



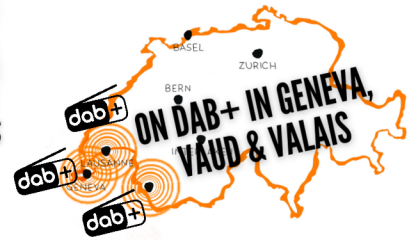
MEDIA KIT - AUTUMN/WINTER 2025

WWW.WORLDRADIO.CH
ADVERTISE @ WORLDRADIO.CH
☎ 022 575 25 50



DOWNLOAD OUR APP

150K CONNECTIONS PER MONTH
1.8M CONNECTIONS PER YEAR
175K UNIQUE LISTENERS PER YEAR
84% IN GENEVA & VAUD
24/7 BROADCASTING IN ENGLISH
74K WEB VISITS PER MONTH
28K NEWSLETTER SUBSCRIBERS



REACHING YOUR TARGET AUDIENCE SINCE 1996

High Impact campaigns to a niche community of expats and locals.

Broadcasting directly to the homes and cars of your target audience.

Trusted voices on-air, building rapport with our listeners; your customers.

The majority of our listeners are affluent, educated professionals and families.

Playing the newest pop, rock, indie hits and timeless classics from 90s, 00s & now

Credible sources & trusted voices; we are the sole Swiss partner of the BBC World Service.



ADVERTISING & SPONSORSHIP OPTIONS

Radio advertising offers a **direct, trusted way to engage with a highly attentive audience** in their homes, cars, and workplaces. WRS offers simplified advertising packages, the opportunity to **build a more bespoke campaign** from our ratecard, and sponsorship of key shows throughout our extensive programming. With 92% of adults tuning in weekly, radio ensures **broad, reliable reach across demographics**. The radio's ability to **target specific groups** through programming and timing makes it effective for reaching the right listeners. In fact, 76% of radio listeners recall hearing a specific ad within a week, showcasing its impact in building brand awareness. Radio's **affordability, flexibility, and high engagement make it a smart investment**, fostering trust between businesses and listeners through presenters they know. Many clients return year after year, benefiting from the medium's **credibility and deep connection with its audience**.

RATECARD

DURATION	PRICE per PLAY	PRODUCTION	PRICE
10 seconds	CHF 10.-	1 voice	CHF 480.-
20 seconds	CHF 20.-	2 voices	CHF 600.-
30 seconds	CHF 30.-	sung	on request
40 seconds	CHF 40.-	Includes scripting, recording & 1 year license. Minimum airplays: 70.	
BANNERS		PRICE	
WEB: Leaderboard (on rotation)		CHF 500.-/month	
WEB: Mid Page Unit (on rotation)		CHF 500.-/month	
Newsletter - top banner		CHF 800.- / newsletter	

SPONSORSHIP

Currently available (please enquire):



THE HOMERUN - Weekdays 3-6pm

Steve Priestley takes us home every weekday afternoon with the his local news updates, events and what's on.

Includes: sponsorship jingles during peak hours, show promos outside the show, logo on website and app [...]



WEATHER SPONSORSHIP - 9 daily bulletins

9 daily weather bulletins, including 2 x per hour throughout the Breakfast Show (peak) and The Homerun.

EASY ADVERTISING PACKAGES

	SHORT 'N SWEET	3-MTH CORE	3-MTH PRIME	3-MTH ELITE
	CHF 3'000	CHF 4'200 (CHF 1'400/month)	CHF 6'210 (CHF 2'070/month)	CHF 7'920 (CHF 2'640/month)
20 second ad spots	200	360	540	720
Frequency	FLEXIBLE	4 spots/day for 90 days	6 spots/day for 90 days	8 spots/day for 90 days
Price per ad spot	CHF 15	CHF 12	CHF 11.50	CHF 11
Mix of peak & off-peak	✓	✓	✓	✓
Ad-spot production	✓	✓	✓	✓
Interview OR competition	✓	✓	✓	✓ both
Online banner included		✓	✓	✓

LOWEST PRICE

NEXT STEPS

request an offer

confirm budget

send us bullet-points for your ad

we prepare a script for your approval

VO recorded & ad spot produced

you approve for air

ON-AIR !

THE CLIENTS WHO SAID YES:

