

# WRFM MEDIA PACK 2026

Why bother with Radio?



ADS

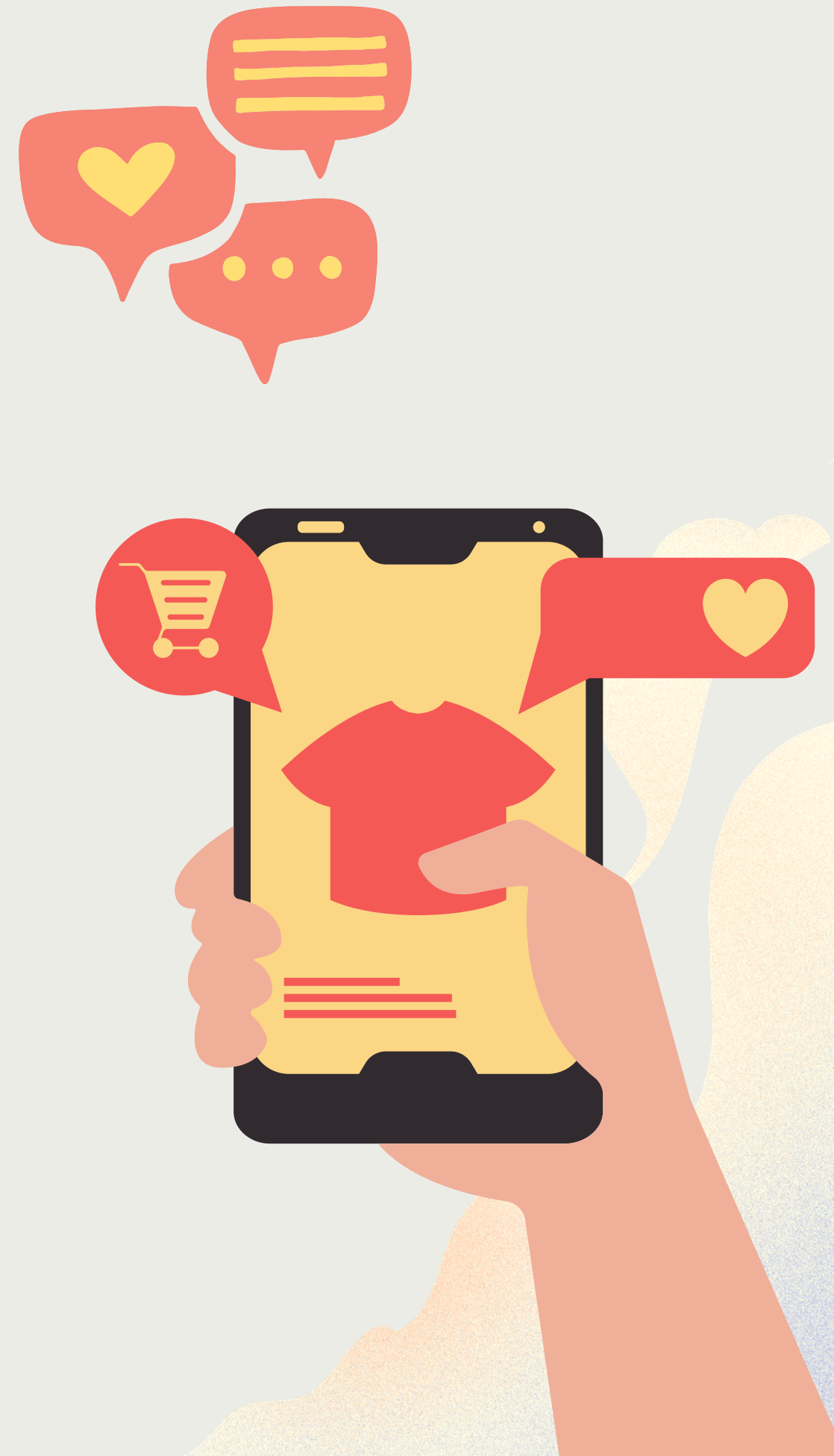
ADS



# OXFORDSHIRE & THE COTSWOLDS' ONLY TRULY LOCAL STATION ON FM & DAB

Listen Live:

