



HOW DOES RADIO ADVERTISING WORK?

- Radio advertising is a trusted, direct way to engage an attentive audience in homes, cars, and workplaces.
- Boosted emotion, brand awareness, and search, driving a 76%* average brand recall in an independent study.
- Quick, flexible, cost-effective, and reactive.
- It's built on reliable connections with listeners, thus giving your message added value and credibility.

WHY CHOOSE WORLD RADIO SWITZERLAND?

- We're the only English-language broadcaster in Switzerland with a niche audience of locals & expats.
- Professionalism and credibility: WRS is the official Swiss partner of the BBC World Service since 1996.
- We offer a rapid turnaround service to have you on-air fast.
- Options for both traditional advertising and show sponsorship.
- Simplified advertising packages and bespoke targeted campaigns available.



THEY TRUST US



THE RATECARD

AD SPOT DURATION	PRICE PER AIRPLAY	PRODUCTION	PRICE
10 seconds	CHF 10.-	1 voice	CHF 480.-
20 seconds	CHF 20.-	2 voices	CHF 600.-
30 seconds	CHF 30.-	Singing	on request
40 seconds	CHF 40.-	Includes scripting, recording & 1 year license Minimum recommended airplays: 70	

BANNERS	PRICE
WEB: Leaderboard (on rotation)	CHF 500.-/month
WEB: Mid Page Unit (on rotation)	CHF 500.-/month
NEWSLETTER - head banner	CHF 800.- / newsletter



DOWNLOAD OUR APP

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

2026 MEDIA KIT

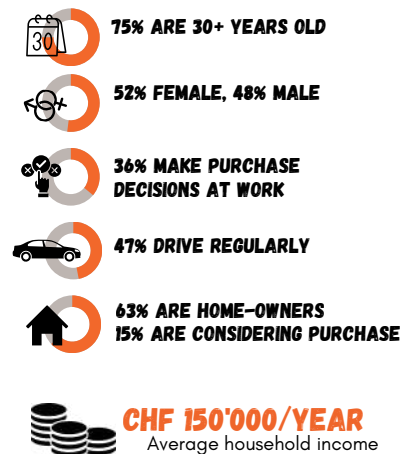
AUDIENCE ANALYTICS

150K CONNECTIONS PER MONTH
175K UNIQUE LISTENERS PER YEAR
75K WEB CONNECTIONS PER MONTH
26K NEWSLETTER SUBSCRIBERS

INTERESTS



DEMOGRAPHICS



2026 ADVERTISING PACKAGES 20 SECOND AD SPOTS

	LAUNCH	CORE	PRIME	ELITE
AD AIRPLAYS	200	500	800	1'000
MIX OF PEAK & OFF-PEAK	✓	✓	✓	✓
1 AD PRODUCTION INCLUDED	✓	✓	✓	✓
INTERVIEW OR COMPETITION	✓	✓	✓ BOTH	✓ BOTH
ONLINE BANNER		✓	✓	✓
NEWSLETTER BANNER			✓	✓
PAY IN INSTALLMENTS		✓	✓	✓
TOTAL	CHF 3'000	CHF 6'500	CHF 9'600	CHF 11'000
PRICE PER SPOT	CHF 15	CHF 13	CHF 12	CHF 11
EXAMPLE FREQUENCY	10 AD SPOTS / DAY FOR 3 WEEKS	3 AD SPOTS / DAY FOR 6 MONTHS	1 AD SPOTS / DAY FOR 4 MONTHS	4 AD SPOTS / DAY FOR 9 MONTHS

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