

RAJAR Radio Listening Figures Vs Readership Figures - 2009 Q4

Merseyside

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Real Radio (was Century)	474,000	9%	08:00	84,790	Up 24,000 listeners from Q3 report
Galaxy FM	500,000	18%	08:30	63,660	Up 37,000 listeners from Q3 report
Juice FM	122,000	13%	08:45	12,790	Up 13,000 listeners from Q3 report
Magic 1548	87,000	5%	08:15	10,330	Down 2,000 listeners from Q3 report
Radio City 96.7	381,000	21%	08:00	47,410	Up 15,000 listeners from Q3 report!
97.4 Rock FM	321,000	26%	08:15	59,090	Up 8,000 listeners from Q3 report
100.4 Smooth FM	664,000	13%	10:00	76,100	Down 22,000 listeners from Q3 report
City Talk 105.9	57,000	4%	10:00	6,960	Up 8,000 listeners from Q3 report

No data available for Dune FM

Title	Weekly AIR	Source
Liverpool ECHO	494,991	JICREG 01/10/09
Liverpool Daily Post	69,723	JICREG 01/10/09
Metro	80,000	GfK NOP 2008, NW 10% area
Anfield & Walton Star	43,477	JICREG 01/10/09
Bootle Times	26,000	JICREG 01/10/09
Crosby Herald	36,000	JICREG 01/10/09
Formby Times	16,000	JICREG 01/10/09
Maghull & Aintree Star	3,411	JICREG 01/10/09
Midweek Visitor	78,000	JICREG 01/10/09
Ormskirk Advertiser Series	38,000	JICREG 01/10/09
South Liverpool Merseymart	67,595	JICREG 01/10/09
Southport Visitor	58,000	JICREG 01/10/09
West Derby & Tuebrook Merseymart	34,604	JICREG 01/10/09
Wirral News Group	190,000	JICREG 01/10/09

RAJAR Radio Listening Figures Vs Readership Figures - 2009 Q4 Cheshire

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Heart 97.1 FM (was Buzz FM)	43,000	10%	08:45	4,980	Down 3,000 listeners from Q3 report
Dee 106.3	36,000	19%	08:30	5,390	Up 1,000 listeners from Q3 report
Heart 103.4 FM (was Marcher Sound)	67,000	18%	09:15	10,090	Down 1,000 listeners from Q3 report
Wire FM 107.2	63,000	23%	11:45	8,060	Down 2,000 listeners from Q3 report

Title	Weekly AIR	Source
Chester Chronicle	79,000	JICREG 01/10/09
Crewe Chronicle	53,000	JICREG 01/10/09
Chronicle Xtra South Cheshire	34,474	Publisher's Statement 01/10/09
Ellesmere Port Pioneer	20,000	JICREG 01/10/09
Chronicle Xtra	81,000	JICREG 01/10/09
Runcorn & Widnes Weekly News & Weekly News Xtra	69,000	JICREG 01/10/09

RAJAR Radio Listening Figures Vs Readership Figures - 2009 Q4 North Wales

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Heart 96.3 FM (was Coast)	51,000	21%	08:00	8,650	Up 3,000 listeners from Q2 report
Heart 103 FM Anglesey and Gwynedd (was Champion)	31,000	25%	08:00	4,710	Up 1,000 listeners from Q2 report

Title	Weekly AIR	Source
Bangor & Holyhead Mails	47,000	JICREG 01/10/09
Caernarfon Herald	42,000	JICREG 01/10/09
Daily Post	220,832	JICREG 01/10/09
Denbighshire Visitor	37,853	Publisher's Statement 01/10/09
NWWN	50,000	JICREG 01/10/09

RAJAR Radio Listening Figures Vs Readership Figures - 2009 Q4 Huddersfield

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Pennine FM	18,000	9%	10:00	2,050	No change from Q3 report
Pulse	124,000	15%	09:00	15,680	Down 12,000 listeners from Q3 report
Yorkshire Real Radio	293,000	10%	09:15	39,280	Down 11,000 listeners from Q3 report

Title	Weekly AIR	Source
Huddersfield Daily Examiner	62,000	JICREG 01/10/09
Examiner Weekly News	58,215	Publisher's Statement 01/10/09