O'BRIEN
1.5M

4PM - 6PM
WEEKDAYS
TOM SWARBRICK
968K

7PM - 10PM
MON-THURS
IAIN DALE
717K

NATIONAL LBC WEEKLY REACH



Source: Q1 RAJAR 2023

DIGITAL ENGAGEMENT

LBC ENGAGES AUDIENCES ACROSS MULTIPLE TOUCHPOINTS



4.1M
VIEWS IN MAY 2023



1.1M
VIEWS IN MAY 2023



1.2M
VIEWS IN MAY 2023

7 MILLION ENGAGEMENTS A MONTH ACROSS FACEBOOK, TWITTER AND TIKTOK.

1.2K NEWS ARTICLES ARE PUBLISHED PER MONTH ON THE LBC WEBSITE

IN MARCH 2023, THE LBC WEBSITE DELIVERED 37M PAGE VIEWS FROM 21 VISITORS.

TOP 3 LBC ARTICLES IN MARCH, APRIL, MAY 2023


Woman claiming to be Madeleine McCann receives DNA test results - with full heritage revealed

566,959
PAGE VIEWS IN MARCH, APRIL, MAY 2023


Holly Willoughby 'cuts ties' from This Morning co-host Philip Schofield, as 'decision expected today' on Monday's show

462,631
PAGE VIEWS IN MARCH, APRIL, MAY 2023


Prince Andrew booed by crowds as royal arrives at Coronation in full regalia - despite being stripped of patronages

402,631
PAGE VIEWS IN MARCH, APRIL, MAY 2023

Source: Meta Business Suite, Twitter Analytics, TikTok Analytics March 2023, Parse.ly 2023

LBC ON GLOBAL PLAYER

TOTAL LISTENING HOURS FOR LBC ON GLOBAL PLAYER +19% YOY IN 2022, AND +64% COMPARED TO 2020.

LBC CONTENT ON GLOBAL PLAYER HAS 3.44M CLICKS TO PLAY.

THERE ARE 375K LBC LISTENERS PER MONTH. WE KNOW WHO THE LBC AUDIENCE ARE, SO WE CAN TARGET ADS EFFECTIVELY.



Source: Global's Audience Listening Analytics Platform 2023, Amplitude 2023

globalPLAYER

LBC DELIVERS ACROSS KEY METRICS



"IF THE CURIOSITY IS GENUINE, THEN IT'S NOT EVEN COMMERCIAL ACTIVITY - IT'S PURE EDITORIAL CONTENT. THE BRAND IS GETTING IMPLANTED INTO PEOPLE'S MINDS WITHOUT THEM EVEN NOTICING" - JAMES O'BRIEN, 2023

- Advertisers using news brands see a significant uplift in ad effectiveness and profit growth.
- Advertising that appears with news brands is regarded as more trustworthy and of higher quality.
- Advertisers using news brands saw a **profit growth of 88%** in the 2018-22 period compared to non-users.

Source: Newsworks 2023, James O'Brien at AdWeek Europe 2023

AVERAGE LBC CAMPAIGN RESULTS

+27%	AD AWARENESS
+49%	BRAND IMPRESSION
+42%	ACTION INTENT

Source: Global Effectiveness Dashboard, 50 Campaigns

COMMERCIAL OPPORTUNITIES WITH LBC



AIRTIME

On-air advertising across three ad breaks an hour. The right frequency to stick in your audiences' minds.

PARTNERSHIPS

Branded interviews and shows, interweaving your brand with conversation that keeps the UK talking.

OUTDOOR

Billboards, digital screens and BT Street Hubs breaking news across the country as it happens, with your brand right there with us.

SOCIAL

Carry on the conversation on LBC's viral social media platforms. LBC has great engagement across Twitter, TikTok, Instagram, YouTube and Facebook.

DIGITAL EDITORIAL

A high-performing website built on quality journalism and radiating trust, for thousands of visitors every week.

DAX

A digital advertising network across LBC radio and presenter podcasts, tightening your bond with LBC audiences in intimate listening moments.


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