



***Regional audio*** is more powerful than you think





# 59%

Regional Aussies  
reached

# 5m

Weekly  
listeners

An aerial photograph of a coastal city skyline, likely Miami, showing numerous high-rise buildings along a sandy beach. The ocean is visible on the right side of the frame. A semi-transparent dark blue banner with rounded ends is overlaid across the middle of the image, containing white text. The sky is clear and blue.

Regional, not rural. Affluent, not agricultural.





# GABI & DAN





# Trusted *Voices*



TRUST



CONNECTION

# The 19-point gap

**18%**

Media spend to regional

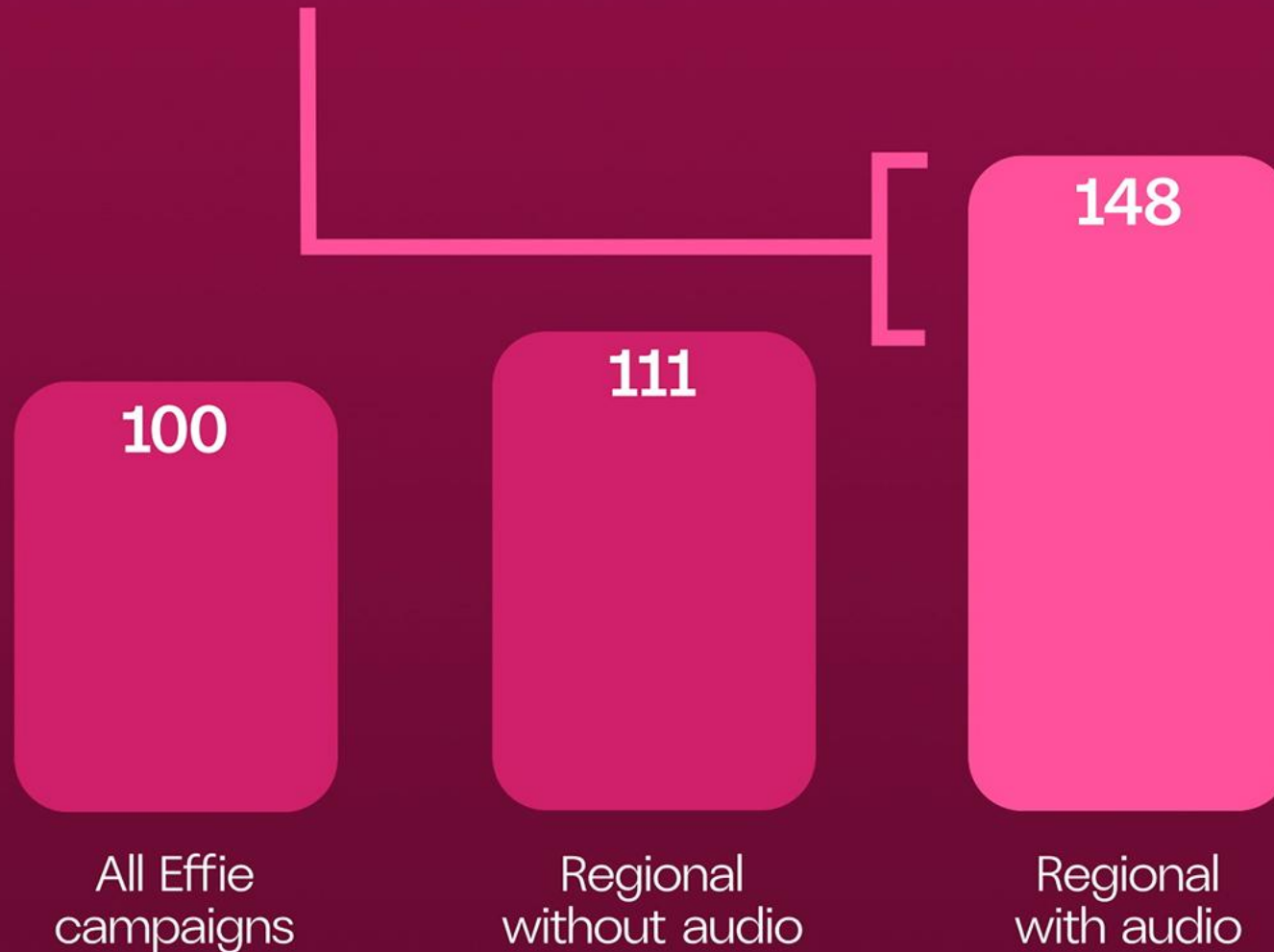


**37%**

of Aussies live regionally



# Campaigns with regional audio are **33%** more effective



# ...and drive both long and short outcomes

Regional without audio      Regional with audio

