

# THE EASTSIDE

# EXPERIENCE



**EAST  
SID 89.7  
FM**

**SINCE 1983**

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## EXPERIENCE



### OUR AUDIENCE:

**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 over 40 years since 1983 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 five 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.

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.

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We're so much more than just a Community Radio station in 2024. We're a modern digital media community heard all around Sydney, Australia and the world across a multitude of platforms.

We're broadcasting on FM and DAB+ as well as streaming online and available On Demand. Plus we have a new App to support 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, 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.

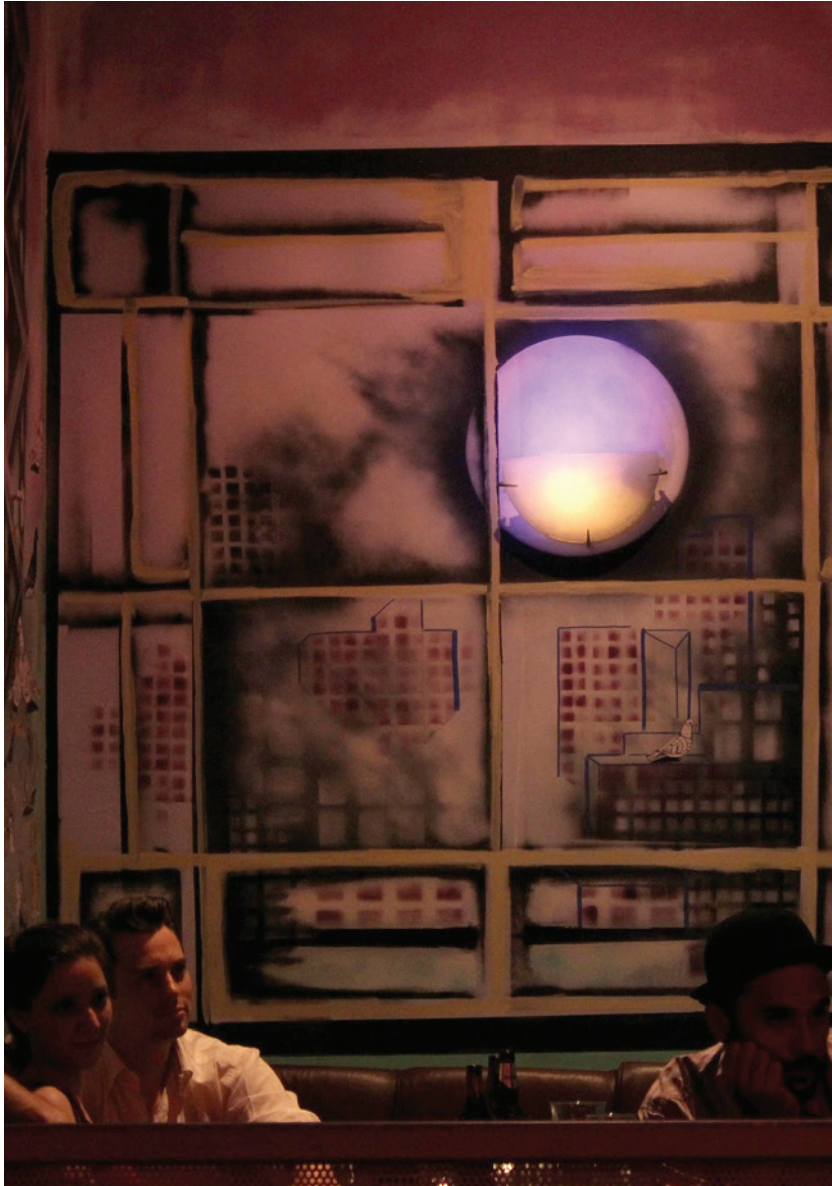
The following table highlights audience listening numbers throughout the day. Even at midnight we know that over 5,000 people are still listening to Eastside Radio!

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



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

Our experience in sponsorship and live broadcasts extends to clients such as the Sydney Opera House, The City of Sydney, Bluesfest, WOMADelaide, Waverley Council, VIVID, Bondi Festival, Palace Cinemas, So Frenchy So Chic, City Recital Hall, Musica Viva, Bell Shakespeare, Sydney Symphony Orchestra and many more.

Independent Venues and Artists who have sponsored us include Foundry 616, Enmore Theatre, Camelot Lounge, Factory Theatre, Lazybones, Love Police, The Necks, Vince Jones and many more.

