gorgeous radio

MEDIA PACK 2026

DAB

SMART SPEAKER

MOBILE APP

ONLINE



www.gorgeous.radio

Wolverhampton | Dudley & Stourbridge | Walsall
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

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 and Walsall.

Estimated population within Coverage areas

Wolverhampton	**281,434**
Dudley	**333,941**
Walsall	**295,722**

Total potential population footprint **911,097+**

Core 30–55 demographic Within footprint

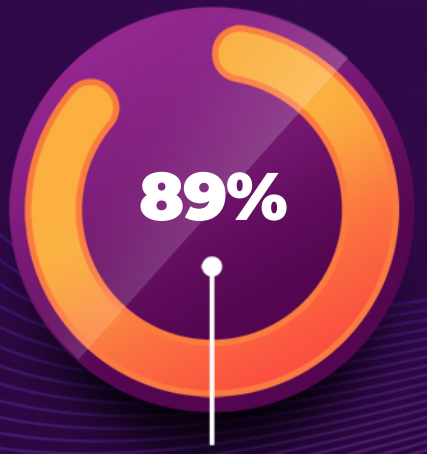
Approx. 300,000–320,000 adults



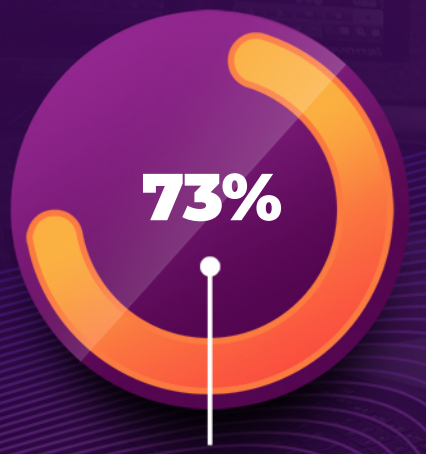
DAB Radio map coverage area

WHY RADIO

WHY RADIO ADVERTISING WORKS



of UK adults
listen to radio weekly



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



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 20 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.



ADVERTISING PACKAGES

GOLD RATE CARD

30 SECOND ADVERT - 40 ADS PER WEEK

Commitment	Total Spots	Rate Per Spot	Total Cost	Total Weekly Cost
3 Months	480	£4.50	£2,160	£180
6 Months	1,040	£3.75	£3,900	£150
12 Months	2,080	£3.00	£6,240	£120

20 SECOND ADVERT - 40 ADS PER WEEK

Commitment	Total Spots	Rate Per Spot	Total Cost	Total Weekly Cost
3 Months	480	£3.38	£1,620	£135
6 Months	1,040	£2.81	£2,925	£112.50
12 Months	2,080	£2.25	£4,680	£90

- Airtime only. Advert writing and production are charged separately.
- All advertising partners may receive additional bonus spots at no extra cost whenever airtime is available. These are allocated fairly across all active campaigns, increasing overall exposure and value.

ADVERTISING PACKAGES

SILVER RATE CARD

30 SECOND ADVERT - 25 ADS PER WEEK

Commitment	Total Spots	Rate Per Spot	Total Cost	Total Weekly Cost
3 Months	300	£4.75	£1,425	£118.75
6 Months	650	£4.00	£2,600	£100
12 Months	1,300	£3.20	£4,225	£81.25

20 SECOND ADVERT - 25 ADS PER WEEK

Commitment	Total Spots	Rate Per Spot	Total Cost	Total Weekly Cost
3 Months	300	£3.56	£1,068.75	£89.06
6 Months	650	£3.00	£1,950	£75
12 Months	1,300	£2.44	£3,168.75	£60.94

- Airtime only. Advert writing and production are charged separately.
- All advertising partners may receive additional bonus spots at no extra cost whenever airtime is available. These are allocated fairly across all active campaigns, increasing overall exposure and value.

ADVERTISING PACKAGES

BRONZE RATE CARD

30 SECOND ADVERT - 15 ADS PER WEEK

Commitment	Total Spots	Rate Per Spot	Total Cost	Total Weekly Cost
3 Months	180	£5.00	£900	£75
6 Months	360	£4.25	£1,530	£58.85
12 Months	780	£3.50	£2,730	£52.50

20 SECOND ADVERT - 15 ADS PER WEEK

Commitment	Total Spots	Rate Per Spot	Total Cost	Total Weekly Cost
3 Months	180	£3.75	£675	£56.25
6 Months	360	£3.19	£1,147.50	£44.13
12 Months	780	£2.63	£1,535.63	£29.53

- Airtime only. Advert writing and production are charged separately.
- All advertising partners may receive additional bonus spots at no extra cost whenever airtime is available. These are allocated fairly across all active campaigns, increasing overall exposure and value.

DIGITAL MEDIA ADS

ALL IN PACKAGE



Mobile App Advertising
Showcase your brand with a high-impact visual and audio advert displayed when our app launches.

Website Banner Advertising
Put your brand in front of our online audience with prominent banner advertising across our website, designed to drive visibility, engagement and clicks.







Advert Size	Per Week	Per Month
Billboard 970 x 250px	£50	£190
Leaderboard 728 x 90px	£100	£390
MPU 300 x 250px	£50	£190
Mobile App 640 x 1136px	£150	£590

ALL IN PACKAGE - ALL OF THE ABOVE - ONLY £499/month

· Media and production costs are charged separately unless otherwise agreed.

CONTACT

CAMPAIGNS AVAILABLE ACROSS

Wolverhampton
Dudley & Stourbridge
Walsall

LET'S WORK TOGETHER

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DAB | Online | App | Smart Speaker

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