



MEDIA PACK 2026

Your local station.
Your trusted advertising partner.



107.8
FM



Local
Audience



Multi
Platform



24/7
Platform

Who we are

Radio Newark is the independent local radio station for Newark-on-Trent and the surrounding area, broadcasting 24 hours a day to people who live, work and travel across the district.

We're heard on 107.8 FM, on DAB Digital Radio across Nottingham and online via smart speakers, mobile apps and the web. This blend of broadcast and digital platforms means Radio Newark fits naturally into daily life — at home, at work and on the move.

Our FM transmission equipment is located within the spire of St Mary Magdalene Church in the heart of Newark, reflecting the station's roots in the community it serves. From local news and travel updates to music and conversation, our focus remains simple: relevance, familiarity and trust.

Who's listening

Radio Newark's audience closely reflects the local population. Listening is strongest among working-age adults, particularly those balancing jobs, family life and everyday commitments. This makes the station an ideal fit for local businesses offering services, experiences and products used regularly.

Listening takes place consistently throughout the day rather than in short bursts. Many people tune in while working, driving or going about their daily routines, with radio acting as a companion rather than a distraction. This steady listening pattern, reflected in our audience data, creates repeated opportunities for messages to be heard and remembered.

A modern local audience

While radio remains at the heart of what we do, listening is no longer tied to a single device. Radio Newark's audience now engages across FM, DAB Digital Radio, smart speakers, mobile devices and desktop listening. Data from our streaming platforms and digital channels shows strong adoption of connected listening, alongside continued loyalty to traditional broadcast.

This blended approach reflects how people live today — moving easily between devices while staying connected to familiar, trusted content.

As a result, campaigns benefit from more than just fleeting attention. Messages are heard in real-world environments — at workbenches, in vehicles, in offices and kitchens — where radio continues to perform at its best.

Measured, trusted and effective

Audience insight is informed by a combination of RAMS listening data, digital analytics and social engagement. Together, these sources demonstrate stable local reach and sustained listening across the working day, supported by consistent weekday listening patterns rather than short-term spikes.

This creates a trusted environment where messages feel established and familiar. Radio Newark doesn't compete for attention — it earns it, making it a powerful way for local businesses to stay front of mind with local audiences.

WHY RADIO NEWARK WORKS



Real Impact

Part of everyday listening



Consistency

Regular, repeated exposure



Trusted

A familiar local voice



Integrated

Beyond on-air advertising

A local medium with real impact

Radio Newark plays a consistent role in the daily lives of its listeners. Unlike digital channels that compete for fleeting attention, radio accompanies people while they work, travel and go about their day — creating an environment where messages are heard and remembered.

As a truly local station, Radio Newark benefits from longer listening sessions, repeat exposure and a strong connection between presenters, listeners and the wider community. Advertising sits naturally within this environment, sounding established rather than intrusive.

Consistency over time

Effective radio advertising is built on regular exposure rather than one-off activity. Scheduling messages across the week allows them to be heard multiple times, reinforcing awareness and recall without relying on high-pressure repetition.

Listening data supports this approach, showing stable reach across the working day. This makes radio particularly effective for campaigns that need to stay front of mind rather than chase short-term attention.

A trusted space for local businesses

Trust plays a vital role in advertising effectiveness, particularly at a local level. Radio remains one of the most trusted media environments, and local radio strengthens this further by placing businesses alongside familiar voices and relevant content.

Messages are delivered within a setting that feels credible and established, becoming part of the listening experience rather than competing for attention.

Advertising on Radio Newark is not simply about buying spots. Campaigns are supported by a broader local presence, including on-air conversation, community involvement and digital platforms that extend visibility beyond the broadcast.



ADVERTISING WITH RADIO NEWARK

How advertising works

Advertising on Radio Newark is designed to be straightforward, flexible and effective. Rather than selling isolated airtime, we help businesses build recognition through regular, well-placed messages that sit naturally within the sound of the station.

Most campaigns run across the daytime schedule, ensuring messages are heard during work, travel and day-to-day activity. This approach focuses on steady presence rather than short bursts, allowing advertising to build awareness and trust over time.

Every campaign is planned to reinforce recognition without sounding repetitive or intrusive.

Flexible advertising packages

To keep planning simple, Radio Newark offers a small number of clear advertising options. These are designed to suit a range of budgets while maintaining the level of exposure needed for campaigns to be effective.

Packages are based on consistent daytime scheduling, seven days a week, providing reliable reach rather than unpredictable peaks. This structure allows advertisers to choose a level of presence that fits their objectives.

Campaigns can be adapted to support specific messages, promotions or seasonal activity, without needing to redesign from scratch.

Supporting your campaign

We work closely with clients to ensure campaigns sound right for radio. This includes guidance on scripting, message length and tone, helping businesses communicate clearly and confidently.

Whether you already have a defined message or need help shaping one, our team supports the process from initial idea through to broadcast. The aim is always the same: advertising that feels natural, credible and easy to listen to.

What advertisers can expect

Advertising on Radio Newark offers more than just airtime. Campaigns benefit from the familiarity of local voices, placement within trusted programming and the reassurance of being part of a station listeners actively choose.

