



msa
media sales australia

**covering australia
like no one else**

2025

media kit



why media sales australia?

christian media... it's personal, and it's everywhere

Across Australia, Christian media connects people; it speaks their language; it knows them – and gets them. At the heart of every community is media that connects, serves, influences and entertains. It's media by the people, for the people.

Media Sales Australia provides a strategic platform for you to reach a national audience with authenticity.

who we are:

6 metropolitan radio stations

5 dab+ digital radio stations

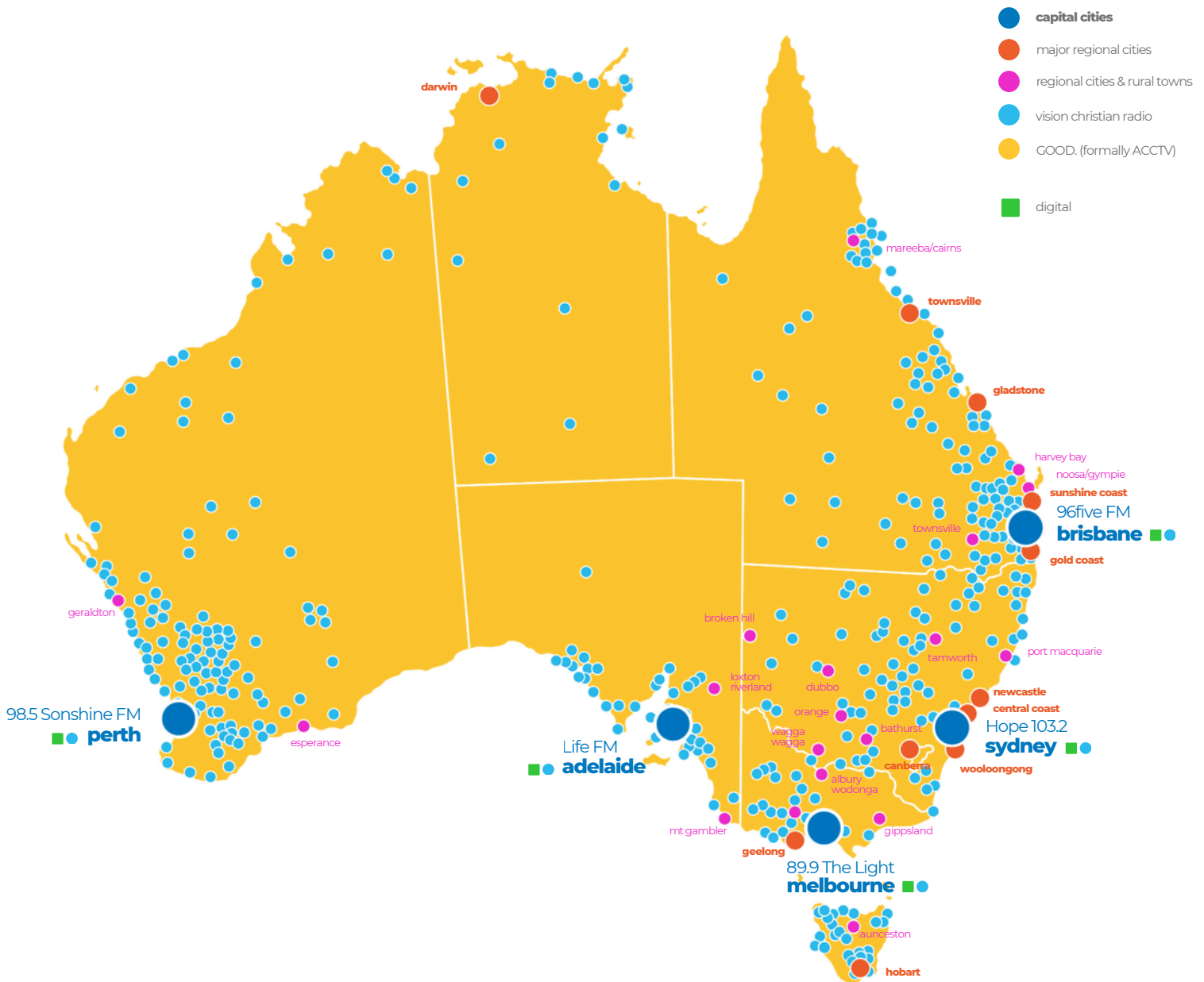
10 provincial radio stations

20+ regional radio stations

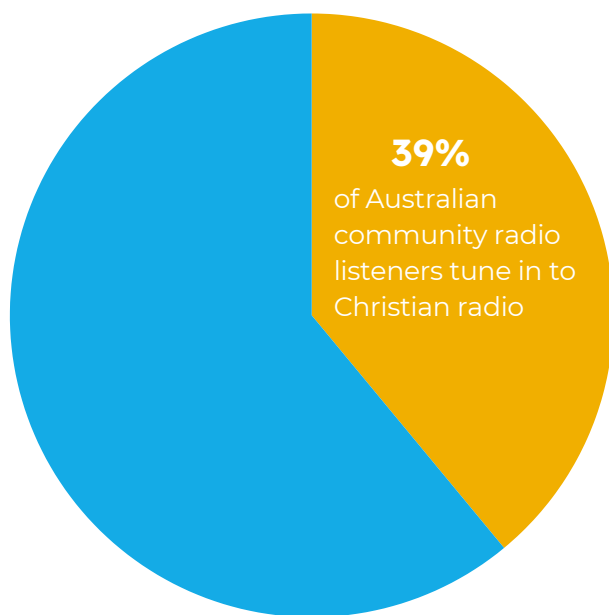
700+ vision christian radio stations

1 stv channel

australia-wide coverage



australians love christian radio



