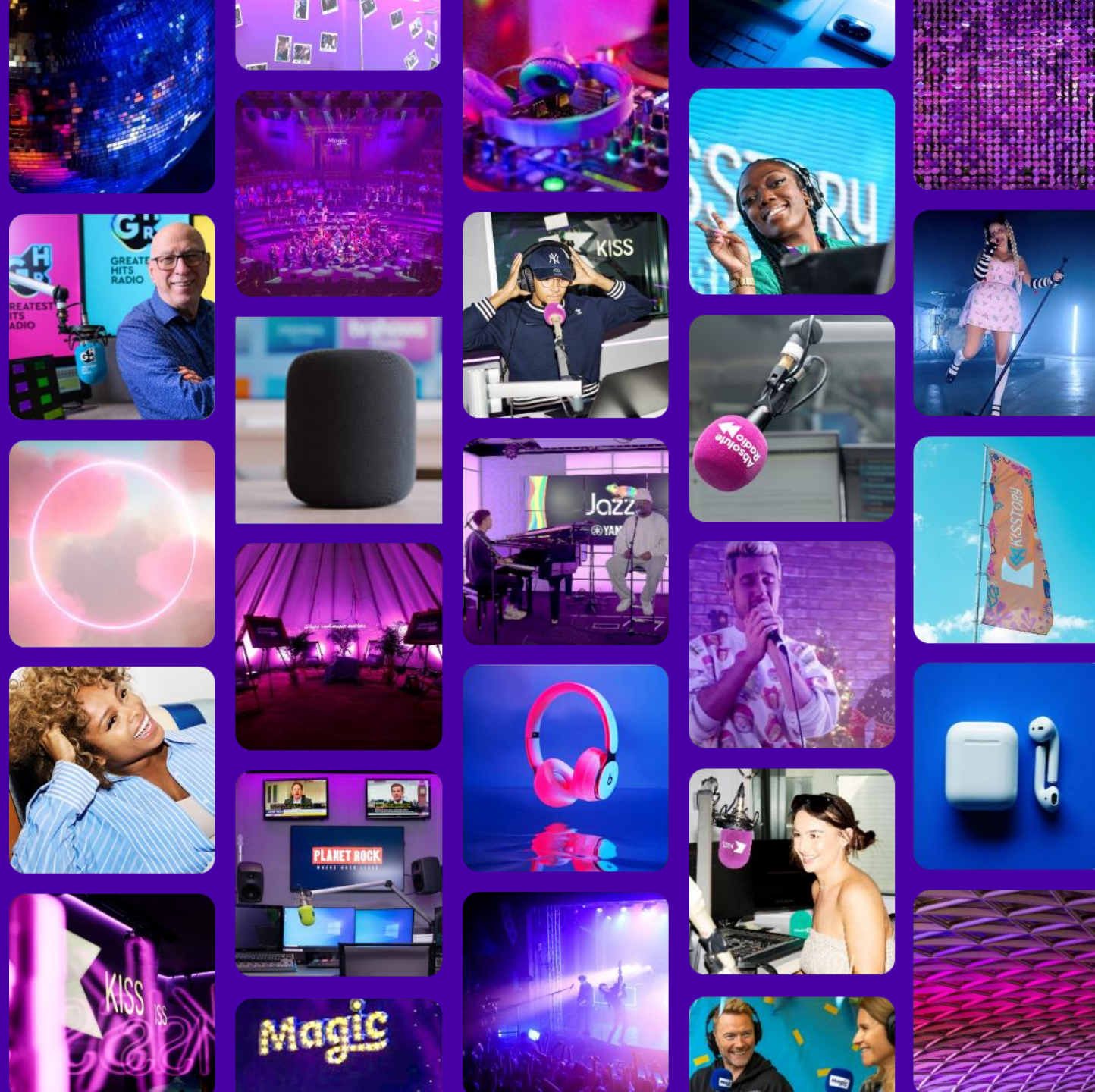
Bauer Media Group

Investment Companies



Why Investment Companies Should Advertise on Radio and Digital Audio

Radio and Digital Audio are powerful, trusted tools to help brands connect with high value individuals, investors, professionals and entrepreneurs:

- Reach individuals on the devices they trust most: mobile phones, laptops and smart speakers
- Deliver targeted messages based on location, demographics, weather and even time of day
- Create interactive campaigns that spark engagement and brand loyalty

With high levels of trust and daily engagement, audio connects with audiences at precisely the right moment. Digital Audio makes campaigns even more **targeted, measurable**, and **adaptable.**

To connect with today's savvy investors, align your brand with that matters: economic confidence, transparency and financial empowerment. Digital Audio is where informed decisions begin.

