



**ATMOSPHERE**

LOVE DANCE



# What An Atmosphere!

Atmosphere Radio launched in 2015, originally known as Mango Vibe. The station re-branded to Atmosphere Radio in 2018, launching on more transmitters with a wider range of shows.

We play more dance music than any other commercial terrestrial station in the UK.

Our audience of 15-44 year olds are passionate about dance, whether they are young adopters or older ravers. The dance scene is welcoming to all.

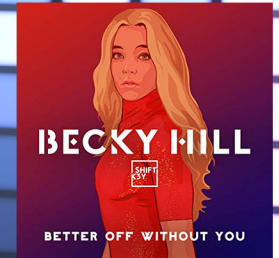
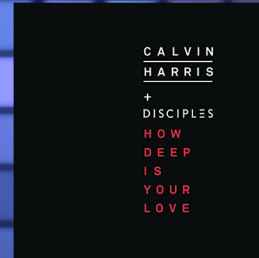
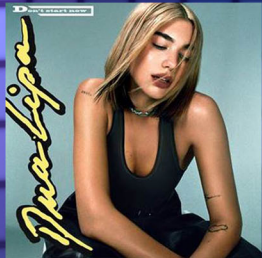
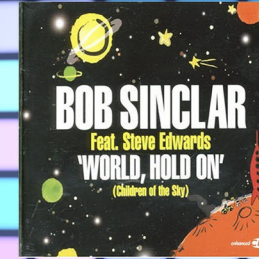
Younger listeners are drawn to the latest releases and current tracks from the last 3 years which make up 85% of our daytime output.

Older listeners enjoy the Old School classics throughout the day, new remixes and retro samples, plus the specialist evening shows from experienced high profile DJs.

**In the first 12 weeks since Lockdown our online listening reached a new record high with more people listening for longer. Weekly reach increased by 116% and total hours increased by 76% (period between 15/3/2020 and 31/5/2020).**



# We Love A Party!



Atmosphere Radio provides the perfect blend of current and classic dance.

Current artists include Jax Jones, Mabel, Camelphat, Dua Lipa, Meduza, Jess Glynne, Sigala, Tiësto, David Guetta, Gorgon City, Martin Garrix, MK and Calvin Harris.

Classic artists include The Shamen, Fatboy Slim, Eric Prydz, Avicii, Freemasons, Bob Sinclar and Roger Sanchez.

Whether you're getting ready for a night out or staying in with some friends and a few bottles, Atmosphere has the perfect soundtrack.





# Daytime Shows

## **Suzi Martin (Weekdays 8am – 12pm)**

Suzi sets you up for the day with 4 hours of positivity and fun, featuring interviews with big name singers and DJs and The Dance Years at 10am (an hour where every song is from a different classic dance year).

She also works for Channel 4 and E4 as a continuity announcer and has worked for stations including Sun FM, TFM, Capital North East, Heart North East and Real Radio.

## **Andrea Fox (Saturdays 8am – 12pm)**

Andrea brings her wit and music knowledge to the airwaves every Saturday morning and an hour of The Dance Years from 10am.

The former Heat Radio and Brighton's Juice 107.2 presenter can also be heard doing continuity for ITV and hosting "The Penny Drops" and "The Age Of Plastic" podcasts.

## **Caroline Verdon (Sundays 8am – 12pm)**

Sunday mornings start with Caroline's unique take on the week's events and an hour of The Dance Years.

Caroline also works for Radio Aire in Leeds and was previously based at JACK fm Oxford, Heart Dorset and 2CR fm. She has won numerous radio awards including "Presenter of the Year".

## **Andy Gregory (Monday to Thursday 12pm – 4pm)**

Afternoons with Andy are full of great bangers and banter.

Andy has a long history of doing afternoon shows in the North East for both CFM and Metro Radio and before that he hosted overnights at MFM in North Wales.

## **Rebekah Walker (Sundays 12pm – 5pm)**

Sunday afternoons are fast and fresh with Rebekah, full of passion for new music and sports.

Rebekah is also a familiar voice on Kiss and has also hosted shows for new music station Kiss Fresh.

## **Rachel Chew (Saturdays 4pm – 8pm)**

Rachel's here for your pre-drinks every Saturday night including a big name guest DJ Mix at 7pm.

Before Atmosphere, Rachel could also be heard on Nation Radio in Cardiff, JACK fm in Swindon and digital station Amazing Radio. She's also regularly seen on re-runs of Come Dine With Me!