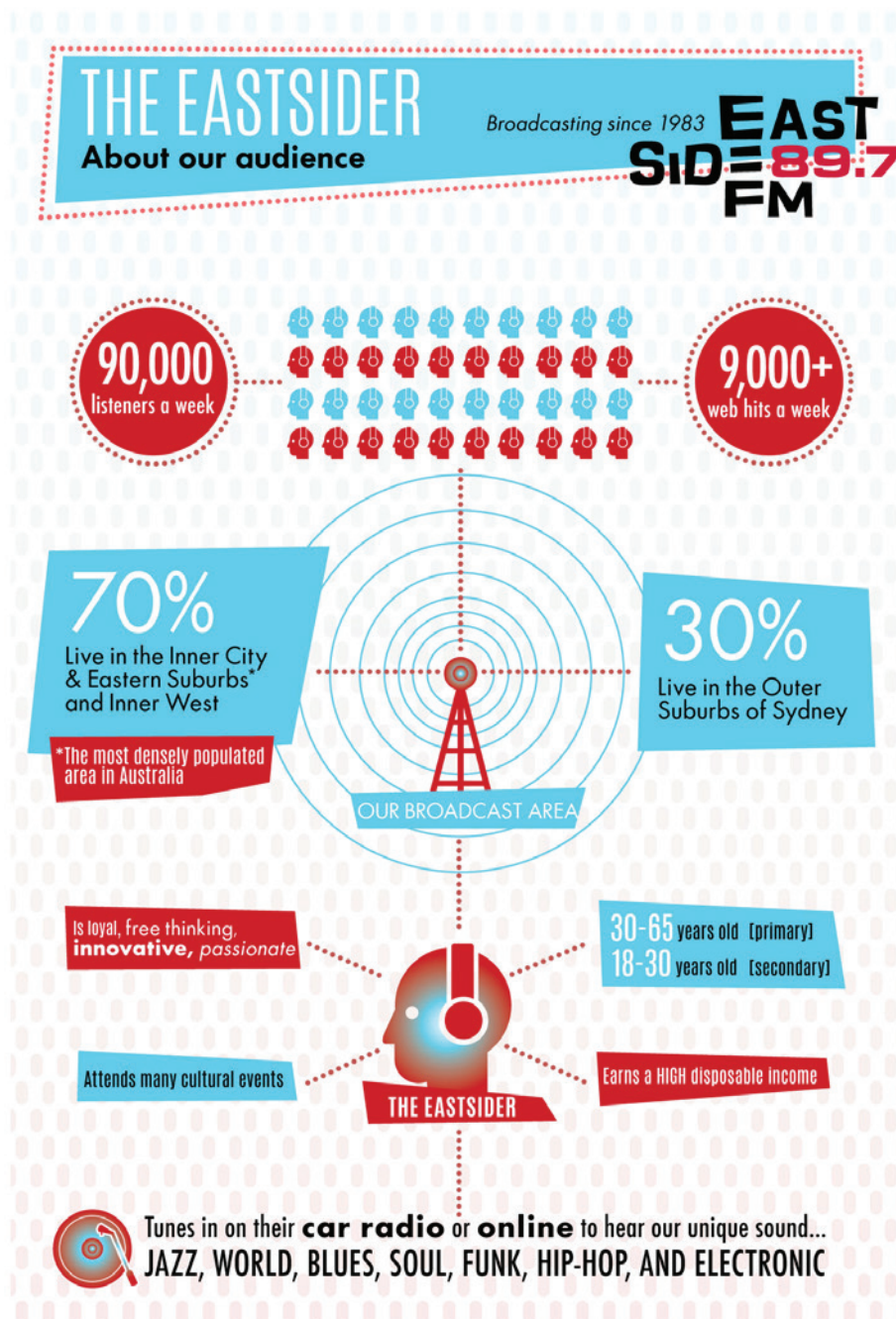
Local Businesses supporting Eastside Radio include AFTRS, The Conservatorium of Sydney, SIMA, The Guild Theatre, Australian Design Centre, Woolly's Wheels, Australian Design Centre, The Museum of Contemporary Art and many more.

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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](mailto:sponsorship@eastsidefm.org)



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Let's talk!



**Eastside Radio 89.7FM**

**T:** +612 9331 3000

**E:** [sponsorship@eastsidefm.org](mailto:sponsorship@eastsidefm.org)

**Facebook:** [eastside897fm](https://www.facebook.com/eastside897fm)

**Instagram:** [eastside897fm](https://www.instagram.com/eastside897fm)

**YouTube:** [@eastside897fm](https://www.youtube.com/@eastside897fm)

Streaming live around the globe from [eastsidefm.org](http://eastsidefm.org)

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