



Since our inception as an educational broadcaster in 1979, 2SER 107.3 has maintained our position as a trusted voice in the Sydney media landscape with a unique broadcast license. We air over 60 diverse radio programs on our weekly grid.

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 not-for-profit community radio station which relies on the financial support of our community through both client sponsorship (advertising) and annual listener subscription.

This is community radio, supported by our listeners and volunteers, which in turn enables 2SER to remain independent and unbiased, ensuring we can continue to provide a genuine, intelligent and considered alternative voice and sound.

STORIES  
IDEAS  
MUSIC

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.

483000

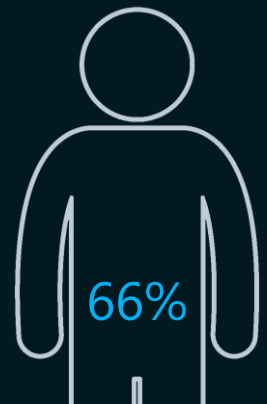
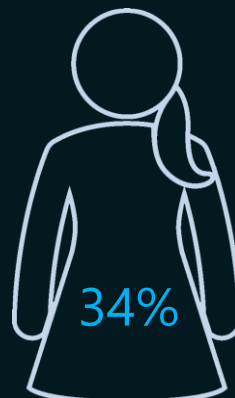
Listeners monthly

109000

Listeners weekly



2SER listeners are well educated with 87% of our audience being educated to tertiary level and above.



About half of our audience have children, while 36% are living as a couple or single

2SER listeners are predominantly full-time professionals and self-employed business owners, with 61% earning salaries over \$60,000, and 39% on salaries over \$100,000.

### Audience age groups



67% of listeners are 25 to 54 years old

### Monthly audience spending in 2020 pre COVID 19

- 66% Travel
- 71% Music Purchases
- 67% Events + Entertainment
- 88% Eating Out
- 66% Movies + Film
- 64% Books + Magazines
- 48% 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 & 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. We have regular news bulletins, as well as in depth current affairs programming.

### Sponsor us

With a promotional campaign on 2SER, you can talk to our attentive, socially aware and culturally active audience. Our listeners welcome information from 2SER, a source that they trust and respect, about events, products and services in their community.

As a not for profit company, you can rest assured that every cent you spend with 2SER goes back into our mission: educating Sydney about our world, telling the stories that aren't told, and championing local business, music and artists.

Sponsoring us ensures that we can continue training the next generation of Australia's producers, broadcasters, journalists and DJs, and support our local communities. 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](mailto:sponsorship@2ser.com)

*Data from McNair yellowSquares National Listener Survey: Wave #2, released December 2019*