

hromadske  
radio

listen. think.



## What is **Hromadske Radio:**

«Hromadske Radio is open for different perspectives, at the same time professional standards, human rights and democracy are our fundamental values»

«News & Talk Radio - 17 hours of information, 7 hours of music, and so is 24/7»

«This is a fair analysis, we do not support profanation or schemes of the oligarchs and populists, we take comments from professionals»

«We adhere to the high journalistic standards in presentation of facts and thoughts. Our policy is not affected by exogenous forces»

«Hromadske Radio does not deceive or let itself be deceived. We check information and we don't chase the sensation»

«We inform our audience as fast, as we can»



Tetiana Troshchynska  
Editor-in-chief



Andrii Kulykov  
Chairman



# You can listen to Hromadske Radio:

in **Kyiv** on **99,4 FM**

in **Sumy** on **88,6 FM**

in **Chernihiv** on **105,9 FM**

in **Mykolaiv** on **88,3 FM**

in **Kherson** on **94,4 FM**

in **Kramatorsk** on **90, 9 FM**

in **Hirnyk** on **91,4 FM**

in **Nikopol** on **91,5 FM**







# Hromadske Radio



## Radio station in Kyiv\*

Reach (weekly audience) is over **94 000 listeners**

TSL Dly (duration of listening) – **1 hour 11 minutes**

## Social media

Facebook – **56 000**

Twitter – **54 776**

Instagram – **6 337**

Telegram – **2 070**

YouTube – **18 300**

## Website [hromadske.radio](https://hromadske.radio)

Over **900 000 website views** per month\*\*

The cities in Ukraine where our website is most read:

Kyiv,  
Lviv,  
Odesa,  
Dnipro,  
Kharkiv,  
Poltava,  
Vinnytsia,  
Zaporizhzhia,  
Ternopil

## Podcasts

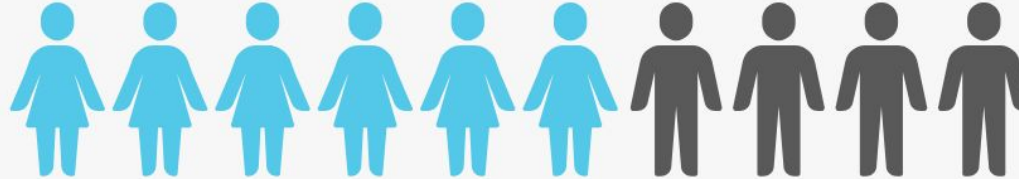
Over **8 000 000 times** Hromadske Radio's podcasts has been listened to on the website and podcast platforms

\*Radio:  
TNS DAR 2023 W1 BASIC (10.07.-10.09.2023). No research was conducted in other cities.

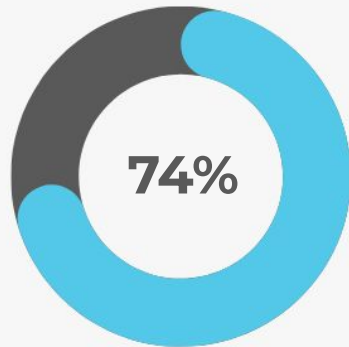
\*\*Website:  
Google Analytics data - average number of views per month in 2023

# Audience portrait

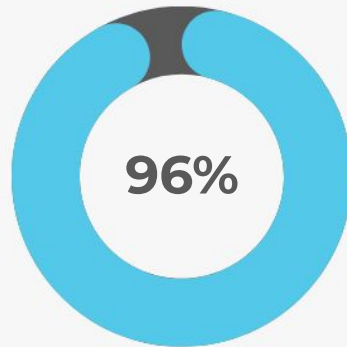
58%  
female



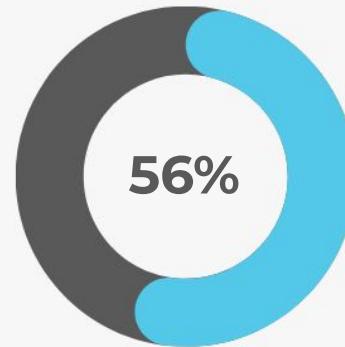
42%  
male



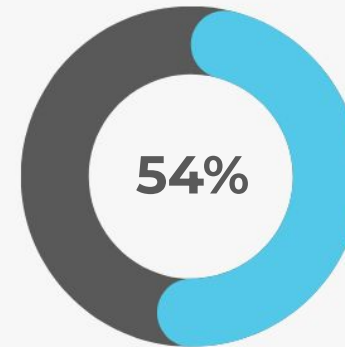
**Income level:**  
average, above  
average, high



