

**gorgeous**  
radio

# MEDIA PACK 2026

DAB

SMART SPEAKER

MOBILE APP

ONLINE

[www.gorgeous.radio](http://www.gorgeous.radio)

📶 Wolverhampton | Dudley & Stourbridge | Walsall | Bath

✉️ [sales@gorgeous.radio](mailto:sales@gorgeous.radio)

# ABOUT US

## ABOUT GORGEOUS RADIO

Launched in September 2020, Gorgeous Radio is a feel-good adult contemporary station playing the biggest hits from the 80s through to today.

Our format blends classic favourites with strong current adult hits, delivered by authentic presenters who understand the lifestyle, humour and values of our audience.



We broadcast across

**Wolverhampton - Dudley & Stourbridge**  
**Walsall - Bath & Midsomer Norton**

# OUR AUDIENCE

## TARGET AUDIENCE

LIFESTYLE	AGE	MUSIC
Established, working, family-focused	30 – 55	80s – Now

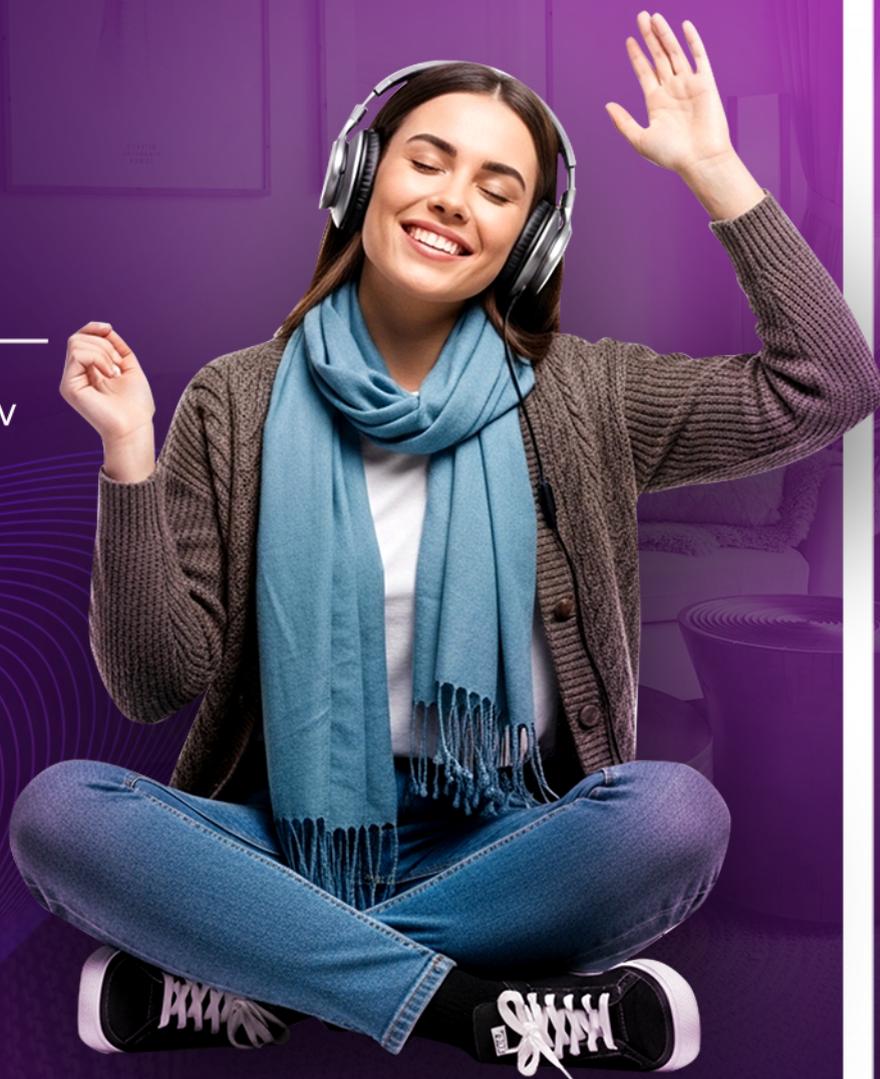
## OUR LISTENERS

- Are decision makers in their households
- Have stable income
- Value authenticity and community
- Balance work, family and social life
- Enjoy nights out, holidays and experiences

## THEY LISTEN

At home, In the car, At work  
On smart speakers, Via our app.

**This is an economically active audience  
with real purchasing power**



# COVERAGE & REACH

## BROADCAST AREAS

Wolverhampton - Dudley & Stourbridge  
Walsall - Bath & North East Somerset

### Estimated population within Coverage areas

Wolverhampton	260,000
Dudley Borough	320,000
Walsall Borough	285,000
Bath & North East Somerset	195,000

**Total potential population footprint** 1,000,000+

### Core 30-55 demographic Within footprint

Approx. 420,000 – 500,000 adults



DAB Radio map coverage area



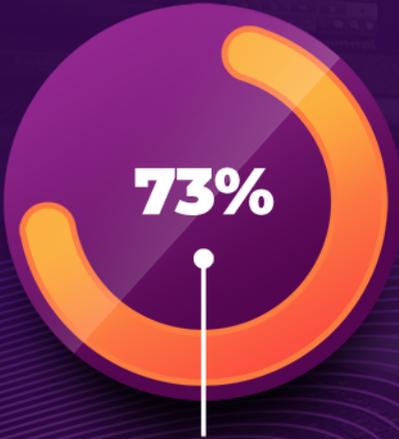
# WHY RADIO

## WHY RADIO ADVERTISING WORKS



89%

of UK adults  
listen to radio weekly



73%

of listening is digital  
(DAB / online / smart speaker)



Nearly  
50%

of households own  
a smart speaker



**20 HOURS**  
per week  
Average listening exceeds

Radio remains one of the most trusted  
advertising platforms in the UK.

(Source: RAJAR)

# ADVERTISING OPTIONS

## ADVERTISING OPPORTUNITIES

- 30 second and 60 second commercial spots
- Show sponsorship
- Feature sponsorship
- Competition partnerships
- Presenter endorsements
- Event partnerships
- Digital pre-roll on streaming
- App advertising
- Website advertising

Ad breaks at :20 and :45 past the hour.  
Limited commercial clutter.



**Full creative  
production support  
available**

# POSITIONING

## THE GORGEOUS SOUND

- Adult contemporary
- Big 80s, 90s and 00s hits
- Strong current adult tracks
- Feel-good, familiar, trusted

**We live in our listeners' world  
and reflect the realities of modern adult life  
across our broadcast areas.**



# CONTACT

CAMPAIGNS AVAILABLE ACROSS

**Wolverhampton**  
**Dudley & Stourbridge**  
**Walsall**  
**Bath**

# LET'S WORK TOGETHER

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radio

DAB | Online | App | Smart Speaker

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