We reach **4.5 million** adults who invest through stocks, shares, unit trusts, investment trusts, and fixed rate bonds.

Absolute Radio **1.8M**

Magic Radio **1.1M**

Greatest Hits Radio **1.5M**

Hits Radio **1.2M**

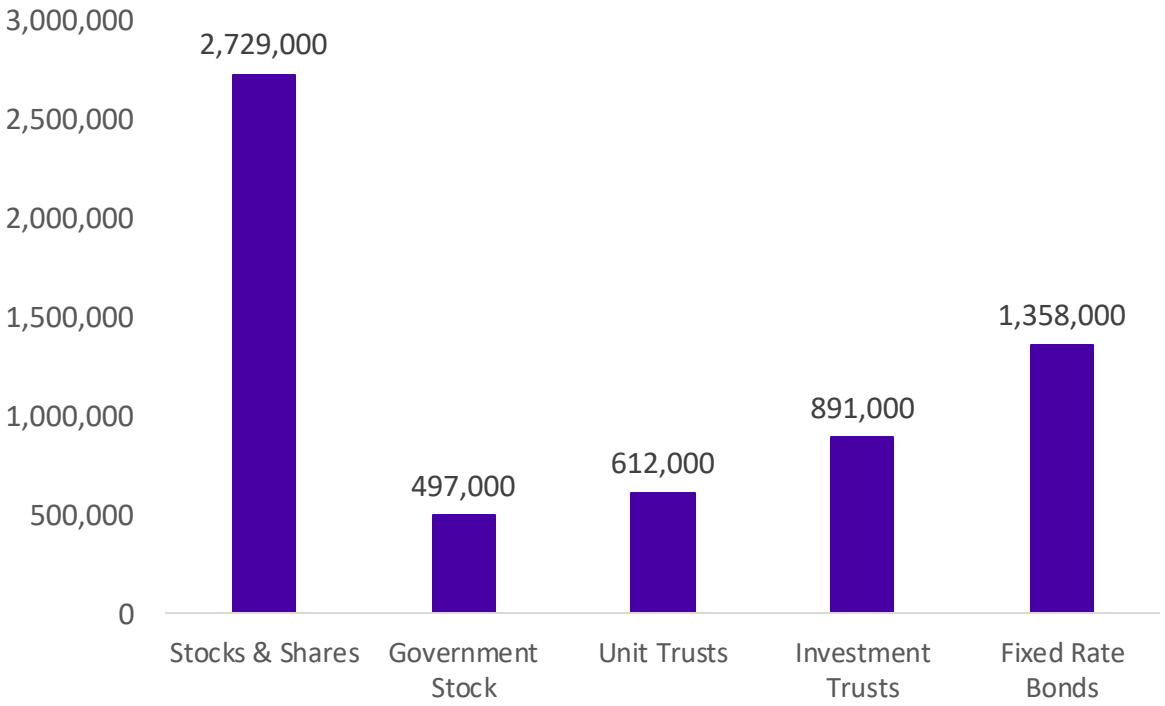
Source: TGI GB 2025 March. Listened in the last month. Surveyed vs national average

