



## Media Pack

The islands' greatest songs, all day long

April 2026



## The islands' greatest songs, all day long

Soleil Radio is all about music, positive momentum and that special feeling that hearing a great song gives you.

We play a huge selection of the songs our listeners know and love, driven by our shared passion for the greatest songs from the 70s, 80s and 90s. Championing music from artists like Blondie, Queen, Madonna, Fleetwood Mac, INXS, and Elton John, Soleil Radio perfectly complements its sister stations Channel 103 and Island FM.

Soleil Radio broadcasts across the Channel Islands on DAB+, 107.7FM in Jersey, smart speaker and app.



**Soleil Radio is positioned as ‘Grown-up entertainment, set to the greatest soundtrack, targeting islanders who are living their best life’. Since its launch in 2021, it has built a loyal, engaged audience in Jersey, Guernsey and Alderney – a potential pan-island audience of 140,000 adults 15+**

Listeners are likely to be in a settled life stage, but young in mindset and the format delivers a wide audience 25-60. They are intelligent, funny and loving life more than ever before. They have never lost their passion for having fun. For some, the kids are flying the nest, so our core audience are ‘Reclaimers’ with money and the time to do something with it – and they are living their best life right now.

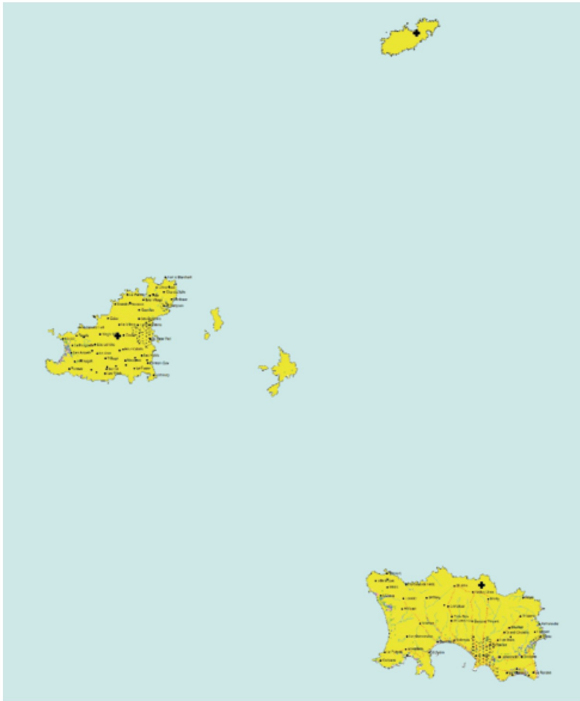
Approximately 25% of Soleil Radio listeners are accessing the station through smart speakers.

Our research demonstrates that once listeners find Soleil Radio, they stay with it. This is demonstrated by our audience growth and the recognition of our on-air talent in our research.

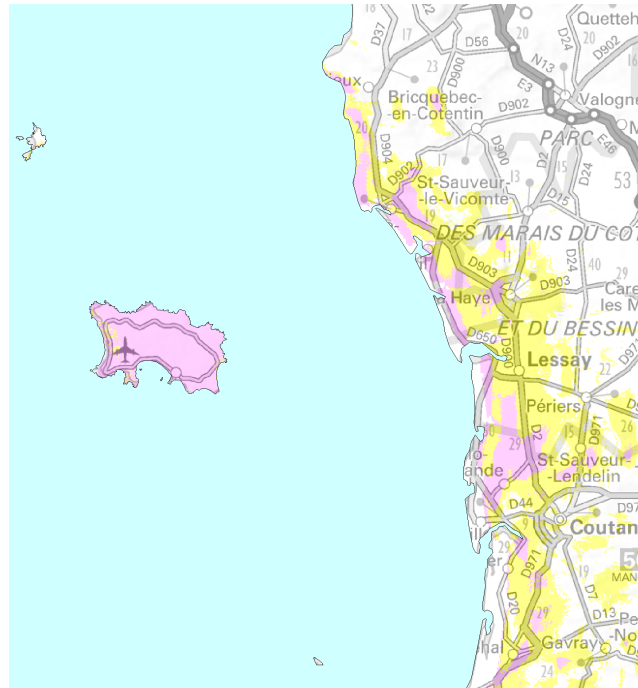
Soleil Radio is now participating in the industry-standard RAJAR audience survey with first figures released in October 2026.

Based on streaming analytics, we estimate Soleil Radio delivers more than 10,000 listeners per week, with a 70%/30% geographic split Jersey/Guernsey (inc Alderney)

## HOW TO LISTEN



DAB+ Coverage Area



107.7FM

We broadcast across the Channel Islands and parts of the Cotentin Peninsula on **DAB+**, in Jersey on **107.7FM**, as well as our own **smart speaker, app** and all major streaming platforms including **Radioplayer, Tune In** and **Nation Player**.



## The Sound of Soleil Radio

Click here:

<https://mmo.aiircdn.com/277/69e9f1b0641ee.mp3>

You're in good company...

Soleil Radio works with hundreds of Channel Island and global brands every year... including:





## OUR PRODUCTS

### AIRTIME

**Airtime advertising** offers a variety of commercial durations, and **clever scheduling** – including newslink solus positioning.

### SPONSORSHIP

Associate your brand with one of our shows or features

### PROMOTIONS

A bespoke competition designed to engage and entertain our audience with your brand at the heart of the messaging.

### SUPERCREDITS

For clients to further dial up their messages around a key sponsorship. Extended tactical messaging, whilst retaining alignment with a specific show. Reserved for show sponsors

### SOLEIL RADIO LOVES

Our 'We Love' partners are brands that we believe our listeners will LOVE. Tactical messaging in station style, to make brands resonate with our audience. An opportunity for us to put our arms around a brand.

### SPOTLIGHTS

Produced in station style, whilst allowing for more client specific messaging. Directs listeners to the station website. Can also direct to experiential activity.



Harness the power of Soleil Radio today by contacting the sales team in Jersey on 01534 888103 or in Guernsey on 01481 661047

Thank you!

**Soleil Radio**

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St Helier, Jersey, JE2 4YS**

**In Guernsey: 55 The Bordage, St Peter Port, Guernsey GY1 1BP**

**[soleilradio.com](http://soleilradio.com)**