



RegionalVoices

The voice of regional Australia

Regional Voices Media Kit

2019



Regional Voices delivers



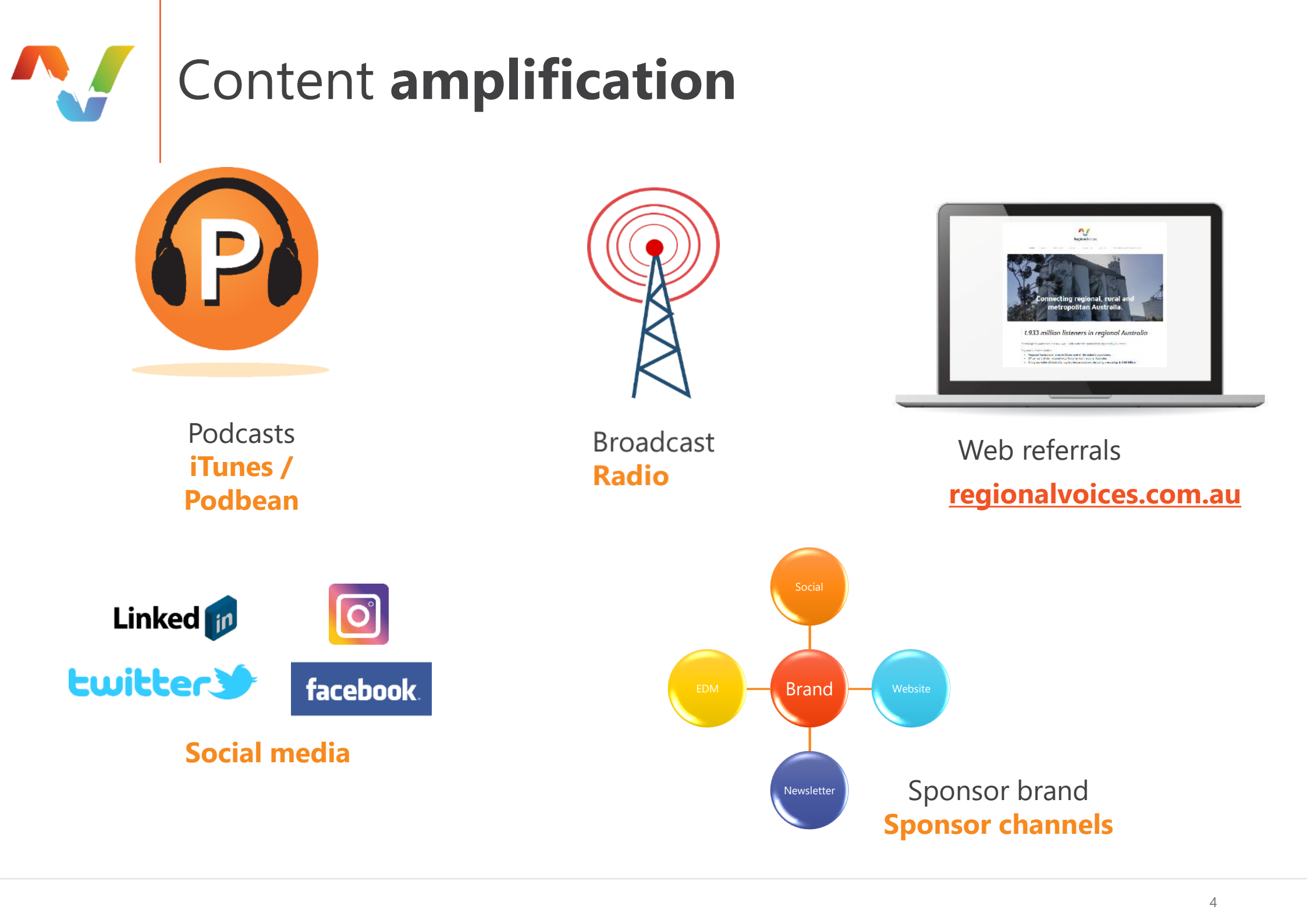


Regional Voices

- *Regional Voices* helps you reach **regional, remote and rural audiences** via targeted, engaging content.
- *Regional Voices* is:



Regional Voices helps you **build authentic engagement.**



Regional Australia is **BIG BUSINESS**





Regional Australia

- Regional Australia is home to **32 per cent** of the nation's population
- **67 per cent** of our national exports come from regional Australia
- The gross value of Australian agriculture production, including processing, is **\$155 billion**.

Regional Voices is a new way to **connect with regional audiences**.

What is *Regional Voices*?





What is *Regional Voices*?

- A monthly 15 minute **national radio program** and **podcast**
- *Regional Voices* explores **topics that matter to regional audiences**
- The ideal way to **engage audiences** who listen to the radio while in their homes, workshops, offices, vehicles and tractor cabs
- A low cost media opportunity for **brands who want to reach regional audiences.**

There is no other program quite like *Regional Voices*.



Program **format**

- **12 minute conversational interview** with an inspiring personality from regional Australia
- **30 second intro** presented by the sponsor to deepen your brand's connection with the program
- **8 second sponsor tag** at the end of the program
- Ongoing **social media program** to drive engagement and downloads.

Regional Voices offers **fresh perspectives on regional Australia.**



Program **Reach**

Regional Voices reaches **150 + community radio stations** located in regional, rural and remote Australia.

This is **66%** of all community radio stations in Australia.





1.649 million

Listeners
in regional Australia



Sponsorship **Investment**

\$59,800 plus GST for 12 months

Includes -

- **Exclusive sponsorship** rights to 12 unique programs (radio + podcast)
- Collaborate on **12 program topics** to engage regional listeners
- Select four of the **12 interview guests**
- 12 month **social media program**
- 12 months of **content** to use across your **owned media**
- 12 **monthly 'wrap up' EDMs** to drive downloads.



Past **guests** – *click to listen*



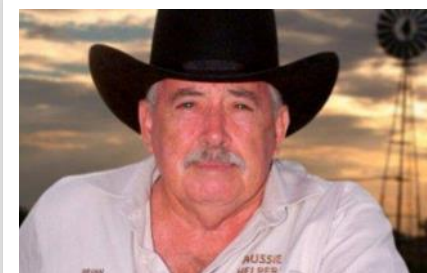
CASSANDRA McLAREN
Forces of Nature – Dec 2018



CHARLOTTE DRAKE-BROCKMAN
Older & Bolder – Sept 2018



UMIT AGIS
Health - May



BRIAN EGAN
[Mental](#) Health – July 2018



KERSTIN STRINGER
Young Rural Prof's –Sept 2015



MICHAEL ALBERT
Sport – [Oct](#) 2018



CHRIS WHEATCROFT
Education - February 2018



JASON NELSON
Education – Feb 2016

Sponsor can
nominate
**four interview
guests**



ROB [COOK](#)
Safety – Nov 2018



HEATHER JONES
Women – Mar 2016



IAN CONWAY
Employment – August 2017



Past sponsors





Want to know more?

LISTEN

SOCIAL MEDIA

GET IN TOUCH

Listen online at
regionalvoices.com.au

Subscribe to



Connect on social media



Get in touch

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