Your Audience Is Already Listening

4.3 million Bauer listeners own an ISA

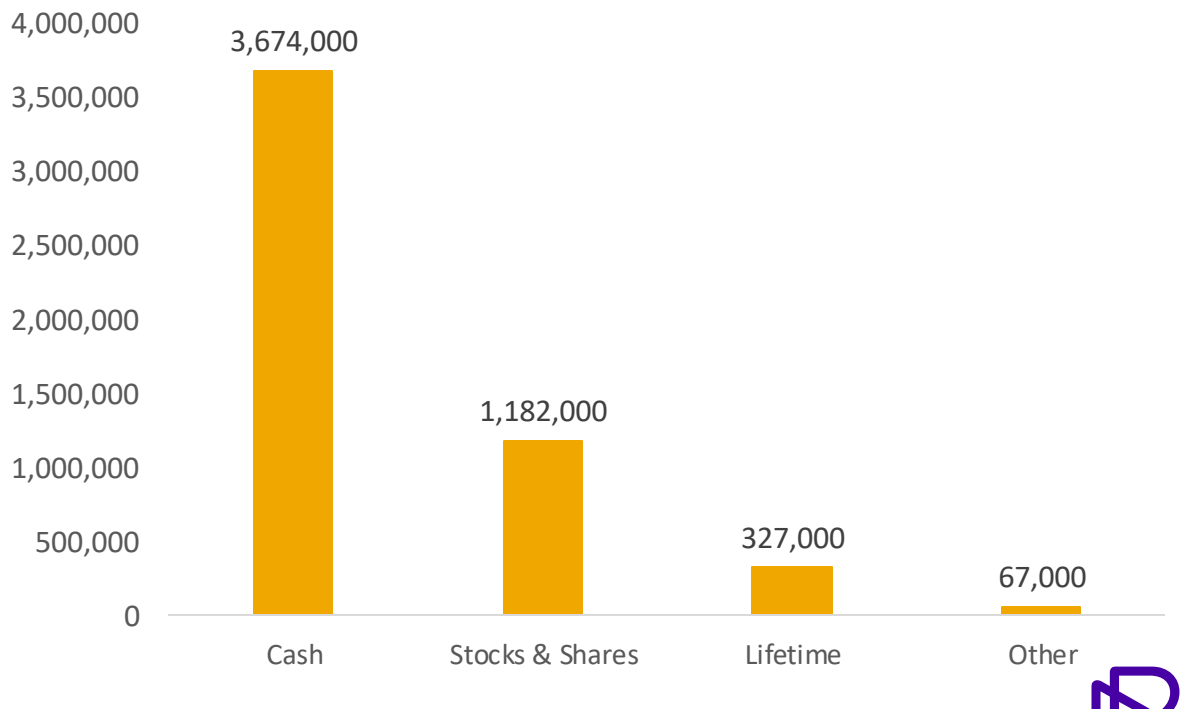
Types of stocks, shares, unit trusts & investment trusts and fixed rate bonds owned

- (audience)



Showing type of ISA held

- (audience)

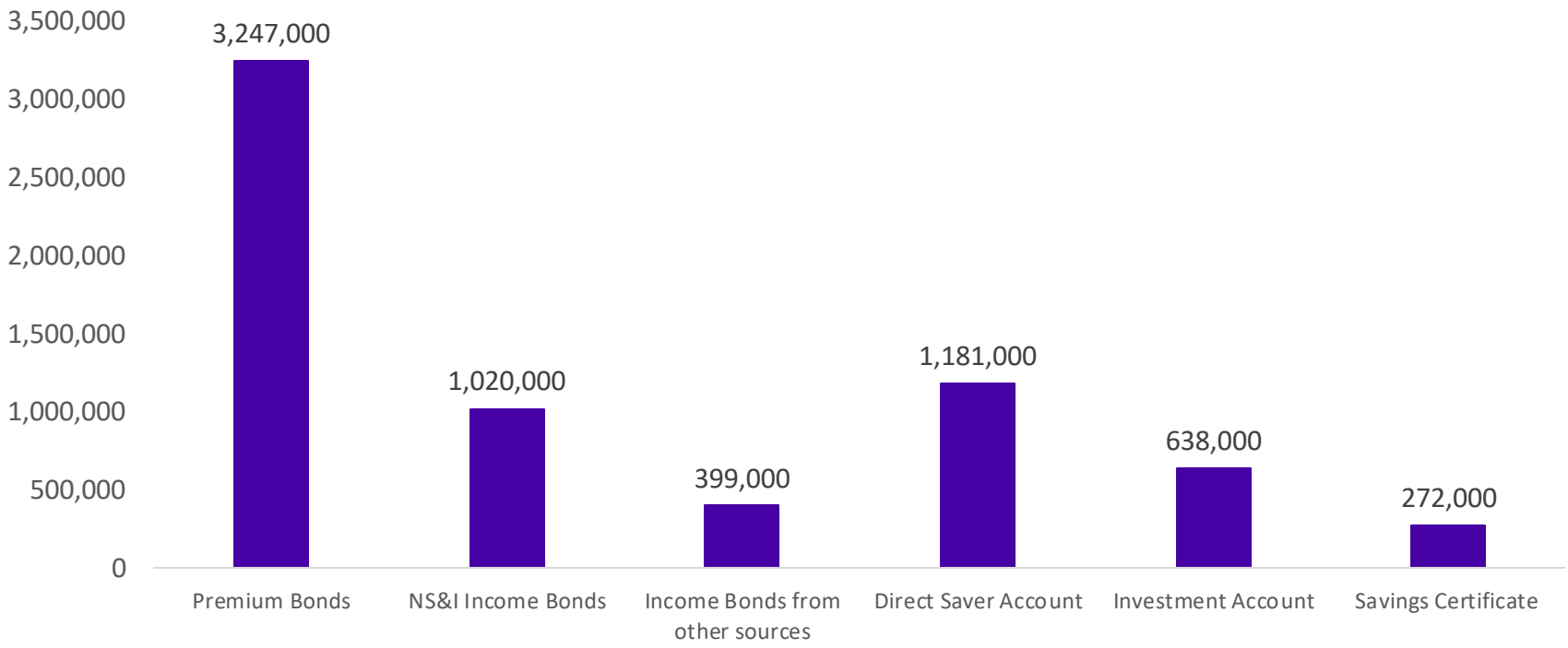


Source: TGI GB 2025 March. Listened in the last month. Surveyed vs national average

