

A professional broadcast microphone is the central focus, mounted on a boom arm. The microphone has a silver mesh grille and is positioned in a radio studio. In the background, there are blurred racks of electronic equipment with some glowing red and orange lights. The overall scene is dimly lit, emphasizing the microphone.

**Bright fm**  
98.7 Abuja

The Blazing Voice of Talk, Information Plus Entertainment.

# Who we are.

Bright FM 98.7 is an exciting new broadcasting experience introduced into the city of Abuja. We are a young, agile and innovative Radio Broadcasting company revolutionizing the concept of Radio. Our focus on the people, their voices (their opinions), lifestyle and relatable entertainment allows us the exclusivity of illuminating People and Communities through their minds as we have made access to knowledge and information easily accessible.

Radio has taken a new dimension and we are here to take you on that journey through Music, and enlightenment, using our capabilities in Brand Strategy, Brand Identity, Content Marketing, Digital Strategy, Public Relations, Growth Strategy and Media Planning to create ROI driven Campaigns and Advocacies designed towards inspiring change and socio-economic development; achievable through our exact and appropriate platforms:

---

**Our focus;**  
the people, their voices  
(their opinions), lifestyle  
and relatable entertainment.

Bright 98.7FM - Terrestrial Broadcasting with a dial coverage of an estimated figure of 15 Million people across Abuja, Keffi, Akwanga, Lokoja, Minna, Kaduna.

Bright 98.7 FM on Tstv 101 - A dedicated Cable Channel enabling Fifty (50) Million people experience Radio with a new perspective; a catalyst as it has begun to completely change access the concept of Radio. We have made imagination easy and given access to our listeners in real time. Imagination empowering brand visibility for Marketing purposes; expanding Brand and Campaign reach.

# Our Culture.



---

**Community  
and Urban Radio**



---

**Language  
English and Pidgin**



---

**Youth-centric  
and Balanced**



# Our Character.

The Blazing  
Voice of Talk,  
Information plus  
Entertainment.

# Our Commitment.

Our plethora of all fresh and unconventional shows for our audiences listening pleasure are compartmentalized into a 60% Community Radio and 40% Urban Radio. Compartmentalization consequential in catering to the Gwarinpa community, the grassroot, upwardly mobile and vibrant demography. All of who share the same passion and determination for truth, innovation and excellence as we do, in Abuja and across Nigeria.



# Our Reach.

## **DIAL COVERAGE:**

Abuja, Keffi, Akwanga, Lokoja,  
Minna, Kaduna. 15 Million People

## **TERRESTRIAL COVERAGE:**

TSTV cable transmission  
(Nationwide & Africa)  
50 Million People



# Join the Brighter side.

Let's talk about your Business, Brand, Products or/and Services.

Don't be afraid to ask us any questions.

If now a good time to talk? I'm waiting **+2349068348162**,

You could want to send us a mail as well;

kindly, **[marketing@brightfm.com.ng](mailto:marketing@brightfm.com.ng)**

# Our Community.



[www.facebook.com/brightfm.abuja](http://www.facebook.com/brightfm.abuja)



[www.instagram.com/brightfm987](http://www.instagram.com/brightfm987)



[www.linkedin.com/BrightFM Abuja](http://www.linkedin.com/BrightFM%20Abuja)



WWW.BRIGHTFM.COM.NG





The Blazing Voice of Talk, Information Plus Entertainment.

WWW.BRIGHTFM.COM.NG