- FM: 90.2 - 107.4
- DAB: Oxfordshire & Gloucestershire
- Online: [www.wrfm.co.uk](http://www.wrfm.co.uk)
- Smart Speakers: ("Play WRFM" / "Launch Witney Radio")
- Mixcloud





# ABOUT WRFM



WRFM is the dedicated, truly local voice for Oxfordshire, the Cotswolds, and beyond. Broadcasting live 24 hours a day, 7 days a week and our goal is to provide a valuable and entertaining community asset for local residents.

We care deeply about our community because it is our community. All our presenters live locally, and all our shows are made right here in Oxfordshire. We pride ourselves on a strong track record of helping the local area with events, campaigns, and supporting local businesses.

# KNOWING THE AUDIENCE

WRFM reaches a broad and diverse audience across the region. We connect with listeners wherever they are —on the road, at home, on their phones, or online.

- Daytime: We play a crowd-pleasing mix of music from the 1960s right through to today, alongside crucial local news, traffic updates, weather, and local event highlights.
- Evenings & Weekends: Our specialist shows offer a diverse mix of niche music genres and community-focused, spoken-word content.
- We have a healthy following on social media, via Facebook and Instagram with regular interactions with our listeners.



# OUR PROGRAMMING

## Sample Weekday Schedule:

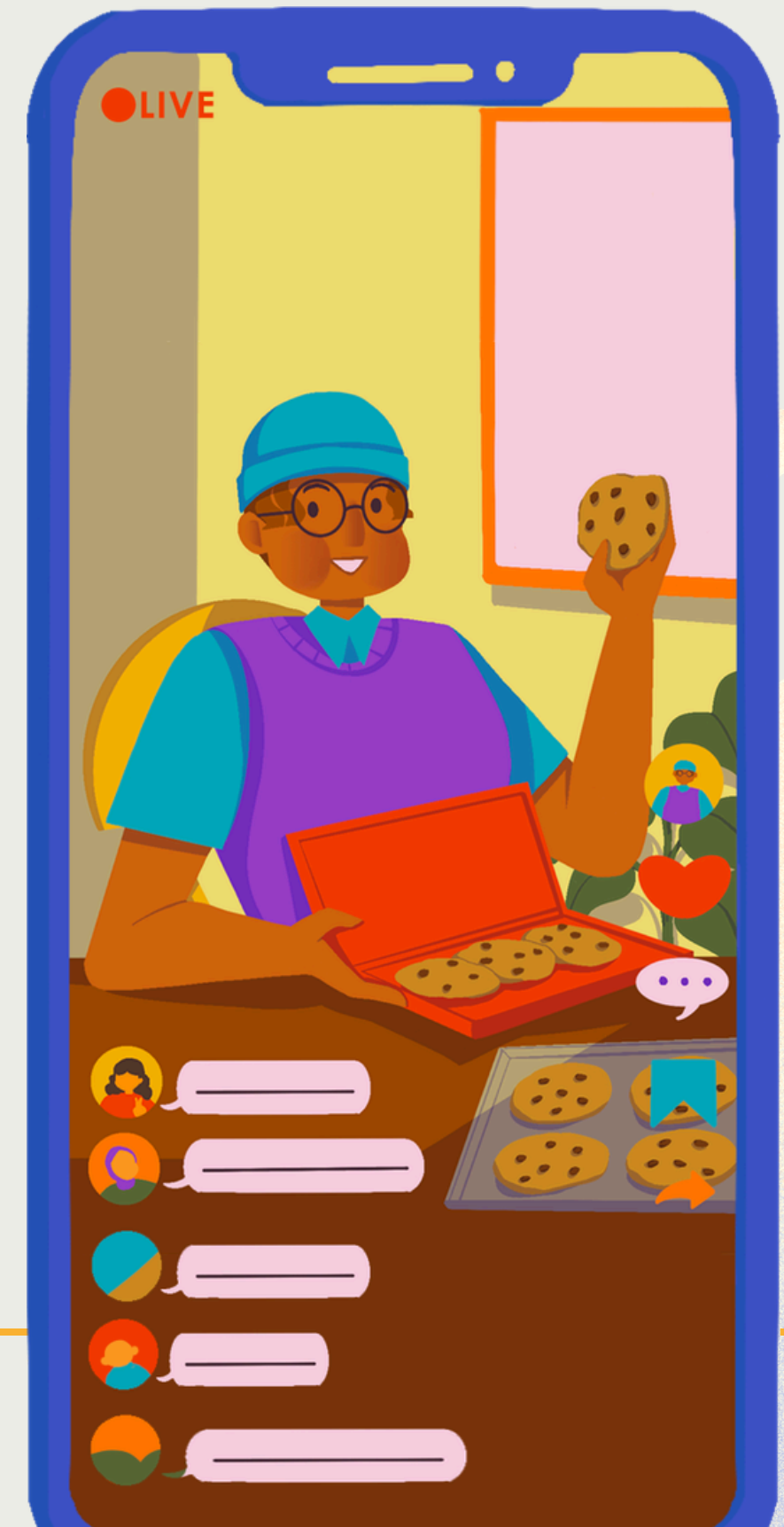
- Midnight - 8:00 am: WRFM Overnight (The best music mix to get you through the night)
- 8:00 am - 10:00 am: The Bigger Breakfast (Local news, weather, traffic, Wonder Years at 9:00 am)
- 10:00 am - 4:00 pm: WRFM Music Mix (Fine tunes, events, and local news throughout the day)
- 4:00pm: The BIG Drive home (Local news, weather, traffic)
- Evening: Live specialist shows across a range of music genres and talk programming.



