



**CHANNEL103**

**Media Pack**

Jersey's favourite station

June 2026



## Tuned Into Jersey

Channel 103 provides Jersey brands with **a way to speak to thousands of people** via a medium they trust.

In fact, **research has confirmed that radio remains the most trusted medium in Europe**, having come out top for the 14th year in a row in the annual Eurobarometer survey from the European Commission.

**Channel 103** provides reach, with **half of all islanders** tuning in every week; resonance, as an emotional influencer with power to enhance brand perceptions at a subconscious level; and results, delivering an average **ROI of £7.70 for every pound spent\***.

Radio advertising also stretches beyond the traditional 30 second ad, with **longer ads, sponsorship, branded content** and innovative **digital solutions** increasingly providing island advertisers with new and more **creative ways to get their message to potential customers.**

\*Source: Radiocentre

For more than thirty years, Channel 103 has been at the heart of island life.

Since we launched onto Jersey’s airwaves in October 1992, we have built a large, loyal audience and now reach more than **one in two islanders every week\***, rising to **70% of the island across a four-week period**. **Aside from being Jersey’s favourite station, Channel 103 has the highest weekly reach percentage of any radio station in the British Isles.**

Our listeners are **loyal**, each tuning in for more than 8 hours every week.

### AUDIENCE FIGURES

Radio

RADIO	Reach (%)	Reach (000s)
1 week	48	43
4 week	69	62
13 week	81	72

Digital

channel103.com

Monthly Unique Users	Monthly Page Impressions	Email database
50,721	494,162	5,061

Social

@channel103

Facebook	X (Twitter)	TikTok	Instagram
48,000	18,000	1,400	7,830

\*Source: RAJAR/Ipsos/RSMB May 2026

## OUR LISTENER

Channel 103 targets islanders aged **between 25 and 54 years old**.

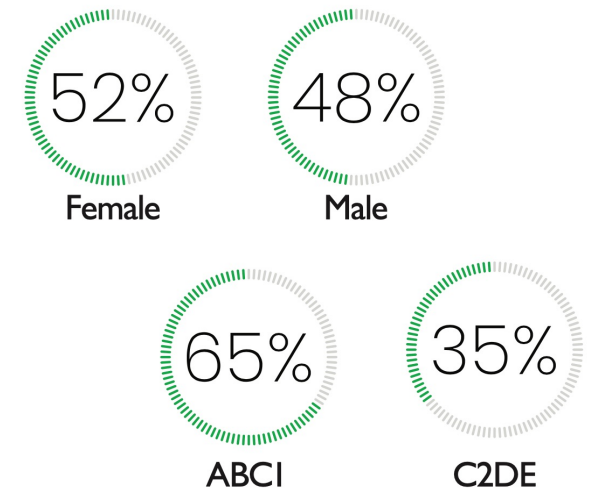
They **love music**, they **love island life** and they **love to have a laugh**. They're newly married, or in a long-term relationship, and 60% of them have kids\*.

They thrive on **longstanding friendships**, and place significant **value on authenticity**, honesty and fun. Most people have local friends and family and feel like they are part of the Jersey community.

They **choose Channel 103** because they want island news and information that's **relevant to them**, and they want to have fun.

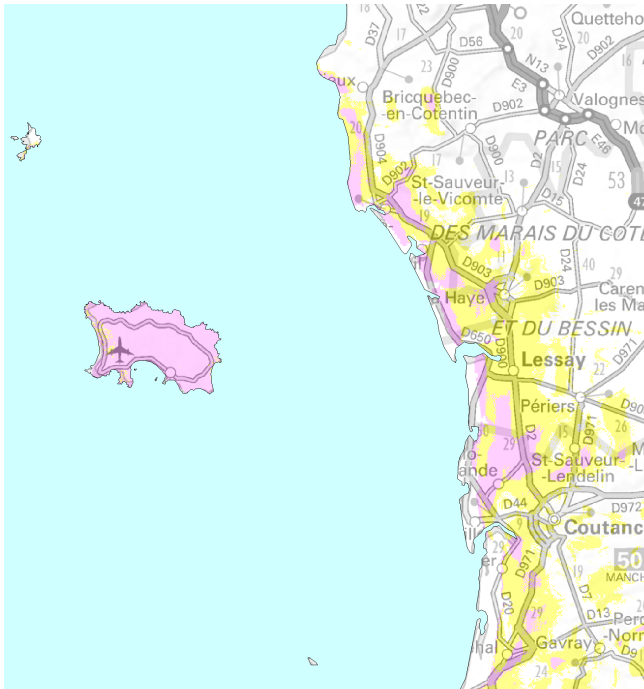
Featuring a soundtrack of the biggest hits of the day alongside treasured **throwbacks from the last 30 years**, Channel 103 is bursting with huge tunes and big personalities, with a **strong sense of the island at its core**. We live in our listeners' world and know the joys and challenges of island living.