7.4 million Bauer listeners agree “I look for profitable ways to invest my money”

Showing types of investments held either personally or jointly owned

- (audience)



55% of Bauer listeners agree “I am a regular saver”

Source: TGI GB 2025 March. Listened in the last month. Surveyed vs national average

12% of Bauer listeners have **invested in stocks, shares, unit trusts, investment trusts** and **fixed rate bonds** in the last **12 months.**

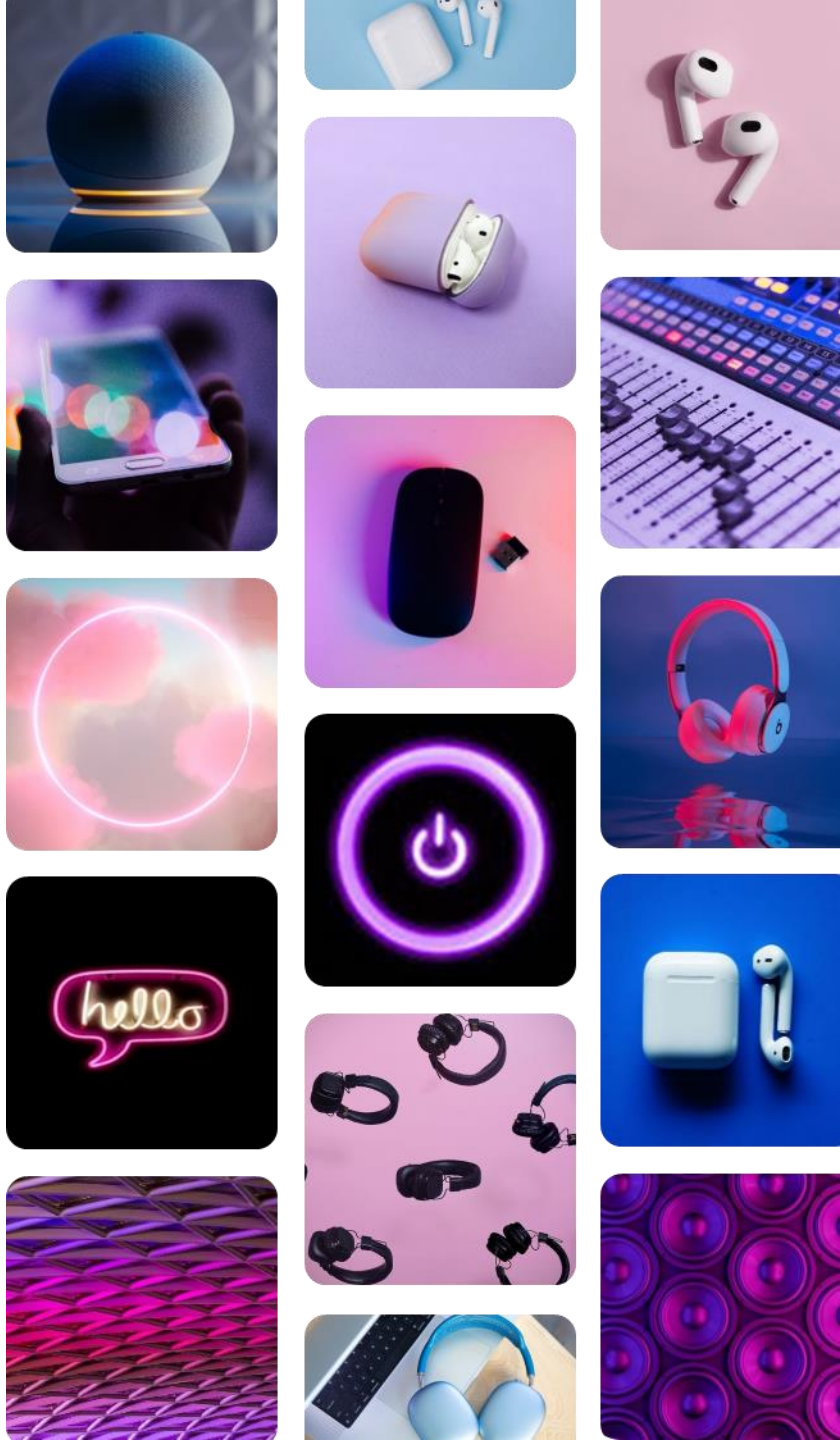
That **is 2 million listeners!**

Source: TGI GB 2025 March. Listened in the last month. Surveyed vs national average

Why Radio? Why Bauer Media?

