



EAST
SIDE 89.7
FM

THE BEST SIDE OF EASTSIDE MEDIA KIT

2022

THE FINEST IN RADIO SINCE 1983

FM STEREO



Did you know that we play only 5mins of sponsor announcements per hour?

OUR BROADCAST AREA:

70% live in the Eastern Suburbs, Inner City and Inner West. 30% live in the Outer Suburbs of Sydney.

Eastside Radio is the community station for the City of Sydney and Eastern Suburbs. Having been on air for nearly 40 years the station is an established cultural icon with a loyal following of listeners.

We love the arts, jazz music, world music, the blues, soul music, Hip Hop, funk and electronic sounds. We are the only station in Sydney to devote 5 mornings a week to supporting theatre, dance, film, design, literature, indigenous, visual and other art forms. Every afternoon we focus on the issues that matter to the community. We are Side By Side with our audience and sponsors.

– Amplify your message to be heard on community radio! –

"Thanks for everything Eastside, for the many wonderful interviews and great support, your team are so great to work with."
– Emma Collison Publicity

"It was a pleasure working with you and your people are very efficient and wonderfully supportive. Thank you for the comprehensive post report that is wonderful to have and APA will certainly be very pleased. I look forward to working with you again soon on another of our music projects."
– Millmaine Marketing





Many of our presenters and producers are working musicians, DJs and artists at the forefront of Sydney's creative scene. Others come from distinguished careers in politics, advertising, journalism, science and education. While our youthful broadcasters are at the start of creating their own successful journey.

We're also more than just a radio station. We're streaming online and available On Demand with an expanding international presence. Our love of social media places us at the forefront of community radio stations worldwide. Over 40,000 people listen exclusively to Eastside Radio and a total of 90,000 people tune in over the course of one week. That figure grows to 200,000 listeners in a month and our website currently has 40,000 hits per month. Our Facebook, Twitter, Instagram and YouTube networks now reach between 15,000 to 20,000 people every week and our fortnightly EDM goes out to over 5,000 subscribers.

The following table highlights audience listening numbers throughout the day. Even at midnight we know that over 5,000 people are still listening to Eastside Radio!

No. OF LISTENERS	WEEKDAY	WEEKEND
7am to 10am	19,000	12,000
10am to 12pm	15,000	10,000
12pm to 4pm	10,000	8,000
4pm to 8pm	13,000	10,000
8pm to 11pm	8,000	6,000
11pm to 2am	5,000	3,000

Our audience consists of loyal, creative, innovative consumers who love to go out and experience new trends. They are passionate, freethinking and attend many music, arts and community events, typically with a high disposable income.

See over for a profile on The Eastsider.

Our experience in sponsorship and live broadcasts extends to clients such as the Sydney Opera House, The City of Sydney, Bluesfest, WOMADelaide, The Sydney Fringe Festival, VIVID, The Sydney Festival, Palace Cinemas, Melbourne International Jazz Festival, City Recital Hall, Musica Viva, Bell Shakespeare, Sydney Symphony Orchestra and many more.

Independent Venues and Artists who have sponsored us include Venue 505, Foundry 616, Enmore Theatre, Camelot Lounge, Factory Theatre, Katie Noonan, Baby et Lulu, Bandaluzia Flamenco, The Necks, Tina Harrod, Vince Jones and many more.

Local Businesses supporting Eastside Radio include AFTRS, Surry Hills Creative Precinct, SIMA, The Guild Theatre, Australian Design Centre, Woolly's Wheels, Audio Technica, The Museum of Contemporary Art and many more.

By taking up a sponsorship campaign, you would be accessing our audience of very loyal and proactive arts and community lovers that includes on-air, online and social media elements.

Ask us about our rates and packages available.

Eastside Radio 89.7FM
Paddington Town Hall, 249a Oxford Street, Paddington
T: 02 9331 3000 E: sponsorship@eastsidefm.org



THE EASTSIDER

About our audience

Broadcasting since 1983

EAST
SID 89.7
FM

90,000

listeners a week



9,000+

web hits a week

70%

Live in the Inner City
& Eastern Suburbs*

*The most densely populated
area in Australia

30%

Live in the Inner West
& Northern Suburbs

OUR BROADCAST AREA

Is loyal, free thinking,
innovative, passionate

30-65 years old (primary)

18-30 years old (secondary)

Earns a HIGH disposable income

Attends many cultural events

THE EASTSIDER



Tunes in on their **car radio** or **online** to hear our unique sound...
JAZZ, WORLD, BLUES, SOUL, FUNK, HIP-HOP, AND ELECTRONIC

Our audience consists of loyal, creative, innovative consumers who love to go out and experience new trends.

They are passionate, freethinking and attend many music, arts and community events, typically with a high disposable income.



NEXT STEP...

**Contact Eastside Radio to
confirm your interest
and we can get the ball rolling!**



Eastside Radio 89.7FM

T: +612 9331 3000

E: sponsorship@eastsidefm.org

Streaming live around the globe from eastsidefm.org