



JACK Oxfordshire

Media Pack



What We Offer

Airtime Campaigns

Creative Commercial Production

Targeted Digital Display and Paid
Social Campaigns

JACK Shop

Sponsorships

Promotions

Events

Partnerships

JACK
FM

JACK²
HITS

JACK³
CHILL



Transmission

Area



JACK
FM

JACK²
HITS

JACK³
CHILL

Source RAJAR. Broadcasting on FM, DAB
+ online, app & smart speaker



JACK
FM

90s & 00s

25-54 yrs



Male
Skew

JACK²
HITS

Hit music

18-44 yrs



Female
Skew

JACK³
CHILL

Chilled music

45+ yrs



Female
Skew

Our Audience

JACK
FM

JACK²
HITS

JACK³
CHILL



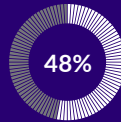
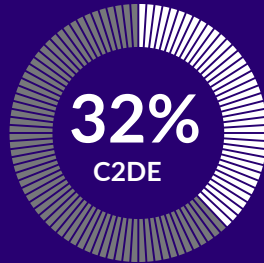
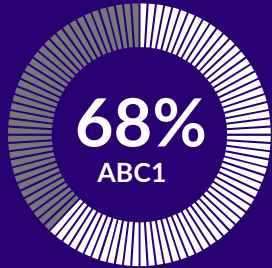
Weekly reach:

53,000

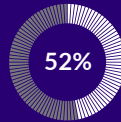


Total Hours:

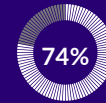
216,000



Female



Male



Homeowners



At Least 1 Car
In The Household



Main
Shoppers



Our Digital Audience



Facebook

23,922



Monthly Users

21,521



Twitter

35,900



Monthly Page Views

71,689



Instagram

3,504



JACK E-Flyer Database

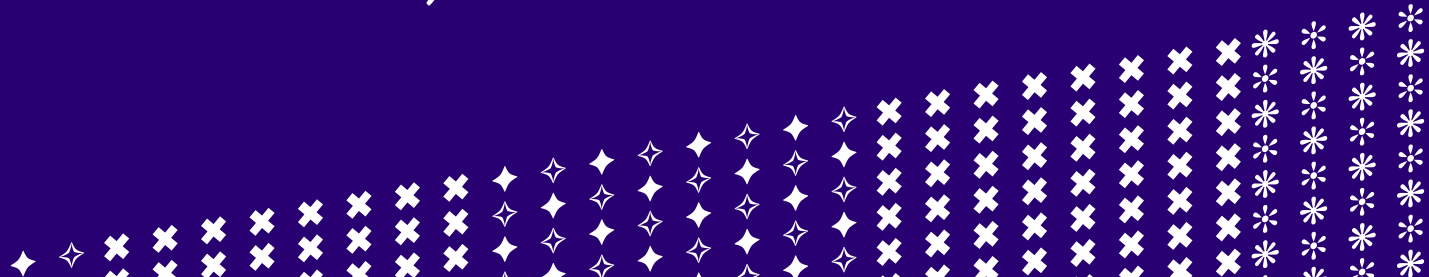
16,258

JACK
FM

JACK²
HITS

JACK³
CHILL

Monthly stats: Google Analytics Oct 2022 Data
for JACKfm, JACK2 & JACK 3 websites and
social media insight data





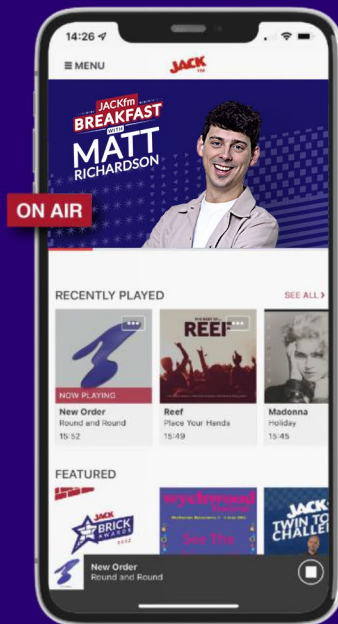
All of JACK

In one place



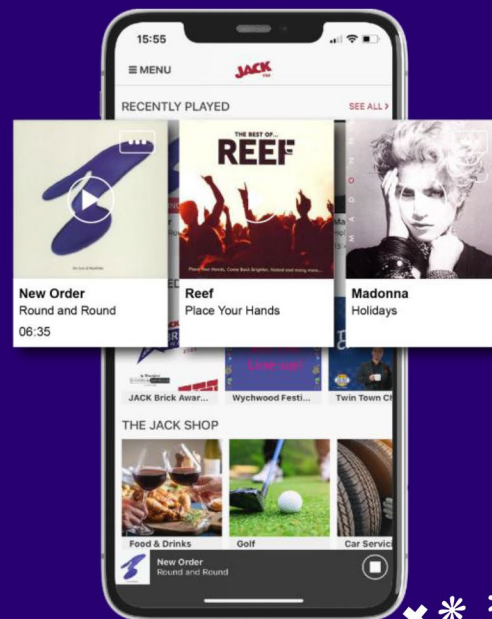
Live Radio

Everywhere you go



Recently Played

Never miss a beat



JACKfm
BREAKFAST
WITH
MATT
RICHARDSON



THE SCOOP
WITH
JO SUMMERBELL



JACK
FM

THE
MORNING
AFTER
with SELFY



DOM
JOLY'S
SUNDAY SESSION



JACK
FM's

**NEW
VOICE**

DOM JOLY





The new voice of JACKfm

Dom is a former diplomat and political producer turned columnist and award-winning travel writer. Dom Joly is also a multi-award winning British comedian, performer and writer, best known for his smash hit hidden camera series *Trigger Happy TV*.