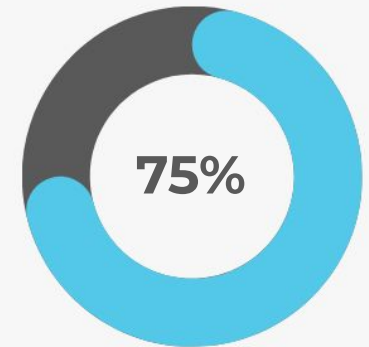
**Age:** 30-65



**Have a car**



**Occupation:** manager,  
specialist, employee,  
worker, individual  
entrepreneur



**Have a higher  
education**

From **24.02**  
Hromadske Radio's team  
**has been working**  
**for the victory**





## To support Ukrainian economy we've launched new commercial direction — advertising for a special price

**Hromadske Radio has developed a robust advertising and PR campaign package at a special price, which is only 10% of the price before 24.02.2022**

What is included in the advertising package:

- **Advertising on the air of the radio station** — 30-second audio clip will be aired 100 times (it may be your finished advertising audio clip or Hromadske Radio will create scripts and record a audio clip)

+

- **Article on the website** — PR-article on the website hromadske.radio (your material or Hromadske Radio's copywriter will write it)

**From 24.02.2022:**

**500+**  
**Ukrainian businesses  
have used this offer**

#2

# We've launched the Informational Broadcast 24/7 🎙️

During **That Very Morning** and **On The Pulse** shows we report 24/7 the news and analytics about terroristic full-scale war, that Russia started against Ukraine on the 24 of February, 2022

870+  
episodes

220+  
hours of news and  
analytics





# #3

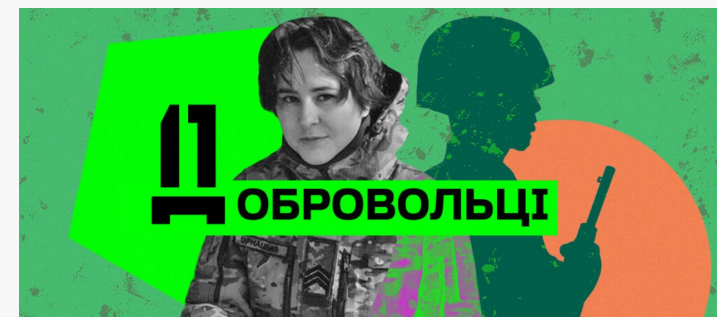
## We've launched new podcasts



[Listen to](#)



[Listen to](#)



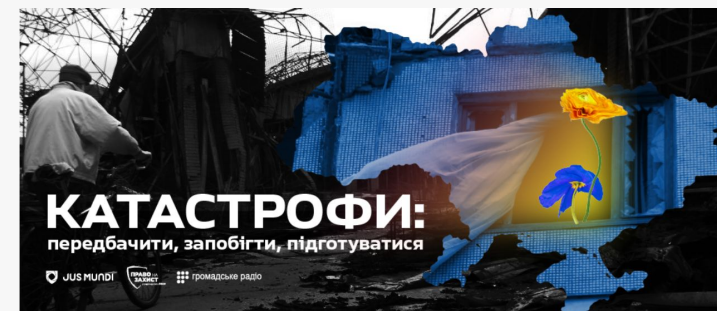
[Listen to](#)



[Listen to](#)






[Listen to](#)



[Listen to](#)

#4

## We've restarted news publications on Telegram-channel

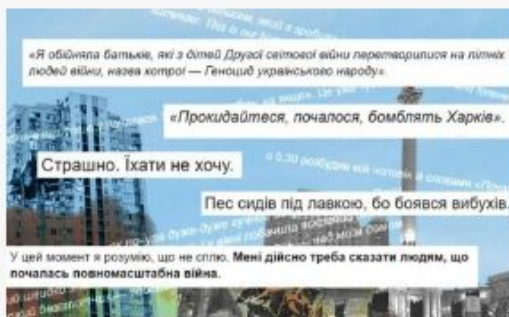
-  Our patrons had been writing in a chat with editorial board, that they needed Telegram-channel.
-  Hosts, working on the air from the 1st day of invasion, received messages about this from audience on studio Viber.
-  Our team received private messages from people, who wanted to get information fast from media they trust.