5.38 million

Australians listen to community radio each week

2.1 million

Australians listen to Christian community radio each week.

How long are they listening?

Christian radio listeners are dedicated, spending an average of 9.6 hours listening each week!

When do they listen?

Christian radio listeners are dedicated and consistent, with listening spread strongly across all day parts – Breakfast 73%, Morning 65%, Afternoon 56%, Drive 62%, Evening 37%, Overnight 28%.

How are they listening?

70% listen on AM/FM radio. 20% listen via DAB+ digital radio. 12% live stream. 8% listen to podcasts, 19% listen online.

Why do they listen?

The number one reason Australians listen to Christian radio is for local content – local news and local information.

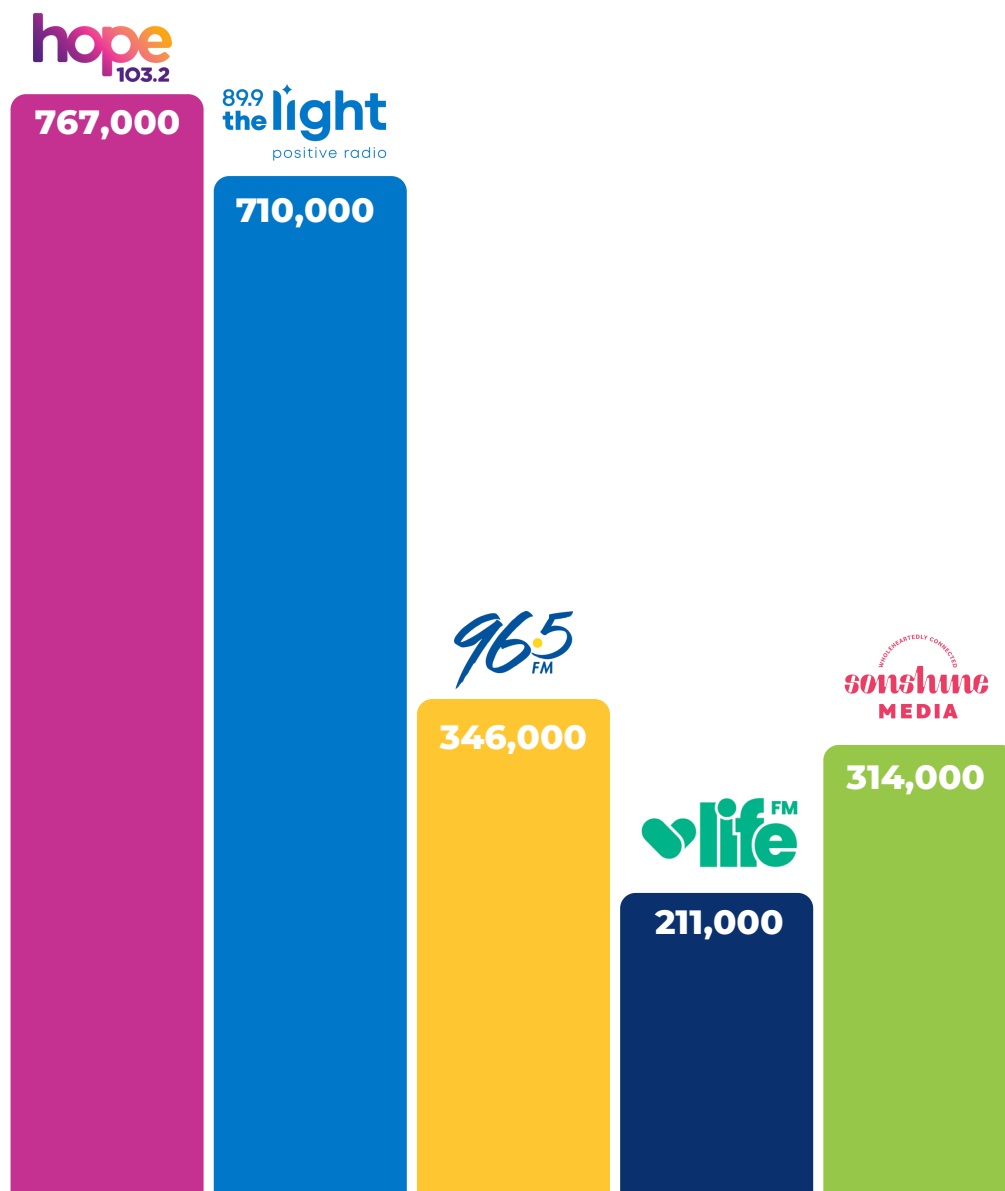
Who is listening?

