



Media Pack 2024

Who we are

- Severn Radio is a not-for-profit radio station for Shropshire.
- Entirely run by volunteers from all over Shropshire.
- Broadcast from purpose-built studios in Newport.
- Available online, on mobile app and smart speakers.



Our mission

- To be at the heart of the community of Shropshire.
- Provide engaging radio.
- A source of trustworthy local news.
- Create an advertising platform for local businesses.
- Train a new generation of radio presenters.
- Be part of local events.

Playing today's best music mix

Severn Radio's daytime music playlist is instantly recognisable to our listeners. We play the best music from the last 40 years which our listeners love.

Our specialist shows also provide 'appointment to listen' radio with a wide variety of genres available to our listeners. These shows are in the evenings and weekends.

Our audience

- Severn Radio's listeners are generally 35 to 55-year-olds.
- They enjoy pop music but with a few classics from when they were growing up to bring back memories.
- Our listeners enjoy a day or evening out with friends and family and like to know what is going on in and around Shropshire.
- Severn Radio's social media profile matches this, with a 60% female to 40% male engagement.

Our listeners



320,000

potential
audience in
Shropshire



12,500

listeners
hours per
month*



72

minutes per
listener
session*

*April 2024

The power of radio

- 77% of the UK population say they trust radio more than other media sources.
- 89% of the UK population listen to radio.
- Online radio now larger than FM/AM listening.
- Second only to TV for return on investment.

Return on investment

£1 invested in advertising

=

£7.70 return on investment*

*Radiocentre 2024

Opportunities for your business

Turn our audience into your new customers

Advertising and Sponsorship

- Severn Radio know how to make your business stand out from the crowd.
- Advertising on Severn Radio costs as little as £50 a week.
- Pick a show or feature to sponsor from £75 a week.
- Sponsor and support your local radio station for just £25 a month.
- We have a package available to all businesses to target your new customers.
- Subscribe for over 3 months to receive discounts of 25%.