# WHY ADVERTISE WITH RADIO?

Radio is immediate, personal, and highly emotive. It speaks directly to the listener, sparking imagination and allowing them to create vivid pictures in their minds.

- **Cost-Effective & Frequent:** Radio delivers far greater value for money compared to print. It is persistent, reaching your customers repeatedly to keep your brand front of mind.
- **Trust & Community:** By advertising with WRFM, you are not only ensuring your business gets heard, but you are directly supporting a vital local service and its dedicated team of local presenters.





# HOW TO LISTEN



Local on all platforms: We are the only local station on traditional FM radio along with DAB and streaming online. We broadcast to an area with over 560,000 adults so with a typical reach of 10-15% for local independent radio stations we are looking at round 55-85,000 people per week listening to our output\*.

# ADVERTISING PACKAGES & RATES

Our commercial spots air a minimum of 24 times a week, ensuring maximum repetition for your business. Advertisers are also featured on the WRFM website. We work with a professional production company and experienced voice-over artists who create high-quality ads for radio and TV every day, so you're in safe hands. included, AND optional social media promotion to our strong online following.



# SO HOW MUCH....

- 9-Month Package
    - Includes: Minimum of 24 plays per week, website inclusion, AND commercial production included.
    -
  - 12-Month Package
    - Includes: Minimum of 24 plays per week, website inclusion, commercial production included, AND optional social media promotion to our strong online following.
    -
- (Bespoke packages and varied commercial lengths can also be tailored to your specific needs).



