

RAJAR Radio Listening Figures Vs Readership Figures – 2010 Q1

Merseyside

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Real Radio (was Century)	442,000	8%	08:30	63,760	Down 32,000 listeners from 2009 Q4
Galaxy FM	509,000	18%	08:00	72,900	Up 9,000 listeners from 2009 Q4
Juice FM	138,000	14%	08:45	13,680	Up 16,000 listeners from 2009 Q4
Magic 1548	80,000	4%	08:00	9,780	Down 7,000 listeners from 2009 Q4
Radio City 96.7	413,000	23%	08:00	60,860	Up 32,000 listeners from 2009 Q4
97.4 Rock FM	329,000	26%	08:00	55300	Up 8,000 listeners from 2009 Q4
100.4 Smooth FM	667,000	13%	08:00	81,870	Up 3,000 listeners from 2009 Q4
City Talk 105.9	58,000	4%	11:00	4,410	Up 1,000 listeners from 2009 Q4

No data available for Dune FM

Title	Weekly AIR
Liverpool ECHO	383,564
Liverpool Daily Post	44,109
Metro	197,000
Anfield & Walton Star	43,243
Bootle Times	33,284*
Crosby Herald	33,500
Formby Times	20,000
Maghull & Aintree Star	28,563*
Midweek Visitor	78,000
Ormskirk Advertiser Series	37,000
South Liverpool Merseymart	67,541
Southport Visitor	56,000
West Derby & Tuebrook Merseymart	34,528
Wirral News Group	190,000

All Figures are sourced from JICREG Jul-Dec 2009, except Metro GfK NOP NW2 area.

**Publisher's statement based on JICREG average 1.51 RPC for door to door and 1 RPC for bulk copies*

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Cheshire

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Heart 97.1 FM (was Buzz FM)	44,000	10%	08:30	5,410	Up 1,000 listeners from 2009 Q4
Dee 106.3	37,000	20%	08:30	5,350	Up 1,000 listeners from 2009 Q4
Heart 103.4 FM (was Marcher Sound)	66,000	17%	09:00	12,070	Up 1,000 listeners from 2009 Q4
107.2 Wire FM	59,000	21%	07:00	7,480	Down 4,000 listeners from 2009 Q4

Title	Weekly AIR
Chester Chronicle	74,500
Crewe Chronicle	52,000
Chronicle Xtra South Cheshire	38,000
Ellesmere Port Pioneer	18,367
Chronicle Xtra	81,000
Runcorn & Widnes Weekly News & Weekly News Xtra	62,743

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North Wales

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Heart 96.3 FM (was Coast)	53,000	22%	08:45	9,190	Up 2,000 listeners from 2009 Q4
Heart 103 FM Anglesey and Gwynedd (was Champion)	27,000	22%	08:00	4,630	Down 4,000 listeners from 2009 Q4

Title	Weekly AIR
Bangor & Holyhead Mails	48,000
Caernarfon Herald	41,387
Daily Post	185,086
Denbighshire Visitor	42,546
NWWN	44,345

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Huddersfield

Radio Station	Weekly Listeners	Penetration	Peak Time	Peak Listeners	Comments
Pennine FM	18,000	9%	17:15	2,190	No change from 2009 Q4
Pulse	126,000	15%	08:15	16,570	Up 2,000 listeners from 2009 Q4
Pulse 2	31,000	4%	08:15	3,040	New report
Yorkshire Real Radio	310,000	11%	08:00	47,510	Up 17,000 listeners from 2009

Title	Weekly AIR
Huddersfield Daily Examiner	92,778
Examiner Weekly News	53,748