**For many people Telegram has become an important source of operational information. And we understood, we have to find resources to renew our channel.**

**2020+**  
**subscribers on**  
**the channel**

# #5

## We publish author's materials and reports about war on the website daily



публікації

**«Нас бомблять. Почалося»:  
спогади команди  
Громадського радіо про ранок  
24 лютого**



публікації

**Залишилася посеред поля з 20  
собаками: як Ольга з Києва  
рятувала тварин із  
деокупованих сіл**



публікації

**«Більшість людей не  
уламками убило, вони були  
застрелені» — у Бучі  
продовжують ховати убитих...**

#6

We've expanded our partnership  
with other media and NGO

*Кущит*



Вокс  
Україна

СВІДОМІ

TEXTY.ORG.UA

VOX CHECK®

РЕАНІМАЦІЙНИЙ  
ПАКЕТ РЕФОРМ

СІ СЛІДСТВО  
ІНФО



#7

#freeMaksymButkevych



## We strive to facilitate the release from captivity of our colleague Maksym Butkevych

Maksym Butkevych, human rights defender and co-founder of NGO 'Hromadske Radio', was captured by russians near Hirske, Luhansk region.

Maksym Butkevych is in captivity at least from the 24 of June — that day russian propagandists published a video of interrogation with him.

From the year 2014 Maksym Butkevych has been helping displaced persons, defending refugees rights and combating discrimination. At the beginning of the full-scale war he joined the Armed Forces of Ukraine.



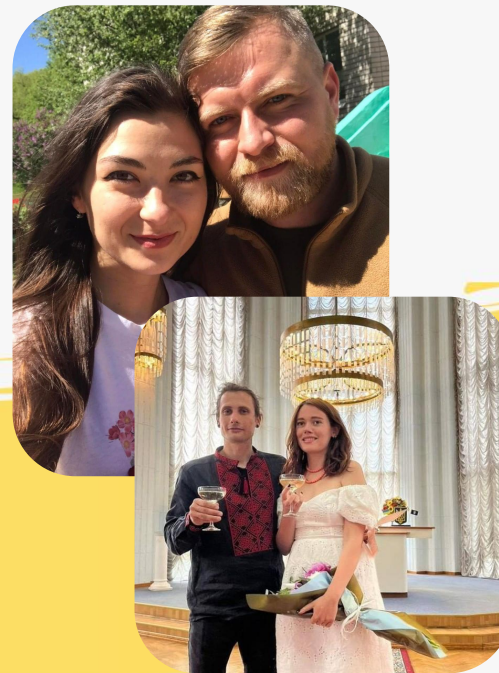
# #8 In addition...



**We've successfully completed campaign of German crowdfunding in June**



**Editor-in-chief Tetiana Troshchynska has received the Gongadze-22 Award**



**We all were celebrating our colleagues' wedding with soldiers**

# Our partners



АПТЕКА 9.1.1



ТОМО CLINIC

Ascania-Flora



mgid

LOKO!

Фокстрот

VISI BUD  
офтальмологічна клініка

ДАРНИЦЯ

VIUSID



Meest  
China

izibank

eva.ua

PRO PHARMA

MIDGARD

INTERTOP



PROJECTOR

ED Englishdom

ВІДЕНСЬКА  
KABA

hotline  
FINANCE



Цитовір-3

HAVAL

Детрікал  
Дієтична добавка

arena  
SWIM RUN LIVE



whitepress®

МЕНОСТОП

DIVERO  
медичний центр

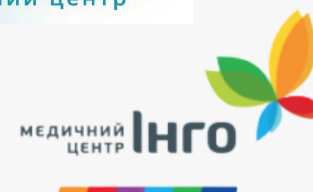
iPay.ua



ALEX<sup>2</sup>  
ALLERGY EXPLORER



Jobs.ua





# We are in touch

Send a request for ad placement:



[t.korniiets@gmail.com](mailto:t.korniiets@gmail.com)

[shulzhenko.polly@gmail.com](mailto:shulzhenko.polly@gmail.com)

To order the advertising, please call us:



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