### AUDIENCE PROFILE

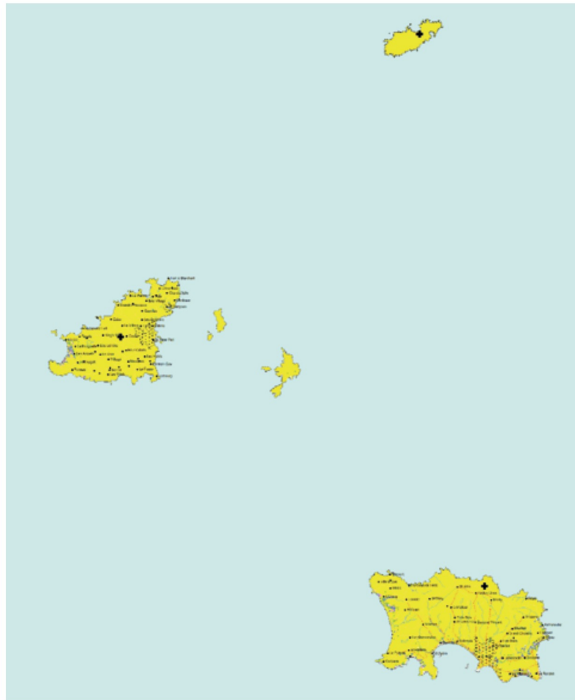


Average listener age **42**

## HOW TO LISTEN



FM Coverage Area



DAB+ Coverage Area

We broadcast across Jersey on **103.7FM**, across the Channel Islands and parts of the Cotentin Peninsula on **DAB+** as well as our own **smart speaker, app** and all major streaming platforms including **Radioplayer, Tune In** and **Nation Player**.

## MORE THAN RADIO...

At Channel 103 we **engage our audience** through multiple digital touchpoints.

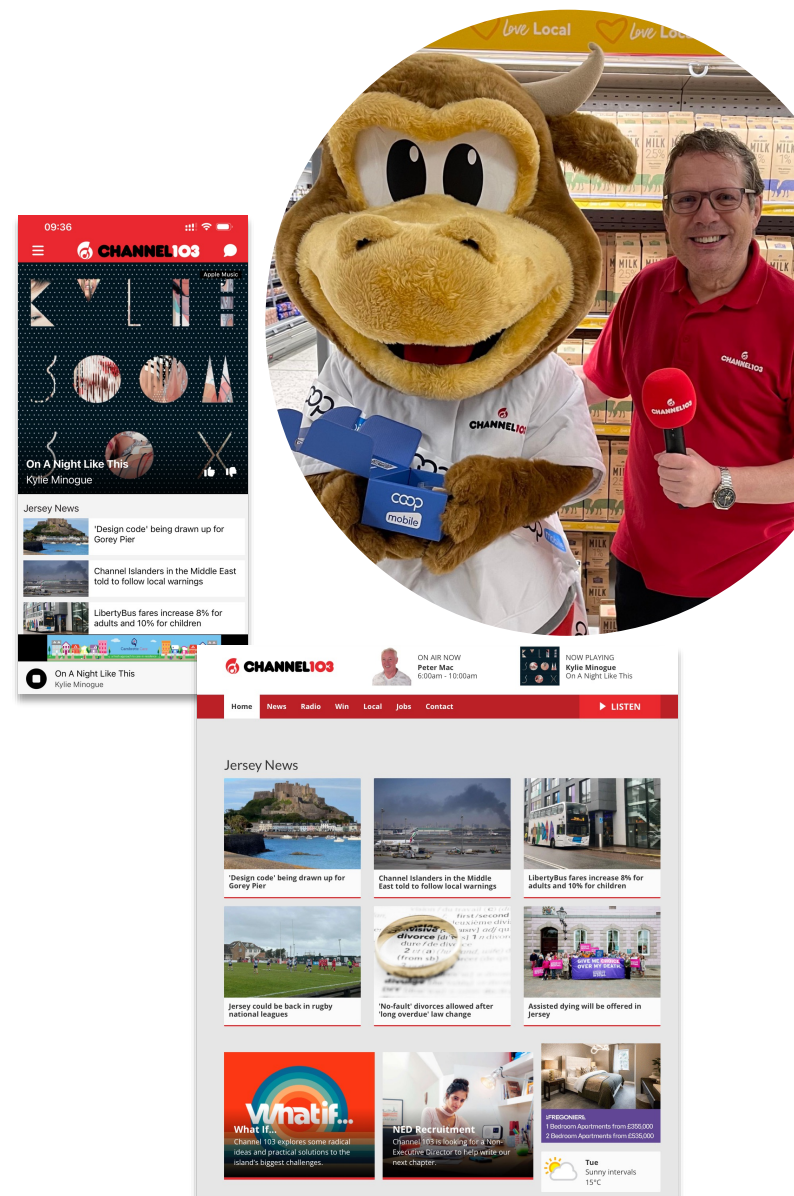
We reflect life in the island on **many platforms** with **relevant content** that connects our communities. Every email we send to our database and every social post, directs listeners to channel103.com, putting our website at the centre of everything we do, ensuring it continues to be an **engaging, popular advertising platform**.

Online **we deliver** the latest local content including **news, weather** and **sport** along with engaging **competitions, showbiz** and **events** information.

We create **digital campaigns** that **deliver results** for our clients. We're experts in **building brands**, increasing databases and putting our clients' businesses in front of a large digital audience.

Our websites are responsive to ensure our content is easier to consume on **smart phones, tablets** and **computers**. We give our audience a **positive user experience** across all devices to ensure loyalty to our brands and repeat visits.

Our mobile and tablet apps enable listeners to take **Channel 103** with them wherever they go.



## YOU'RE IN GOOD COMPANY...

Channel 103 works with hundreds of 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

### CHANNEL 103 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 Channel 103 today by contacting the sales team on 01534 888103 – option 2

Thank you!

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**[channel103.com](http://channel103.com)**