



Playing the best
pop, rock and
indie music



Official Swiss
partner of the
BBC World Service



Building rapport
with our listeners;
your customers.



Established in
Switzerland
in 1996

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
10 seconds	CHF 10.-
20 seconds	CHF 20.-
30 seconds	CHF 30.-
40 seconds	CHF 40.-

PRODUCTION	PRICE
1 voice	CHF 480.-
2 voices	CHF 600.-
Singing	on request

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



2026 MEDIA KIT

AUDIENCE ANALYTICS

150K

CONNECTIONS
PER MONTH

175K

UNIQUE LISTENERS
PER YEAR

75K

WEB CONNECTIONS
PER MONTH

26K

NEWSLETTER
SUBSCRIBERS

INTERESTS

Travel
20%

Events
20%

News
27%

A PERFECT WEEKEND

Action
20%

Relax
20%

Eating & drinking
25%

DEMOGRAPHICS

30

75% ARE 30+ YEARS OLD

52%

52% FEMALE, 48% MALE

36%

36% MAKE PURCHASE
DECISIONS AT WORK

47%

47% DRIVE REGULARLY

63%

63% ARE HOME-OWNERS
15% ARE CONSIDERING PURCHASE

CHF 150'000/YEAR

Average household income

 **60%** Geneva
 **18%** Lausanne
 **12%** Neighbouring France

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	7 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