Radio Airtime Media plays Northumberland Music Festival to Classic FM Listeners

Monday 7 October, 2013

Radio Airtime Media and Glendale Communications are collaborating in the creation of a 2-week radio advertising campaign that projects Northumberland Music Festival to Classic FM listeners.

Targeting the station's northern broadcast regions, the 30-second advert is currently featuring on the airwaves, allowing the festival to permeate listeners' social calendars in advance of the November event.

Tempting listeners with scheduled festival performances, the advert reveals programme highlights such as "a full performance of La Boheme, opera concerts, Gary Wilmot and a range of music from cool to classic Broadway". Event dates, locations and a contact website are included, promising "the finest of food with the finest of music".

The third year of Northumberland Music Festival will take place this year between the 8th and 24th November across several luxurious hotel venues, attracting visitors from all over the UK to North East England. Geographically targeted radio advertising across a station dedicated to classical music will transport the event through relevant audiences, ensuring that Northumberland Music Festival is effectively marketed and that its profile is amplified in the weeks prior to the event.

CEO of Radio Airtime Media's parent company Media Agency Group, Lee Dentith, said:
"Radio advertising offers Northumberland Music Festival a proven method of accessing a specific demographic, with the refined campaign targeting an appropriate niche audience, thus minimising any advertising wastage that could have been the case with other formats."

Media:



Related Sectors:

Entertainment & Arts :: Leisure & Hobbies ::

Related Keywords:

Northumberland :: Radio :: Advertising :: Classic FM :: Music :: Festival ::

Scan Me:

Company Contact:

Radio Airtime Media

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.radioairtimemedia.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.radioairtimemedia.pressat.co.uk