



ISLAND FM HITS THE RIGHT NOTE

Expect more empty champagne bottles stacked up outside the Island FM studios!

The Island FM team is celebrating further gains following the latest independent radio listening survey.

52% of adults in the island tune in to Mike Zeller, Olivia Tostevin, Carl Ward and the team each and every week - one of the highest audience percentages in the radio industry.

27,100 adults tune in each week, listening on average for around 12.4 hours.

Presenter and Programme Manager Mike Zeller is delighted:

“It’s great to know, in our 18th year on air, that listeners are still as passionate about Island FM as we are.”

Island FM broadcasts on 104.7FM and at www.islandfm.com 24 hours per day.

ENDS---EMBARGOED UNTIL 00:01 THURSDAY 3rd FEB 2011---

DATA SOURCE : RAJAR/IPSOS Q4 2010

ISLAND FM IS PART OF THE TINDLE RADIO GROUP