



No.1 on the Eastern Costa del Sol & Costa Tropical



## Who are we?

97.6 Coastline FM continues to prove to its public that it is the areas most professional and fresh English radio station on the eastern Costa del Sol. As a result, Coastline FM is now considered the eastern coast's most established, trusted and recognised english radio station within the eastern Costa del Sol and Costa Tropical. Coastline FM has created a style alongside the best British radio stations and continues to be the eastern coasts fastest growing advertising medium.

97.6 Coastline FM has been established since 1989 with programming aimed at the expatriate resident community, locals and tourists on the eastern Costa del Sol and Costa tropical. We broadcast 24 hours a day on 97.6 FM in stereo and around the world on [www.coastlinefm.net](http://www.coastlinefm.net). We include a mix of latest releases, classic tracks, news, weather, competitions, promotions, interviews, sponsorship and much more...

## Why promote your business with 97.6 Coastline FM?

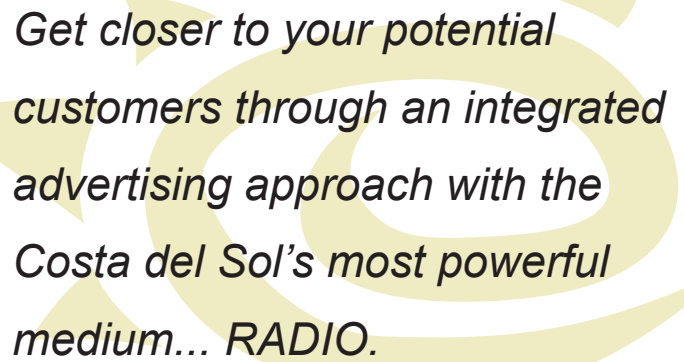
97.6 Coastline FM's brand name is one that our listeners trust. By associating your business with us you can share in our current and future success.

We can arrange tailor made promotions, sponsorship deals, competitions, or just great adverts to promote your business and enhance your image along the eastern Costa del Sol.

We use professional script writers and recording studios and only the best voice over agencies in the uk to create first class advertising campaigns for our clients.

We use the latest technology to monitor your advertising to achieve the best results on all campaigns. Our rates continue to be the most competitive in the whole of southern Spain.

Any business knows the importance of choosing the correct media to enhance their profile and clientele... by choosing an established, trusted and professional radio station such as 97.6 Coastline FM you have the guarantee of working with a team of professionals that will look after you and understand the importance of the current and future success of your business.



*Get closer to your potential customers through an integrated advertising approach with the Costa del Sol's most powerful medium... RADIO.*

## Do you want to increase sales in your business?

Taking into careful consideration individual business needs and marketing aims we tailor make every campaign and provide you with the most professional and effective advertising and sponsorship solution on the eastern Costa del Sol.

Coastline Radio has the creative dynamics to run on-air competitions and promotions that involve and excite every listener. In conjunction with the eastern Costa del Sol's most established english speaking radio station you have the power to develop your own bespoke promotional campaigns ensuring that your message reaches out to all potential consumers.

## What are our objectives?

Coastline's objective is to consistently raise the standard of News, Music and personality driven radio to both residents and tourists along the eastern Costa del Sol and Costa Tropical.

At Coastline FM we are aware that by promoting ourselves we are also promoting our clientele. We now cover approximately 90% of publications along the eastern Costa del Sol aswell as working in collaboration with exhibitions along the coast to ensure that we raise maximum awareness for ourselves and our advertisers at all times.

We aim to create highly successful promotional campaigns for all of our clients to ensure that they receive feedback, heightened awareness and an enhanced image from prospective consumers along the coast, thus increasing sales in their business.

## Who is our audience?

Our programming and music playlist has a dedicated following of an audience of 30 years plus who are English residents, tourists and locals along the eastern Costa del Sol.

From our own monitoring responses we know that Coastline listeners tune in regularly, listen for longer and respond to advertisements, competitions and on air incentives.

Coastline FM caters for a wide audience through a variety of programmes carefully reflected to suit seasonal demands. According to recent statistics our potential audience is growing on the eastern Costa del Sol and is currently standing in excess of 100,000.

Approximately 65% of adults tune in to radio each week and over 80% in a month (Source: Rajar)

Radio is 80% as effective as TV (Source: Radio Advertising Bureau)

## Foreign Resident & Tourism Stats

Andalucia has seen enormous economic investment and growth, meaning an influx of foreigners seeking a complete change of living and work environment. This has meant a diversity of age groups settling on the eastern Costa del Sol.

On the Costa del Sol foreigners represent over 20% of the population. Andalucia receives 15% of the 50 million foreigners that visit Spain each year (7.1 million tourists and more every year).

Source: Andalucia.com

“A marketing campaign is like an exercise programme. You need to commit to it long enough to reap the benefits.”

APEX Performance



## Client Testimonials

"We have been advertising on Coastline Radio for many years and have always found everyone concerned to be really friendly and helpful. We also believe it has been a great help in developing our business which now extends to four agencies in Spain and seven in the UK"

**Rod Thomas**  
Estate Agent - Team Espana  
British Chartered Surveyors & Holiday Letting Agent

"We have been promoting our hotel and restaurant with Coastline Radio since our opening in 2005. We have obtained our objective and now run one of the most exclusive restaurants and hotels on the eastern Costa del Sol. A big thank you to your team in helping to create such a successful promotional campaign and image along the eastern Costa del Sol"

**Alvaro Blanco Molina, Hotel Los Arcos & The Braseria Iberica**

"Coastline Radio has worked extremely well for us since day one. Dozens of clients have told us that is where they heard about us and those clients mean money in the bank. We will continue to advertise and look forward to more outstanding results."

**Lil Wergilis**  
Director, Inmobiliaria Margarita

"Our radio campaigns with Coastline Radio along with press campaigns have proven to attract the foreign residents & tourists to our services & products at Multipticas. We believe that by reaching the foreign market we are increasing our business potential significantly and will continue with our radio campaigns to further strengthen our image in the foreign community along the coast."

**Felipe Hernandez**  
Director, Multipticas

"As a hotel, restaurant, tapas bar, irish bar and outdoor drinks terrace in a central location in Nerja, our business is aimed at foreign residents and tourists aswell as locals. Our radio campaigns with Coastline Radio help us to reach our target market which enables our business to receive many more visitors and guests, and to grow profitably year on year to maintain a high profile in the marketplace. We are pleased with the professionalism and efficiency in all dealings with Coastline Radio that allow us to reach our target market effectively. Thank you for your help Coastline and we hope to stay with you in the future!"

**Cristian Toboso**  
Director, Toboso Apar-Turis

"I approached Coastline FM after speaking with a number of other stations on the Costa Blanca and Costa del Sol, regarding doing a market test on the East Coast of Malaga (Axarquia). Coastline were extremely helpful and went the extra mile always to advise me on how they could help with this project. I have been running a campaign for three months now and the ideas and personal touch offered by the Coastline team have been magnificent. They know their area well and are the most established english-speaking radio station on the East Coast. I have no reservation in recommending them."

**Daniel Wickham**  
Director, Imtran Translation and Mediation Services



## Mission Statement

Coastline Radio's mission is to grow profitably by delivering the very best radio station to our audience, delivering a cost effective bridge between our advertisers and their customers through the exceptional talents of our people.

For more information on  
Coastline Radio visit our website at  
[www.coastlinefm.net](http://www.coastlinefm.net) or contact Sales:

Tel: 0034 952 533 544

Mob: 0034 606 313 307

Email: [jo@coastlinefm.net](mailto:jo@coastlinefm.net)

### Broadcast Area