For many local businesses, radio provides a reliable foundation within a broader marketing mix, delivering consistent visibility while other channels fluctuate.



Plan

Strategy & Goals



Create

Script & Message



Schedule

Consistent Reach



Broadcast

On Air

ADVERTISING PACKAGES

Clear options, consistent presence

Radio advertising is most effective when messages are heard regularly and in familiar surroundings. To keep planning simple, Radio Newark offers three clear advertising options, each designed to deliver steady daytime exposure and strong local impact.

All packages run across the daytime schedule, seven days a week, helping businesses maintain a consistent on-air presence rather than relying on one-off placements.

Prices are shown weekly for clarity and ease of comparison. All prices exclude VAT.

PRESENCE

Weekly rate: **£140**

The **Presence** package is designed for businesses that want to build familiarity through regular exposure. It provides a dependable level of airtime, making it ideal for smaller businesses, first-time radio advertisers or those looking to maintain a steady local profile.

This option focuses on regularity rather than intensity, ensuring messages are heard consistently throughout the week in a natural, uncluttered environment.

5 plays per day between 06:00 and 19:00, seven days a week

IMPACT

Weekly rate: **£226.80**

The **Impact** package increases frequency to strengthen recall and visibility. It suits businesses running promotions, seasonal activity or campaigns where staying front of mind is particularly important.

With more frequent exposure across the day, this option reinforces messages without overwhelming listeners, striking a balance between reach and repetition.

9 plays per day between 06:00 and 19:00, seven days a week

REACH

Weekly rate: **£273**

The **Reach** package offers the highest level of on-air presence, designed for businesses that want maximum exposure and strong brand recognition across the local area.

This option is particularly effective for larger campaigns, events or brands looking to dominate awareness during key periods, while still benefiting from the trust and familiarity of local radio.

13 plays per day between 06:00 and 19:00, seven days a week

Planning your campaign

Most advertisers run campaigns for four weeks or longer, allowing time for messages to settle, build familiarity and deliver results.

Packages can be adapted to support specific promotions or seasonal activity, while maintaining the regular exposure that makes radio effective.

Our team will help you choose the most appropriate option and ensure your campaign is scheduled to make the most of Radio Newark's audience and programming.



SPONSORSHIP & PARTNERSHIPS

A stronger way to be heard

Sponsorship offers a more integrated way for businesses to connect with Radio Newark's audience. Rather than standalone messages, it places a brand alongside trusted programmes and features that listeners actively choose.

This creates a closer association between the advertiser and the content, helping messages feel established and familiar over time.

Built around the station

Sponsorship opportunities are centred on key parts of the schedule, including Breakfast, Drive, daytime programming and specialist features such as Travel, Weather and Sport.

Each partnership is shaped to reflect both the programme and the advertiser, ensuring a natural fit between brand, content and audience.

A premium but accessible option

Sponsorship provides a level of presence that goes beyond traditional advertising. Instead of relying on individual messages, brands benefit from regular association, consistent crediting and increased familiarity with listeners.

While this represents a higher level of investment, it delivers a different kind of impact — one based on recognition, credibility and long-term visibility.

Planned with you

All sponsorship is planned on a bespoke basis, shaped around the programme, level of presence and length of partnership. Many clients choose to combine sponsorship with spot advertising, creating a layered campaign that balances association with frequency.

Our team works closely with each client to ensure the partnership feels natural, effective and aligned with their wider marketing activity.

Let's talk

Sponsorship opportunities are tailored to each client rather than offered as fixed packages. If you're considering sponsorship and want to explore what could work for your business, our team will guide you through the options and help shape a partnership that fits your objectives.



DIGITAL & DIGITAL PLATFORM SUPPORT



Web Streaming



Smart Speakers



Connected
Devices

Extending your reach

Radio remains at the heart of what we do, supported by a growing digital presence across our website, mobile app, smart speakers and streaming platforms.

This allows campaigns to extend beyond on-air activity, adding visibility wherever audiences continue to engage with Radio Newark throughout the day.

Supporting your campaign

Digital elements are used to reinforce on-air messaging, helping campaigns feel more visible and connected across platforms. This may include website features, social media content, app presence and streaming integration where appropriate.

These additions are always shaped around the core radio campaign, ensuring a consistent message while making the most of each platform.

A considered approach

Digital support is planned alongside on-air activity and tailored to each campaign, rather than applied as a fixed or guaranteed element. This ensures that any additional activity is relevant, effective and aligned with the advertiser's objectives.

The focus remains on using digital platforms to strengthen overall campaign performance, rather than treating them as standalone solutions.

CONTACT & DATA NOTES

Contact us

To find out more about advertising with Radio Newark, or to discuss how a campaign could work for your business, please get in touch with our team.



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LOCATION

Newark-on-Trent, Nottinghamshire

Audience & Data Notes

Audience insight is based on a combination of RAMS listening data, digital analytics and platform engagement. These sources provide a reliable picture of listening patterns and audience behaviour across both broadcast and online platforms.

As with all audience measurement, figures are indicative rather than absolute, but consistently reflect stable listening across the working day and strong engagement within the local area.