

# (allfm) 96.9

...the real voice of Manchester

**Broadcasting to 200,000 people  
with a regular listenership of 14,000 people a day**

*(That's more listeners in south, east and central Manchester than BBC Radio 3)\**

**South, East and Central Manchester's very own radio station**  
**Over 10,000 hits a month on the ALL FM website**

**ALL FM** is a community radio station and then some. Home grown radio that's for the community, by the community.

**ALL FM** uses radio to affect positive change and provide a voice for the community.

**ALL FM** is a non profit organisation. Any money you spend with us is for the good of the community.

## How can we help your business?

**ALL FM (96.9)** speaks to your customers. We can raise your profile by word of mouth and make sure all your advertising requirements are fulfilled on-air and online on the ALL FM website.

We can help you generate sales, launch new products, drive online traffic and raise your profile. Whatever it is, we can help your business at a fraction of the cost needed for commercial station advertising.

## Who are ALL FM?

**ALL FM** serves the communities of south, east and city centre Manchester including areas such as Ardwick, Longsight, Levenshulme, Gorton, Moss Side, Hulme, Rusholme, Fallowfield, Withington, Whalley Range, Ancoats, Bradford and Clayton.

**ALL FM** is a community radio station. It exists in order to serve and provide a platform for the talent of the residents of south, east and central Manchester. It is a not for profit company and its content is mostly provided by volunteer broadcasters from its coverage area.



\*University of Manchester research study  
Photos courtesy of Sarah Smith

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## Why ALL FM?

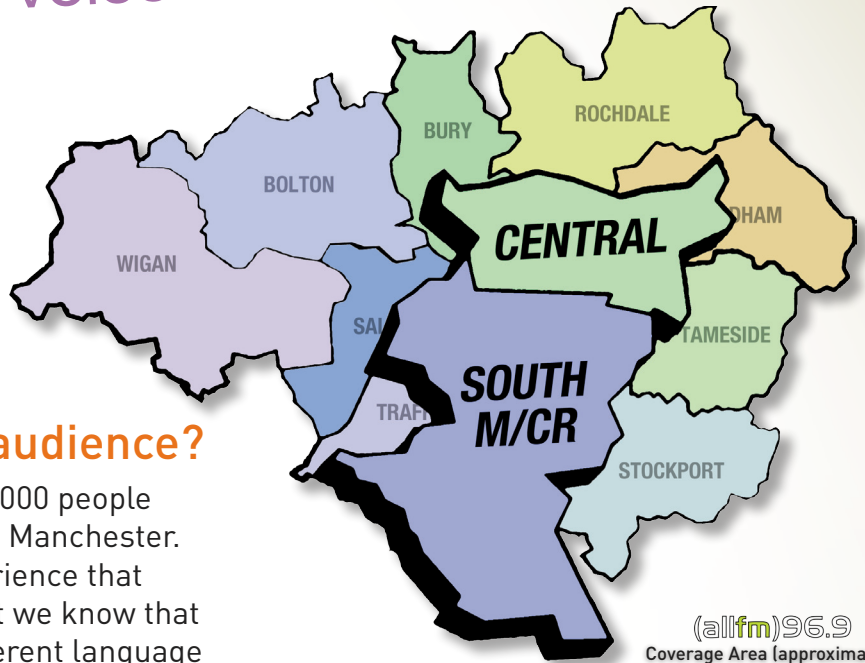
ALL FM is a community radio station. It exists in order to serve its community. Its credibility with its listeners is based on this, and the fact listeners identify so closely with what they hear.

## What is ALL FM's target audience?

ALL FM's target audience are the 200,000 people who live in the south, east and central Manchester. It is impossible to create a radio experience that appeals to everyone all of the time but we know that our blend of community, chat and different language programming with a wide range of specialist music being played across the schedule appeals to people in the Manchester area and on the world wide web. Our daytime programming is an essential mix of local information, local news and great music. The blend of specialist music genres in the evening and at weekends gives added value to the listener.

## What are ALL FM's production values?

ALL FM is locally produced and presented; this does not diminish our production values. Listeners are an essential part of ALL FM. High production values retain existing listeners and assist in attracting new ones. All our broadcasters are trained in radio techniques and skills. They are supported and assisted with their programmes to ensure a high standard is maintained.



(allfm)96.9  
Coverage Area (approximate)

## What else ALL FM can do?

We can make the advert for you in both English and different languages so you can target specific audiences. We can also give you a presence on our website which gets over 10,000 hits a month.



If you would like further information about advertising on ALL FM please call 0161 248 6888 or email [ed@allfm.org](mailto:ed@allfm.org)

Wouldn't you like more people to know about your business for very little cost?