

# RadioTimes

Radio Times is an iconic British brand, selling more than 15 billion copies since its launch in 1923. Offering unrivalled guidance and both comprehensive and easy-to-use listings, Radio Times features over 85 digital TV and radio stations, 10 pages of TV listings each day, a four-page weekly TV and film planner, 18 pages of digital and local radio and an insightful and exclusive features and interview package.



## Market

Radio Times competes in the paid-for TV listings market where it sells 1,023,255 copies (Source: ABC July-December 2008), making it the highest revenue-generating title in the market, delivering more than £46 million retail sales value each year. Radio Times outsells the other four premium-priced listings magazines combined, a margin that has increased consecutively for the previous seven ABC periods.

With a readership of 2.63 million (Source: NRS January-December 2008) and the highest ABC1 profile of any paid-for magazine in the UK,



Radio Times is more closely aligned to quality supplements than to the paid-for listings market. With more than two million ABC1 readers and over one million AB readers, Radio Times is an invaluable advertising proposition for clients looking to reach a large upmarket audience on a weekly basis.

Selling in excess of 2.3 million copies and with 6.2 million readers, the Radio Times Christmas double edition is the market leader in volume and value. Delivering £4.6 million retail sales value in 2008, it enjoyed its best performance since 1991, increasing sales by 1.2 per cent year-on-year.

## Product

Radio Times is continually evolving, fine-tuning its features and listings package to reflect the ever-changing digital landscape while ensuring ease-of-use remains top of the agenda.

Weekly TV, radio and film planners allow readers quick access to the week's best programming, while a listings team produces in-depth guidance with more than 12 pages of dedicated TV and radio listings per day. Radio remains core to the magazine's offering with no other title matching its depth of coverage and range of digital and local stations listed.

The listings are combined with an insightful features package that includes top contributors such as Andrew Collins, Stuart Maconie, Alison Graham and Barry Norman. An extended sports planner provides an at-a-glance guide to the week's sport; a comprehensive feedback page provides crucial information and guidance in the confusing digital arena; and a newly revised film section, overhauled in 2009, reflects the growing multichannel environment. Entering its 10th year, the Radio Times Guide to Films annual publication cements the brand's film credentials.

The Radio Times brand is extended online at radiotimes.com, which offers a fortnight of TV and radio listings for more than 400 channels. Users can personalise listings, browse a film database of over 24,000 films, and access blogs from Radio Times contributors and columnists. Since its launch in 1997, radiotimes.com has grown to a user base of 1.1 million, delivering 19 million page impressions each month.



## Achievements

The brand's commercial success is matched by reader recognition and in 2008, the Radio Times 'Vote Dalek' cover (published in the week of the 2005 general election) was named the best British magazine cover of all time in a poll organised by the Periodical Publishers Association. Radio Times covers have consistently made an impact with buyers, drawing attention at the newsstand. Recent notable covers include: the four-change Little Dorrit covers which, when placed together, linked to produce a panoramic scene from the programme; a specially commissioned three-change celebration of the 2008 Olympic Games, exclusively created by Gorillaz's Jamie Hewitt; a 21-change Comic Relief cover, celebrating its 21st anniversary in 2009; and a mountain of collectible Doctor Who gatefolds.

## Recent Developments

Newly launched in 2009, a Radio Times application is now available to download to Apple iPhone and iPod devices, allowing consumers to access TV and radio information



on the move. Radio Times is also available through Panasonic and Sony electronic programme guides, providing a listings offering to viewers on screen.

## Promotion

Radio Times manages a full programme of sales promotions each year. Over the last three years, Radio Times has featured free audiobook downloads, cover-mounted audio CDs featuring Doctor Who and The Chronicles of Narnia, free token-collect DVDs featuring classic BBC comedy and exclusive offers on digital TV.

Partnerships are key to Radio Times's promotional mix and throughout 2008/09, the brand has built relationships with the British Academy Television Awards, as the 2008 media partner and Classic FM, for the Nation's Favourite Music Poll. Each promotion has allowed Radio Times readers to interact

at each of the events, while linking the brand with a salient partner.

Radio Times remains in the headlines of the national press with an inspired and sustained run of photography and news exclusives, creating widespread discourse about the magazine. Recent revelations from interviews with Terry Wogan, Ray Mears and Natasha Kaplinsky, for example, received wide coverage in the UK and international press. In total, 2008 saw more than 3,000 articles and 800 TV and radio interviews generated, a 25 per cent year-on-year increase in the brand's media coverage.

## Brand Values

Radio Times is guided by five clear brand values, identified to ensure it best meets the needs of its customers. It aims to be consistently entertaining, intelligent, authoritative, comprehensive and accessible – the reliable, interesting and easy way for consumers to make choices.

[radiotimes.com](http://radiotimes.com)

## Things you didn't know about Radio Times

Radio Times is the UK's third biggest-selling magazine, with more than a million copies sold each week.

When the BBC built Broadcasting House in 1932, a copy of Radio Times was placed under the foundation stone of the new building.

Radio Times has the largest subscription base of any weekly magazine in the UK, with more than 170,000 subscribers.

1923	1936	1988	1997	2007	2009
In September, the first Radio Times is published after John Reith, BBC director general, refuses to pay newspapers to print details of BBC radio programmes.	BBC Television services open and Radio Times becomes the world's first television listings magazine.	Radio Times enters the Guinness Book of Records as its Christmas edition sells 11,220,666 copies – the biggest-selling edition of any British magazine in history.	Radio Times becomes the first television listings website, launching online with radiotimes.com.	Radio Times editor Gill Hudson is named PPA Editor of the Year.	Radio Times prints 21 different covers in celebration of the 21st anniversary of Comic Relief.