He recently brought back an updated and brand-new series of *Trigger Happy* to huge acclaim for *All4* and *Channel 4* and is developing a *Trigger Happy* feature film. He also makes TV travel shows including *Dom Joly's Happy Hour* and *Dom Joly's Excellent Adventure* in which he respectively travelled the world drinking too much and went on a mammoth road trip through the Lebanon and Syria.

He is currently researching a book called *The Conspiracy Tourist* which will be published in 2023. He is an ambassador for Save the Children.

JACKfm
BREAKFAST

WITH

MATT
RICHARDSON



WEEKDAYS 7 - 10AM



JACKfm Breakfast with Matt Richardson

The multi-award winning comedian and former host of TV's The Xtra Factor and Virgin Radio drivetime is the new host of JACKfm Breakfast.

Matt is a proper Oxfordshire lad! He was born at the John Radcliffe and grew up in Didcot. He went to secondary school in Abingdon, studied at Oxford Brookes and now he lives north of the county.

In addition to hosting the weekday breakfast show, Matt will continue to host his highly successful Laughing Ox stand-up comedy nights in venues across the area. He'll still be a regular face on TV too, where most recently he was a contestant on Celebrity Mastermind. Other shows you may have seen him on include Dancing On Ice, Celebrity Juice, Never Mind The Buzzcocks and Celebrity Coach Trip.

Matt Richardson was nominated for an ARIA award for Funniest Show in 2019 and he won Presenter of the Year in the 2019 Wireless Awards.

JACKfm Breakfast with Matt Richardson is on-air every weekday morning from 7am 'til 10am.



DOM JOLY'S

SUNDAY SESSION

SUNDAYS 12PM - 2PM





Dom Joly's Sunday Session

As well as being a multi-award winning author and comedian, Dom Joly has another string to his bow.

On *Trigger Happy TV*, not only was he the star of the show, an editor and producer, but he also curated the music for the show, which was also released on 3 soundtrack CDs.

During the pandemic, Dom returned to music curating with a *Spotify* playlist called Songs To Get Us Through This S***, which he added a new song to every day.

And now, he joins *JACKfm*, not only as our new station voice, but as host of Dom Joly's Sunday Session where he'll be allowed to Play What HE Wants and chatting to his celebrity friends for 2 hours every Sunday from 12pm.

THE SCOOP

WITH
JO SUMMERBELL



SATURDAYS 9AM - 12PM



The Scoop with Jo Summerbell

Jo's here every Saturday morning with your guide to everything you need to know in Oxfordshire.

Expect to hear interviews with people organising local events (or as we call them, JACKtivities) and chats with the stars of local theatre shows, plus the even bigger stars of the small and the BIG screen.

There'll be local sports previews (she'll probably rope Selfy in sometimes) and a look at the hard hitting local issues in the news, plus some of the best 'And Finallys' of the week from Oxfordshire.

JACK
FM

JACK²
HITS

JACK³
CHILL

THE
MORNING
AFTER
with SELFY

SUNDAY 9AM-MIDDAY



The logo for JACK FM, featuring the word "JACK" in a bold, red, stylized font with "FM" in a smaller, black, sans-serif font below it.The logo for JACK 2 HITS, featuring the word "JACK" in a bold, red, stylized font with "2" in a smaller, black, sans-serif font below it, and "HITS" in a smaller, black, sans-serif font to the right.The logo for JACK 3 CHILL, featuring the word "JACK" in a bold, red, stylized font with "3" in a smaller, black, sans-serif font below it, and "CHILL" in a smaller, black, sans-serif font to the right.

The Morning After with Selfy

Andrew Self has quite a CV. He's gone from being a "bricky" to a "broadcaster"! He started in *Hospital Radio* at *Radio Cherwell* in the Oxford hospitals, where his team won the *National HBA Sports Output Award* 3 years running!

His big break came in 2007 when he brought his irreverent approach to football commentary to *JACKfm Oxfordshire* covering Oxford United matches for 6 years. This led to stints at *BBC Radio Oxford* and he joined *talkSPORT* in 2017 where he can still be heard commentating on *Premier League* and international matches.

And we're pleased to say he's now back at *JACKfm* with a new weekly Sunday morning show, "*The Morning After*", focussing on local sports results from football to ice hockey to even Aunt Sally. It's not all about sport though as he'll be chatting to some local legends and providing the perfect Sunday soundtrack.



The big tunes you'd hear in the pub.... but on JACKfm instead.

JACK

FM

JACK²
FM

JACK²
HITS

JACK³
CHILL



The No
Repeat
Workday

WEEKDAYS 9AM-5PM



JACK
FM

JACK²
HITS

JACK³
CHILL

JACK
FM

Drivetime

WEEKDAYS 3-6PM



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JACKfm Drivetime

Between 3pm and 6pm every weekday, Drivetime across JACKfm, JACK2 Hits and JACK3 Chill provides an important soundtrack for our listeners as they head home.

We know how busy it gets at rush hour in Oxfordshire so we help their journey by sharing regular traffic reports.

For the final hour of the show on JACKfm, we go JACK To The Future. Every day we travel forwards in time, starting with a song from a classic year and working our way up a year every song - from retro to recent!

Thank You

Get in touch: www.jackfm.co.uk/advertise



JACK
FM

JACK²
HITS

JACK³
CHILL

