

# WRS

SWISS RADIO IN ENGLISH



DOWNLOAD OUR APP

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

## 2026 MEDIA KIT



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.



AND STREAM ON THE WRS APP, SMARTSPEAKER, OR AT WWW.WORLDRADIO.CH

### THEY TRUST US

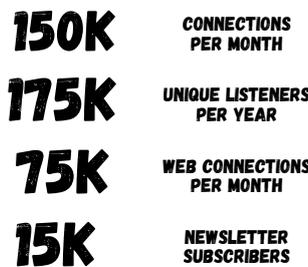


### THE RATECARD

AD SPOT DURATION	PRICE PER AIRPLAY	PRODUCTION	X
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

### AUDIENCE ANALYTICS



### 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

