# Jungheinrich Targets Scottish Listeners Ahead of Big Event Open Day

**Wednesday 2 September, 2015**

*German forklift truck manufacturer Jungheinrich is bringing news of its upcoming depot open day to Scotland with a new* ***two week radio advertising campaign****, coordinated by* ***Radio Airtime Media****.*

The specialist radio division of Media Agency Group has secured ad space on popular stations including **talkSPORT** and **Capital FM** to promote '*The Big Event Scotland*' to listeners.

The 30 second radio commercials share information on the upcoming event, which is due to be held on 9 - 10 September. Based at their depot in Cumbernauld, Jungheinrich are inviting those interested to learn more about the latest innovations in material equipment and intralogistics solutions, with a whole range of quality Germany refurbished forklift trucks available to purchase at one-off special offer prices and 0% finance deals.

By advertising on the localised Scottish talkSPORT and Capital FM stations, Jungheinrich's campaign will reach high volumes of listeners. Those interested in registering for the upcoming Big Event Scotland are able to RSVP on the manufacturer's website. You can listen to the advertisement on the Media Agency Group/Radio Airtime Media AudioBoom account here.

Managing Director of Radio Airtime Media's parent company Media Agency Group, John Kehoe, said:

> "Jungheinrich is one of the world's leading names in the material handling equipment industry, and Radio Airtime Media is thrilled to have coordinated this new Scottish radio campaign to promote its upcoming open day. By airing the commercials on popular stations, the manufacturer will appeal to a huge audience which will undoubtedly see lots of people register their interest for the Big Event Scotland."

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Forklift Trucks :: Material Handling :: Radio Advertising :: Jungheinrich :: Big Event Scotland :: Media Buying ::

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