Christian radio reaches a wide cross-section of the Australian community of all ages, genders and employment types, with 69% of community radio listeners falling into the Main Grocery Buyer category.

capital cities

survey monthly highlights

In the average month, 3.9 million Australians aged 15+ tune in to Christian Community Radio stations with 2.1 million Australians tuning in to Christian Community Radio in the average week.



weekly audience

by time of day: capital cities

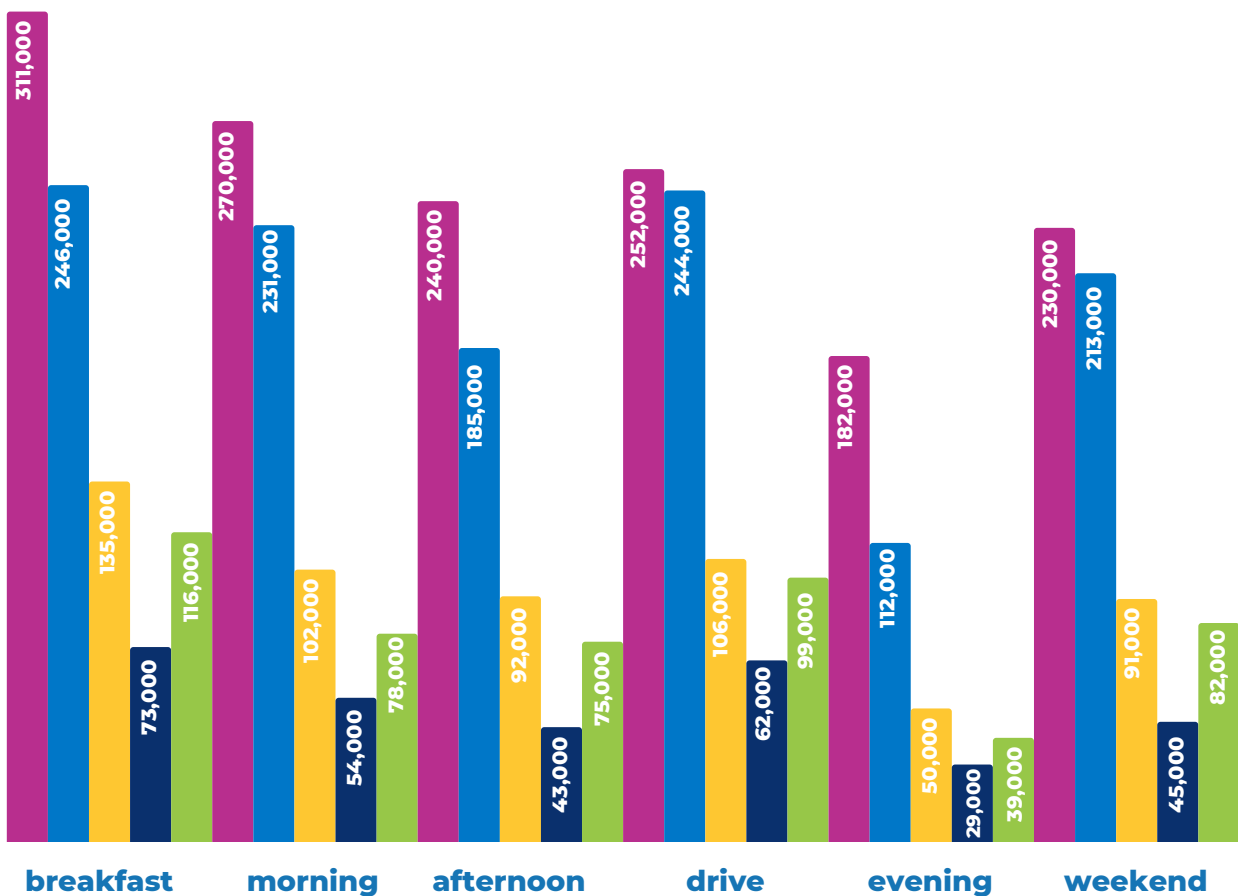
hope
103.2

89.9
the light
positive radio

96.5
FM

life
FM

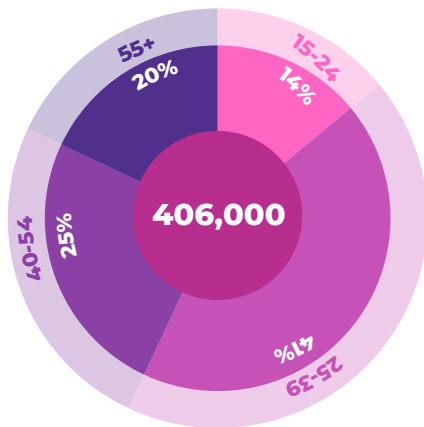
100% INDEPENDENTLY OWNED
sonshine
MEDIA



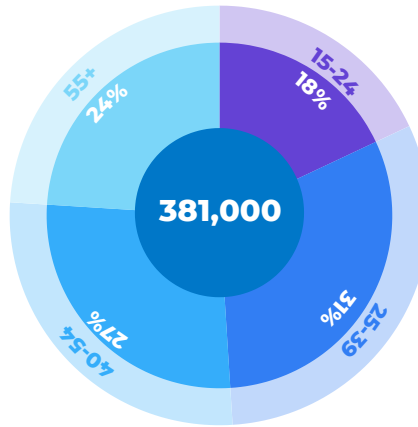
age group

weekly audience: capital cities

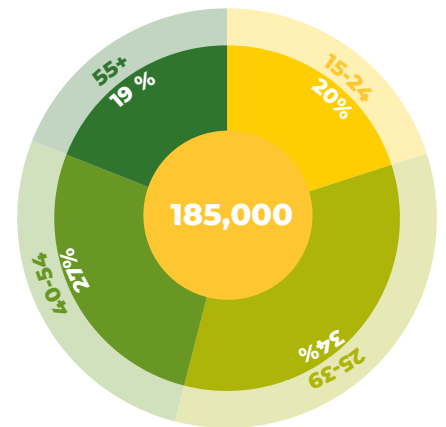
hope
103.2



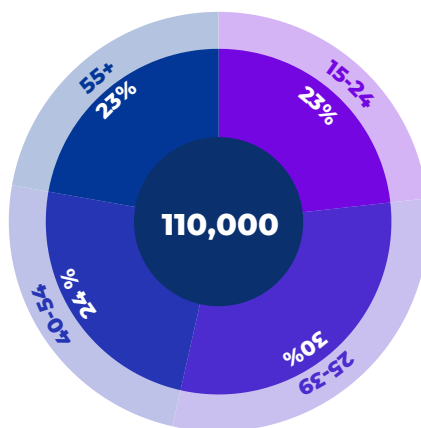
89.9 the light
positive radio



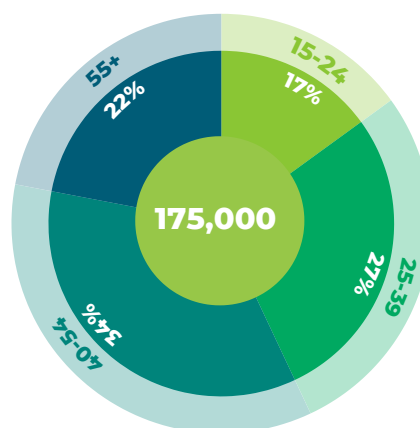
96.5
FM



life
FM

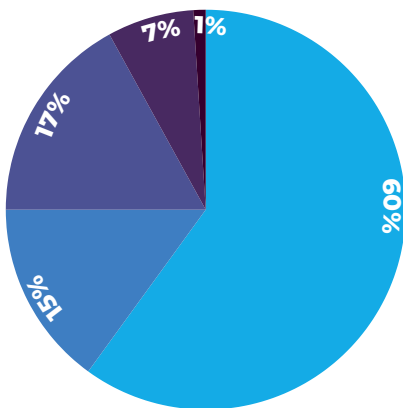


sonshine
MEDIA

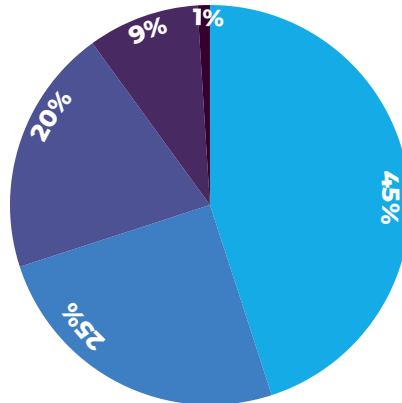


households

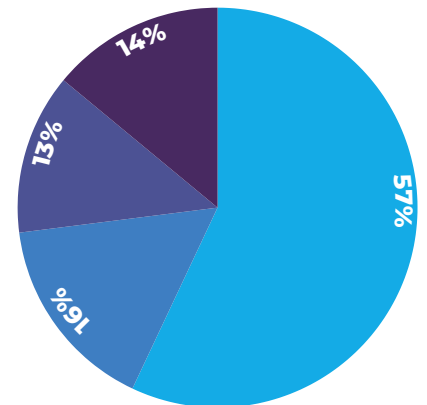
hope
103.2



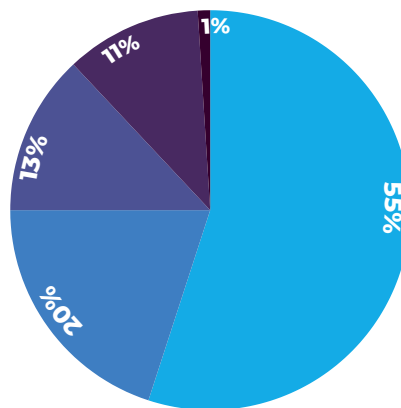
89.9 the light
positive radio



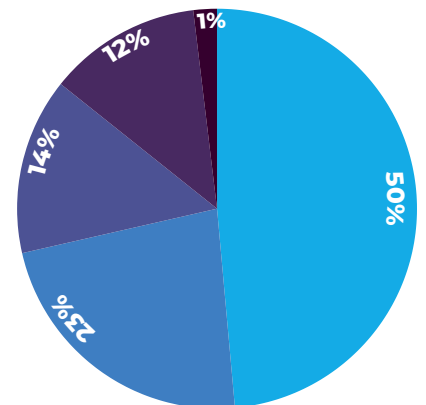
96.5
FM



life
FM



sonshine
MEDIA



Marital Status

- Married/partner, single with kids at home
- Single, no kids
- Married/partner, no kids
- Married/partner, single with kids left home
- Not Stated

national news

weekly audience: capital cities

312,00 listeners in Melbourne, Perth & Adelaide tune in to the Nine News simulcast each week.



adelaide
39,000
weekly

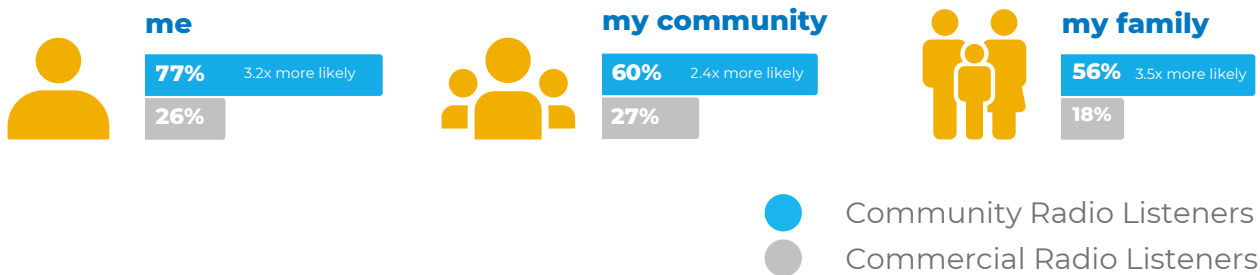
melbourne
192,000
weekly

perth
71,000
weekly

why people listen

positive benefit of radio

My station has a "massive/significant" benefit for...

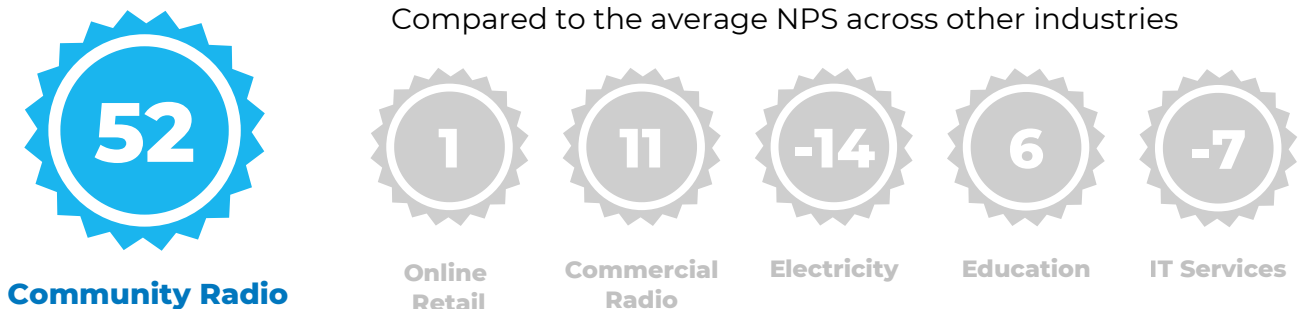


net promoter score (NPS)

On a scale of 0-10, would you recommend your radio station to a friend or colleague?

$$\text{NPS} = \text{Scores of } (9+10) \text{ promoters} - \text{Scores of } (0+1+2+3+4+5+6) \text{ detractors}$$

Compared to the average NPS across other industries



why listen?



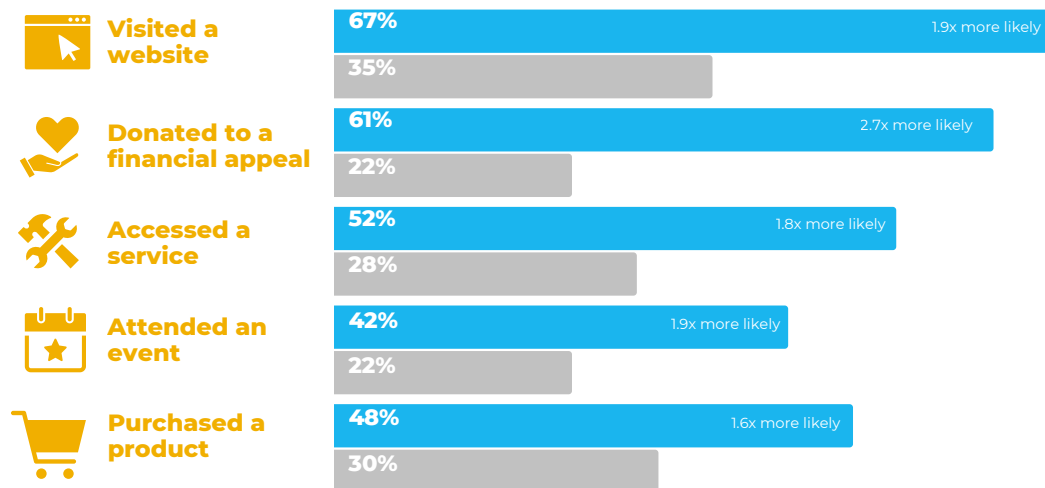
the value of listeners

trust



responsiveness

In the last year, in response to a sponsor/advertiser message I have...



- Community Radio Listeners
- Commercial Radio Listeners

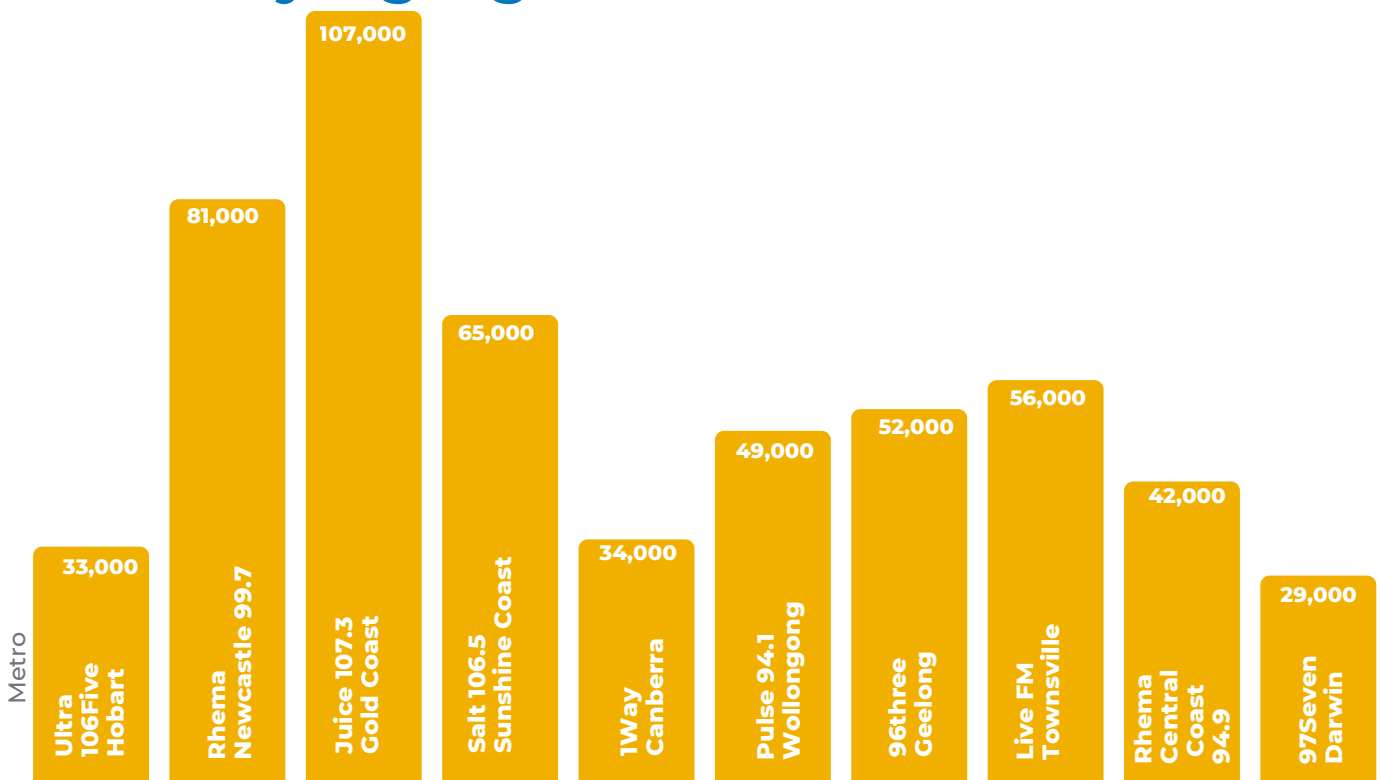
other metro and provincial

survey highlights

MSA has regional markets covered with stations from Darwin to Launceston, and from Geelong right up the east coast to Townsville!

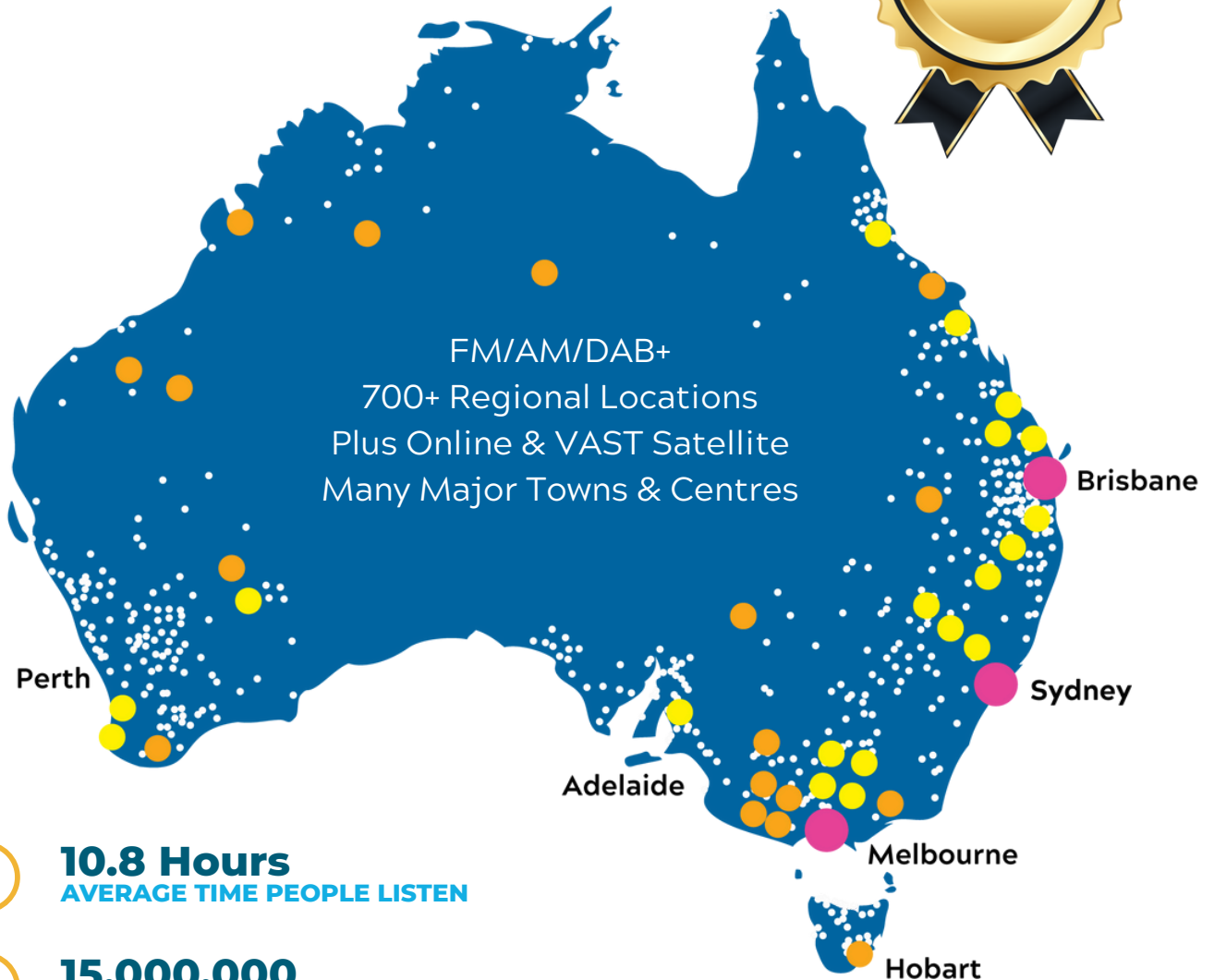
The non-metropolitan areas account for nearly 70% of all community radio listeners. In an average week, 26% of all people aged 15+ throughout Australia listen to community radio, spending an average of 9.6 hours listening.

monthly highlights



We can also offer extensive coverage in regional areas, with stations in...

- NSW** Grafton, Tamworth, Wagga Wagga, Port Macquarie, Bathurst, Dubbo, Albury/Wodonga, Orange
- QLD** Gladstone & Rockhampton, Toowoomba, Cairns & Mareeba, Gympie & Mary Valley
- VIC** Bendigo, Ballarat, Gippsland/Sale
- TAS** Launceston
- SA** Loxton & Riverland, Mt Gambier/Limestone Coast
- WA** Esperance



10.8 Hours
AVERAGE TIME PEOPLE LISTEN



15,000,000
PEOPLE WITHIN VISION FM / AM / DAB+ COVERAGE







886,000
RADIO AUDIENCE MONTHLY



450,000+
PODCAST LISTENERS QUARTERLY



360,000+
ONLINE LISTENERS QUARTERLY

-  Digital Radio (DAB+)
-  High Power FM
-  AM Transmitters
-  Low Power Transmitters

Helping Australia Look to God *Daily*

GOOD.

we love good tv

We all love good TV and the Australian Christian Channel provides it!

Want to reach people who hold 'the good' as something of high-value? Imagine getting your product or brand story to hundreds of thousands of Australians across a modern national broadcast and on-demand multi-screen media platform.

ACCTV is an Australian-based, Video on Demand (VOD) and Linear Subscription TV broadcast entertainment channel that reaches approximately 490,000 viewers per month. ACCTV offers a vast array of quality, relevant programming. All of their programs are family friendly and support Christian values. ACCTV delivers a wide range of movies, popular TV series, teaching programs, kids' shows, documentaries and much more. ACCTV aims to inspire, to offer hope and to celebrate story on any screen, any time and anywhere. We love good TV.

470k

Daily Viewers

60%



of people on the website are new



x3.1/month

the average amount of views per person



62 mins

the average duration per view.

Sponsorship Enquiries

Our listeners are waiting to hear from you



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Research & Integrity

The information provided in this presentation has been taken from commercial and community radio research reports and market surveys. The majority of the information comes from publicly available GfK Radio Ratings Survey, McNair yellowSquares and McCrindle Research. Comparisons between commercial and community radio are made only in respect of Cumulative Audiences or Reach. Research methodologies may vary across radio sectors, therefore all claims made are provided for illustrative purposes to give a context as to where Christian Media sits in the marketplace. Any comparisons are made as a guide and should not be relied upon in making any commercial assessment as audience numbers or as value for money.