# ADDITIONAL OPPORTUNITIES

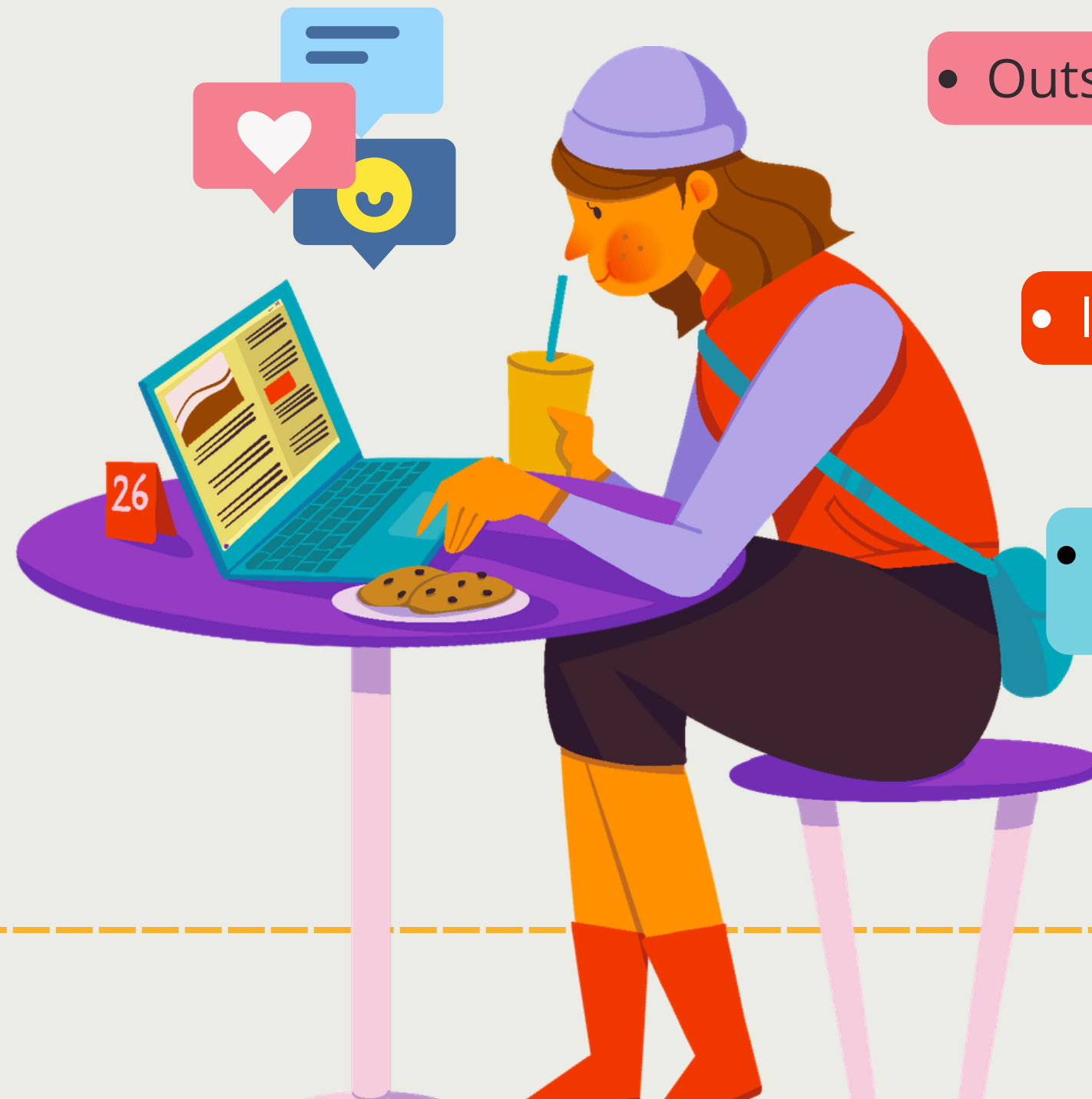
- The Marketplace (Local Business Directory)

- live on air business promotions

- Outside Broadcasts (OBs):

- listener group feedback

- regular newsletters for listeners





# CONTACT WRFM

Ready to get your message heard across Oxfordshire and the Cotswolds? Let's chat.

Advertising Enquiries:

- Email: [ads@wrfm.co.uk](mailto:ads@wrfm.co.uk)
- Phone: 01993 555 999

Studio & General Contact:

- Studio WhatsApp: 07722 100 890
- General Email: [mail@wrfm.co.uk](mailto:mail@wrfm.co.uk)
- Address: WRFM, Blanket House, Witney, OX29 7DX
- Website: [www.wrfm.co.uk](http://www.wrfm.co.uk)

\*Rajar suggest local independent radio stations reach approximately 10-15% of an adult audience within their broadcast area.

# GET IN TOUCH

## TALK TO US

email: [ads@wrfm.co.uk](mailto:ads@wrfm.co.uk)

