

# 2SER EER

**MEDIA KIT**



2025

**For more than 40 years 2SER 107.3 has been a dynamic and trusted voice in the Sydney media landscape.**

Our unique grid incorporates more than 50 specialist music and talk programs with prime-time Breakfast and Drive Shows.

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 multi award-winning radio station broadcasting metro-wide via FM and digital (DAB+) and reaching national and worldwide audiences through online streaming.

In addition to supporting local and international artists, writers, creatives and local businesses through airtime, 2SER has one of Sydney's few truly independent newsrooms, and syndicates some of its best content to the national Community Radio Network.

**201k**  
Listeners monthly



**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.**

**86k**  
Listeners weekly

Targeted organic email list of 7,000+ with 30%+ open rate.

**7k +**  
Targeted organic email list

**61%**  
have studied tertiary level or above

**2SER listeners are well-educated, with 61% of our audience having studied to tertiary level or above.**

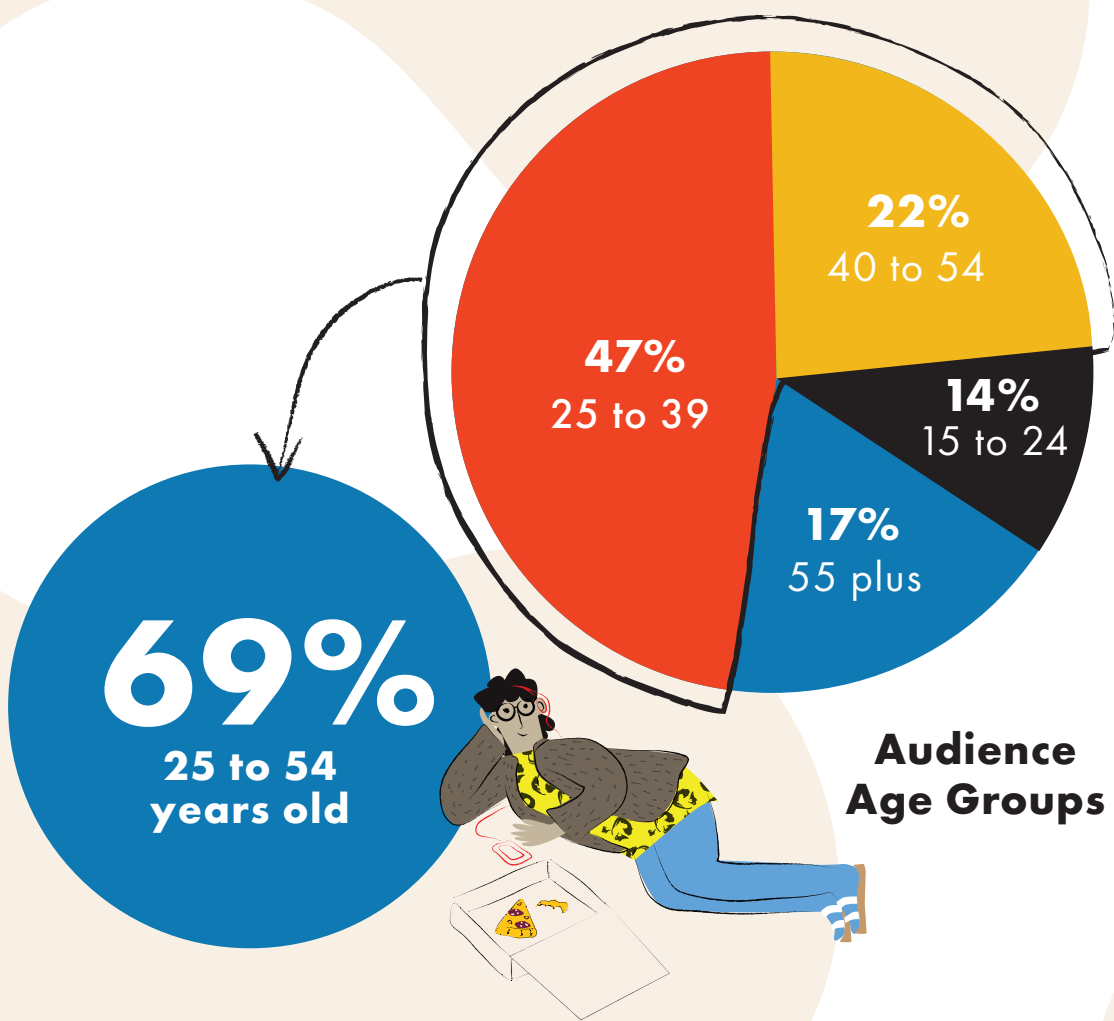
About 61% of our audience have children, while a third are living as a couple or single.

**2SER listeners are predominantly full-time professionals and self-employed business owners, with 73% earning salaries over \$60,000, and 47% on salaries over \$100,000.**

**61%**  
have children

**73%**  
earn salaries over \$60k





**Monthly Audience Spending**