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# Specialist Shows



**Graeme Park**

**Long Live House with Graeme Park (Wednesdays and Sundays at 10pm)**

Graeme has over 30 years' experience; in the clubs starting at the Hacienda, on the radio at Kiss & Galaxy and producing and remixing artists including Inner City and New Order.

**Robin Schulz's Sugar Radio Show (Saturdays and Thursdays at 10pm)**

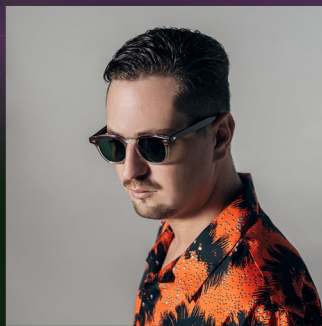
German DJ Robin Schulz has been producing and remixing hits for the past two decades with international hits including Waves, Prayer in C and Sugar.

**Nocturnal with Neal McClelland (Mondays and Fridays at 10pm)**

Neal has presented radio shows for 30 years in Northern Ireland and uses his heritage and contacts to bring weekly big named DJs and guest selections.

**Atmosphere Anthems with Robbie Harrison (Sundays at 5pm)**

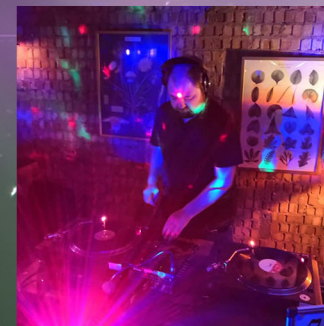
Robbie has 2 decades of experience including producing Kiss from Ibiza and Absolute Radio's acoustic band performances as well as hosting shows on the Absolute Network.



**Robin Schulz**



**Neal McClelland**



**Robbie Harrison**



# Brighton, Hove & Worthing

Where better to broadcast to than Hove? It's the residential town of Fatboy Slim. And Brighton, the home of his now historic legendary Big Beach Boutique parties.

Whether you're in one of the eclectic mix of bars or wandering down The Lanes, we're playing the music to get you in the mood, or keep the party going afterwards.

The Atmosphere office is in Worthing, where we have strong links to the local business community.

Our Managing Director, Robbie Harrison, has 2 decades of experience working on-air and behind the scenes in the broadcast, technical and financial aspects of radio for Kiss, Absolute and Magic.

Saturday morning presenter Andrea Fox is used to broadcasting to Brighton, having been formerly on-air and Head of Music at Juice FM. Other work credits include a stint at Heat Radio and she is currently a continuity announcer at ITV too.





# Portsmouth, Gosport & Havant

This is where it all began for Atmosphere Radio.

We've been broadcasting to the region on DAB for 5 years from our transmitter on Fort Widley.

During that time, we've co-promoted club nights at Gunwharf Quays and featured local DJs such as Young Rebel.

With the University of Portsmouth very much in the heart of the city, there is a huge demand for a dance station, so it's always been a great fit.

Our Programme Director Steve Simms was previously running the award-winning JACK fm South Coast for 5 years and heritage dance station Fire Radio. Not only does he have the local knowledge, but he brings 25 years of experience in the UK industry with him too.



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# Glasgow

June 1st 2020 was an important date for us.

We extended our DAB+ coverage into Scotland onto 2 transmitters.

Glasgow has a huge dance heritage dating back to the 1980s, with venues such as the Sub Club on Jamaica Street and The Arches on Argyle Street.

The city has also played host to the MOBO Awards, the MTV EMAs and French House legends Daft Punk.

Atmosphere can be heard UK-wide and our presentation team reflects that too.

Scott Lawson is from Glasgow and presents Friday afternoons. He's worked in commercial radio since the early 00s including Heart and Real Radio.

Graeme Park is from Aberdeen and is our most experienced presenter, with Kiss and Galaxy under his belt and he is an internationally renowned DJ and producer.



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# Digital

Never miss a beat!

We're on DAB+ digital radio in Brighton, Portsmouth and now Glasgow.

We're mobile too, you can take us with you using our app.

Look for Atmosphere Radio in the App Store for iPhones and iPads and the Google Play Store for Androids.

You can hear us on your Smartspeaker, just tell it to "play Atmosphere Radio".

We were also the first radio station in the UK to be on Apple TV.



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# Key Contacts

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