

Radio Juventus



General information

Juventus – founded in 1989 – is the first commercial radio of Hungary. The 26 years old radio provides high quality, famous moderators and professional programming.

Juventus – as the voice of Budapest – broadcasts special content and music targeted to all Budapest Citizen. As a media partner we cooperate with the biggest concerts, sport and cultural events of the capital.



With its friendly style and moderators Juventus is the „mate of its listeners”. As a real family member, with lifestyle tips, city news it is the part of the weekdays in Budapest.

Our goal: be the most popular radio of Budapest!



History



1989 – Juventus Radio was founded this year, first it was broadcasting as a regional radio near Lake Balaton.

1991 – The radio got a better technical background and covered bigger part of the country.

1994 – The American Metromedia International Group bought Juventus Radio.

1995 – Juventus moved to Budapest and started its nonstop broadcast.

2004 - Metromedia International Group sold its radios to the Irish Communicorp Group.

2007 – After a radios survey Juventus changed its image and programming.

2010 – Juventus became the oldest commercial radio in Hungary. Its competitors lost their frequencies.

2011 – 20th December Juventus won a new frequency in Budapest, the FM 109.9

2012- from the 1st of February Juventus started its broadcast from the frequency and it is on the air for 12 years!

2013 - a Communicorp Group Ltd. sold its Juventus radio to the Danish-Hungarian owned Ayudate Holding Consulting Ltd.



Covering, Target Group



The core target group is 30-59, families with ABC1 pp.

Juventus is the radio of independent, purposeful, young families who make decisions and have goals of their life.

Juventus is for those people who control their life and think positive!



In what is Juventus other?

We are the Capital's first megaphone:

- Juventus radio is Budapest's radio!

Special contents, music and campaigns

- Referring for the Metropolitans!

We are the constant partners of the largest Budapest concerts, sporting events, cultural events

- if something happens in Budapest, we are there!

All days accompany our listeners with lifestyle councils, urban info, daily hints

- the Juventus helps!

The commercial department quickly, flexibly, and serves the radio's advertisers overall

- full service for the Clients!