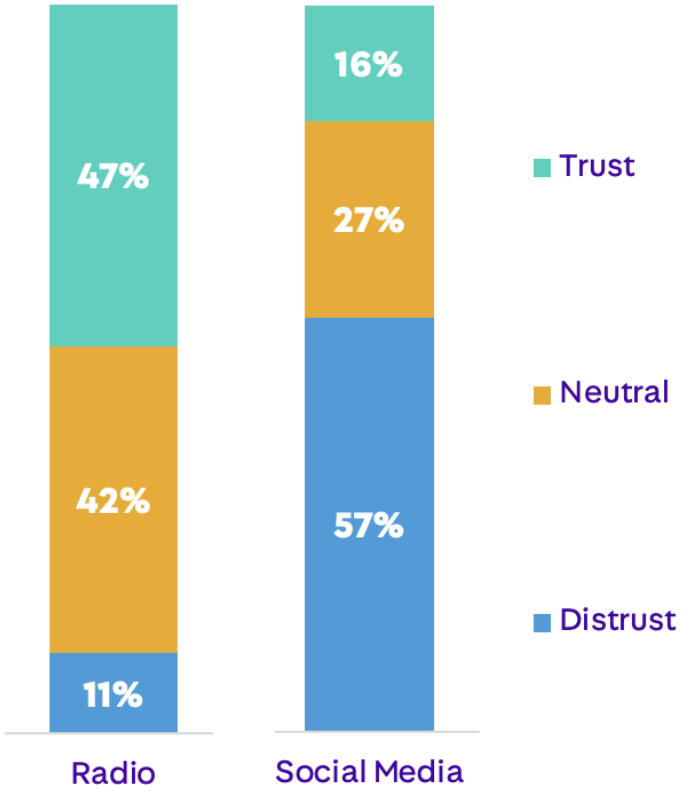
In an era of financial misinformation and content overload, investors are turning to **trusted media**. Radio delivers with **real voices, live content** and **unfiltered storytelling**, creating a credible contextually relevant environment that fits seamlessly into daily routines, whether listeners are commuting, catching up on market news or listening at home.

Home to leading stations like **Hits Radio, Absolute Radio**, and **Greatest Hits Radio**, Bauer Media reaches **millions of listeners** each week with trusted, entertaining content across live Radio and Digital Audio



Trusted Media, Trusted Sources

Radio is one of the most trusted media channels, with the lowest levels of audience distrust.



In a world of financial noise and information overload, investors turn to radio for **credible voices, trusted insights** and **clear storytelling**. With most of their listening happening via digital platforms, it's a space where financial brands can show up with purpose and be truly heard.

hitsradioadvertising.co.uk

Precision Targeting With Digital Audio

Target the Right Audience

Leverage insight and listening data to reach the most relevant listeners. Target by demographics, interests, and behaviours

Target the Right Places

Ensure your message is heard in the locations that matter most to your business. Target by postcode and region.

Right Message

We'll craft compelling creative to engage, persuade and drive action. Tailored for your audience and platform.

Return on Investment

Radio advertising delivers, with campaigns achieving an average **8x return on investment**.

How to Launch Your Radio Advertising Campaign with Us

1. Briefing

Tell us what you want to achieve, whether it's driver recruitment, promoting a new route, or building brand awareness.

2. Creative

Our in-house team will write your script, source the perfect voiceover, and produce a professional audio advert that fits your tone and message.

3. Targeting

We'll recommend the right mix of local radio airtime and Digital Audio to reach your ideal audience, by location, age, behaviour and more.

4. Delivery

Your campaign goes live across our trusted network of stations and streaming platforms, reaching listeners where and when it matters most.

5. Results

We'll provide campaign insights, audio reach, and digital performance to show how your message landed, and where we can grow next.

hitsradioadvertising.co.uk

Advertise with Bauer Media to:

- Build trust with authentic, relatable messaging
- Drive footfall and online engagement
- Reach health-conscious audiences with precision targeting
- Promote your services with high-quality audio ads
- Maximise ROI with flexible, results-driven campaigns

We're ready to help you create campaigns that are engaging, effective, and uniquely suited to your area and audience.

Ready to start audio advertising?
head to hitsradioadvertising.co.uk

Bauer Media Group

Thank you.