



MEDIA KIT 2023



For more than 40 years 2SER 107.3 has been a dynamic and trusted voice in the Sydney media landscape. Our unique grid incorporates more than 50 specialist music and talk programs along with prime-time Breakfast and Drive shows.

2SER aims to educate, entertain and inform our listeners with music, stories and ideas from Sydney, wider Australia and around the world.

2SER is a multi award-winning radio station broadcasting metro-wide via FM and digital (DAB+) and reaching national and worldwide audiences through online streaming.

In addition to supporting local and international artists, writers, creatives and local businesses through airtime, 2SER has one of Sydney's few truly independent newsrooms, and syndicates some of its best content to the national Community Radio Network.

Our audience is diverse, sophisticated and loyal. They rarely listen to commercial radio, preferring the sound, style and trusted content 2SER delivers all year round.

201000

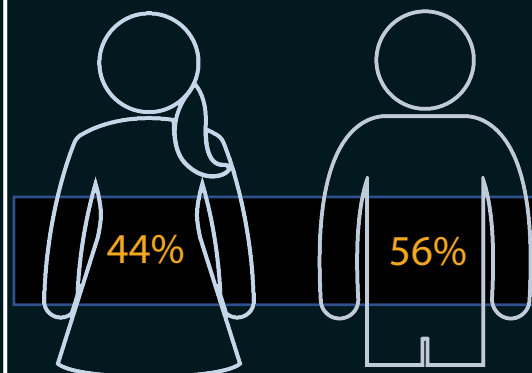
Listeners monthly

86000

Listeners weekly



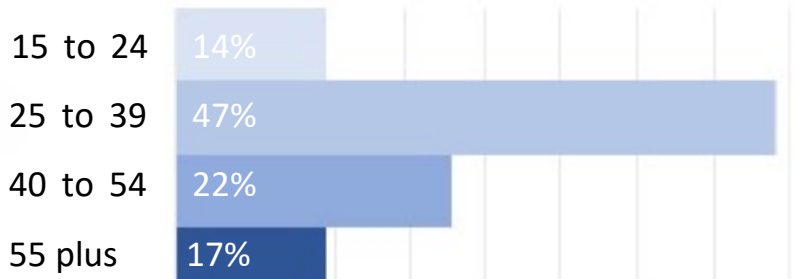
2SER listeners are well-educated, with 61% of our audience having studied to tertiary level or above.



About 61% of our audience have children, while a third are living as a couple or single.

2SER listeners are predominantly full-time professionals and self-employed business owners, with 73% earning salaries over \$60,000, and 47% on salaries over \$100,000.

Audience age groups



69% of listeners are 25 to 54 years old

Monthly audience spending

65%	Travel + Holiday
71%	Fashion + Accessories
78%	Events + Entertainment
57%	Eating Out
62%	DIY and Home Reno
85%	Appliances + Electronics
62%	Financial Investments



2SER broadcasts a diverse range of musical genres throughout the week, including 37 specialist music programs. We have a strong focus on local music, playing well above our mandated 35% of Australian music.

Our wide array of news, culture and analysis shows cater to a variety of tastes, covering Sydney's cultural scene, the environment, local issues and everything in between.

We are one of Sydney's few truly independent newsrooms, with regular news bulletins along with in-depth current affairs and podcasts.

Sponsor us

With a promotional campaign on 2SER you have a direct line to our attentive, socially-aware and culturally-active audience. Listeners trust and respect 2SER, welcoming information we provide about relevant events, products and services.

Cut through: with far less clutter than on typical FM stations your messages won't be drowned out by the competition.

Support local media. As a not-for-profit community station, every cent spent with 2SER goes back into our mission: keeping independent voices strong and continuing to train talented new broadcasters, producers, DJs and journalists.

2SER offers a variety of promotional packages to suit all budgets. For more information about how to get your message to our listeners:



sponsorship@2ser.com

Data from Second Wave 2023 McNair yellowSquares National Listener Survey: