

NETWORK POPULATION

Adult (15+) population in ILR areas 38,750,000
Total population in ILR areas 48,770,000

THE STATIONS

ABERDEEN

NorthSound

290 metres (1035 kHz), VHF 96.9 MHz

45 King's Gate
ABERDEEN AB2 6BL
Telephone 0224 632234

Adult (15+) population 240,000
Total population 300,000

Sales Agency - BMS

AYR with Girvan Relay

West Sound

Ayr:
290 metres (1035 kHz), VHF 96.2 MHz
Girvan: VHF 97.1 MHz

54 Holmston Road
AYR KA7 3BD
Telephone 0292 283662

Adult (15+) population 290,000
Total population 370,000

Sales Agency - BMS

BELFAST

Downtown Radio

293 metres (1026 kHz), VHF 96.0 MHz

P.O. Box 293 NEWTOWNARDS
Northern Ireland BT23 4ES
Telephone 0247 815555

Adult (15+) population 950,000
Total population 1,270,000

Sales Agency - BMS

BIRMINGHAM

BRMB Radio

261 metres (1152 kHz), VHF 94.8 MHz

Radio House P.O. Box 555
Aston Road North
BIRMINGHAM B6 4BX
Telephone 021 359 4481/9

Adult (15+) population 2,000,000
Total population 2,550,000

Sales Agency - IRS

BOURNEMOUTH

Two Counties Radio

362 metres (828 kHz), VHF 97.2 MHz

5/7 Southcote Road
BOURNEMOUTH BH1 3LR
Telephone 0202 294881

Adult (15+) population 520,000
Total population 620,000

Sales Agency - IRS

BRADFORD

Pennine Radio

235 metres (1278 kHz), VHF 96.0 MHz

P.O. Box 235 Pennine House
Forster Square
BRADFORD BD1 5NP
Telephone 0274 731521

Adult (15+) population 980,000
Total population 1,250,000

Sales Agency - BMS

BRIGHTON

Southern Sound

227 metres (1323 kHz), VHF 103.4 MHz

Radio House Franklin Road
PORTSLADE BN4 2SS
Telephone 0273-422288

Adult (15+) population 600,000
Total population 720,000

Sales Agency - IRS

BRISTOL

Radio West

238 metres (1260 kHz), VHF 96.3 MHz

Watershed Canons Road
BRISTOL BS99 7SN
Telephone 0272 279900

Adult (15+) population 750,000
Total population 930,000

Sales Agency - IRS

CARDIFF

Cardiff Broadcasting Company

221 metres (1359 kHz), VHF 96.0 MHz

Radio House West Canal Wharf
CARDIFF CF1 5XJ
Telephone 0222 384041

Adult (15+) population 470,000
Total population 600,000

Sales Agency - IRS

COVENTRY

Mercia Sound

220 metres (1359 kHz), VHF 95.9 MHz

Hertford Place
COVENTRY CV1 3TT
Telephone 0203 28451

Adult (15+) population 610,000
Total population 780,000

Sales Agency - IRS

DUNDEE/PERTH

Radio Tay

Dundee:
258 metres (1161 kHz), VHF 95.8 MHz

Perth:
189 metres (1584 kHz), VHF 96.4 MHz

P.O. Box 123 DUNDEE DD1 9UF
Telephone 0382 29551

Adult (15+) population 410,000
Total population 520,000

Sales Agency - BMS

EDINBURGH

Radio Forth

194 metres (1548 kHz), VHF 96.8 MHz

Forth House Forth Street
EDINBURGH EH1 3LF
Telephone 031 556 9255

Adult (15+) population 1,050,000
Total population 1,320,000

Sales Agency - BMS

EXETER/TORBAY

DevonAir Radio

Exeter:
450 metres (666 kHz), VHF 95.8 MHz

Torbay:
314 metres (954 kHz), VHF 95.1 MHz

The Studio Centre
35-37 St David's Hill
EXETER EX4 4DA
Telephone 0392 30703

Adult (15+) population 410,000
Total population 490,000

Sales Agency - IRS

GLASGOW

Radio Clyde

261 metres (1152 kHz), VHF 95.1 MHz

Clydebank Business Park
Clydebank
GLASGOW G81 2RX
Telephone 041 941 1111

Adult (15+) population 1,890,000
Total population 2,430,000

Sales Agency - BMS

GLOUCESTER & CHELTENHAM

Sewern Sound

388 metres (774 kHz), VHF 95.0 MHz

Old Talbot House
67 Southgate Street
GLOUCESTER GL1 1TX
Telephone 0452 423791

Adult (15+) population 370,000
Total population 460,000

Sales Agency - IRS

GREAT YARMOUTH & NORWICH

Radio Broadland

260 metres (1152 kHz), VHF 97.6 MHz

St. Georges Plain, Colgate
NORWICH NR3 1DD
Telephone 0603 660926

Adult (15+) population 500,000
Total population 620,000

Sales Agency - IRS

GUILDFORD

County Sound

203 metres (1476 kHz), VHF 96.6 MHz

The Friary Centre
GUILDFORD GU1 4YX
Telephone 0483 505566

Adult (15+) population 590,000
Total population 740,000

Sales Agency - IRS

HEREFORD/WORCESTER

Radio Wyvern

Hereford:
314 metres (954 kHz), VHF 95.8 MHz

Worcester:
196 metres (1530 kHz), VHF 96.2 MHz

5/6 Barbourne Terrace
WORCESTER WR1 3JM
Telephone 0905-612212

Adult (15+) population 440,000
Total population 560,000

Sales Agency - IRS

HUMBERSIDE

Viking Radio

258 metres (1161 kHz), VHF 102.7 MHz

Commercial Road
HULL HU1 2SG
Telephone 0482 25141

Adult (15+) population 720,000
Total population 920,000

Sales Agency - BMS

INVERNESS

Moray Firth Radio

271 metres (1107 kHz), VHF 95.9 MHz

P.O. Box 271
INVERNESS IV1 1UJ
Telephone 0463 224433

Adult (15+) population 170,000
Total population 220,000

Sales Agency - BMS

IPSWICH/BURY ST EDMUNDS

Suffolk Group Radio

Electric House Lloyds Avenue
IPSWICH IP1 3HZ
Telephone 0473 216971

Combined adult (15+) population 610,000
Combined total population 760,000

Sales Agency - IRS

LEEDS

Radio Aire

362 metres (828 kHz), VHF 94.6 MHz

P.O. Box 362 LEEDS LS3 1LR
Telephone 0532 452299

Adult (15+) population 1,040,000
Total population 1,310,000

Sales Agency - BMS

LEICESTER

Leicester Sound

238 metres (1260 kHz), VHF 97.1 MHz

Granville House
Granville Road
LEICESTER LE1 7RW
Telephone 0533 551616

Adult (15+) population 630,000
Total population 800,000

Sales Agency - IRS

LIVERPOOL

Radio City

194 metres (1548 kHz), VHF 96.7 MHz

P.O. Box 194
8-10 Stanley Street
LIVERPOOL L69 1LD
Telephone 051 227 5100

Adult (15+) population 2,300,000
Total population 2,930,000

Sales Agency - BMS

LONDON

Capital Radio

194 metres (1548 kHz), VHF 95.8 MHz

Euston Tower
LONDON NW1 3DR
Telephone 01 388 6801

Adult (15+) population 9,450,000
Total population 11,710,000

Sales - Capital Radio Sales

LONDON

LBC News Radio

261 metres (1152 kHz), VHF 97.3 MHz

P.O. Box 261
Communications House
Gough Square
LONDON EC4P 4LP
Telephone 01 353 1010

Adult (15+) population 9,450,000
Total population 11,710,000

Sales Agency - IRS

LUTON/BEDFORD

Chiltern Radio

Luton:
362 metres (828 kHz), VHF 97.5 MHz

Bedford:
379 metres (792 kHz), VHF 95.5 MHz

Chiltern Road
DUNSTABLE LU6 1HQ
Telephone 0582 666001

Adult (15+) population 990,000
Total population 1,270,000

Sales Agency - BMS

MAIDSTONE & MEDWAY/EAST KENT

Invicta Sound

15 Station Road East
CANTERBURY CT1 2RB
Telephone 0227 58761

Maidstone & Medway:
242 metres (1242 kHz), VHF 103.8 MHz

East Kent:
497 metres (603 kHz), VHF 95.1 MHz (Canterbury)

Combined population:
Adult (15+) population 1,150,000
Total population 1,450,000

Sales Agency - BMS

MANCHESTER

Piccadilly Radio

261 metres (1152 kHz), VHF 97.0 MHz

127/131 The Piazza
Piccadilly Plaza
MANCHESTER M1 4AW
Telephone 061 236 9913

Adult (15+) population 2,890,000
Total population 3,680,000

Sales Agency - IRS

NEWPORT (GWENT)

Gwent Area Broadcasting

230 metres (1305 kHz), VHF 104.0 MHz

173 Chepstow Road
NEWPORT GWENT NP23 8GH
Telephone 0633-56230

Adult (15+) population 240,000
Total population 300,000

Sales Agency - IRS

NOTTINGHAM

Radio Trent

301 metres (999 kHz), VHF 96.2 MHz

29-31 Castle Gate
NOTTINGHAM NG1 7AP
Telephone 0602 581731

Adult (15+) population 1,040,000
Total population 1,310,000

Sales Agency - IRS

PETERBOROUGH/NORTHAMPTON

Hereward Radio

P.O. Box 225 Bridge Street
PETERBOROUGH PE1 1XJ
Telephone 0733 46225

Peterborough:
225 metres (1332 kHz), VHF 95.7 MHz

Northampton:
193 metres (1557 kHz), VHF to be announced

Combined adult (15+) population 1,040,000
Combined total population 1,330,000

Sales Agency - BMS

PLYMOUTH

Plymouth Sound

261 metres (1152 kHz), VHF 96.0 MHz

Earl's Acre Alma Road
PLYMOUTH PL3 4HX
Telephone 0752 27272

Adult (15+) population 290,000
Total population 360,000

Sales Agency - IRS

PORTSMOUTH

Radio Victory

257 metres (1170 kHz), VHF 95.0 MHz

P.O. Box 257
PORTSMOUTH PO1 5RT
Telephone 0705 827799

Adult (15+) population 570,000
Total population 700,000

Sales Agency - IRS

PRESTON & BLACKPOOL

Red Rose Radio

301 metres (999 kHz), VHF 97.3 MHz

St. Paul's Square
PRESTON LANCs PR1 1BR
Telephone 0772 556301

Adult (15+) population 900,000
Total population 1,130,000

Sales Agency - IRS

READING

Radio 210 Thames Valley

210 metres (1431 kHz), VHF 97.0 MHz

P.O. Box 210
READING RG3 5RZ
Telephone 0734 413131

Adult (15+) population 550,000
Total population 700,000

Sales Agency - IRS

REIGATE & CRAWLEY

Radio Mercury

197 metres (1521 kHz), VHF 103.6 MHz

Broadfield House
Brighton Road
CRAWLEY RH11 9RJ
Telephone 0293 519161

Adult (15+) population 440,000
Total population 540,000

Sales Agency - IRS

SHEFFIELD & ROTHERHAM

Radio Hallam

Sheffield:
194 metres (1548 kHz), VHF 95.2 MHz

Rotherham:
194 metres (1548 kHz), VHF 95.9 MHz

P.O. Box 194 Hartshead
SHEFFIELD S1 1GP
Telephone 0742 71188

Adult (15+) population 1,060,000
Total population 1,340,000

Sales Agency - BMS

SOUTHEND/CHELMSFORD

Essex Radio

Southend:
210 metres (1431 kHz), VHF 95.3 MHz

Chelmsford:
220 metres (1359 kHz), VHF 96.4 MHz

Radio House Clifftown Road
SOUTHEND ON SEA SS1 1SX
Telephone 0702 333711

Adult (15+) population 960,000
Total population 1,230,000

Sales Agency - IRS

STOKE-ON-TRENT

Signal Radio

257 metres (1170 kHz), VHF 104.3 MHz

Studio 257 Stoke Road
STOKE-ON-TRENT
Staffs ST4 2SR
Telephone 0782-415373

Adult (15+) population 630,