



dorset coast radio

the south's best music

MEDIA PACK
Q1 2026

Dorset Coast Radio is your soundtrack of feel good songs to sing along to. We bring you the very best songs from the past four decades, sprinkled with timeless favourites you'll love. Alongside the classics, we mix in the freshest new tracks we know will strike a chord with our listeners.

In the evenings, through our Community Connect programme, you can hear interviews with some inspiring local people as we shine a spotlight on events, causes, and voices that matter.

We're a vibrant, volunteer-led local radio station dedicated to amplifying local voices, promoting health and wellbeing, and celebrating the spirit of Dorset. We're more than just a radio station - we're a trusted companion, a hub for connection and a community resource.

We believe that radio is more than entertainment—it's a lifeline of connection, empowerment, and opportunity. We exist to serve the people of Dorset with accessible, inclusive, and responsive broadcasting that uplifts voices, celebrates local life, and drives positive change.





DAB+ Poole, Purbeck, Wimborne

173,606 Adults

DAB+ Bournemouth & Christchurch

224,030 Adults

We've got Dorset covered

- ✓ DAB+ across Bournemouth, Poole, Wimborne, Christchurch, Boscombe & the Purbecks
- ✓ Online at dorsetcoastradio.co.uk
- ✓ Amazon Alexa
- ✓ Google Assistant
- ✓ Apple CarPlay
- ✓ Android Auto
- ✓ RadioPlayer App
- ✓ TuneIn Radio App
- ✓ On-Demand
- ✓ Podcasts

"Although we're a fresh voice on the airwaves, our charitable mission is deeply rooted in our station: to entertain, inform, educate, and inspire our community on issues that matter - especially health, wellbeing, and social inclusion. We don't just talk to Dorset - we talk with Dorset"

Our audience

45 to 65-year-olds

60% female / 40% male

Our listeners love the perfect mix of classic favourites that spark great memories, alongside the best from today's charts. They're sociable, love a good deal, and enjoy spending time with family or friends - whether it's a day out or an evening get-together. They like to know what's happening locally, and they're community-minded, health-aware, and actively involved in life along the Dorset coast.

4,068

monthly listeners*

43,300

monthly listener hours*

+59%

monthly increase

514

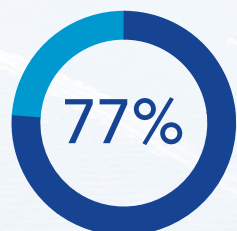
monthly podcast listens

3,628

unique podcast listeners

+13%

website engagement



Trust radio
more than
other channels



Listen to their
favourite radio
show daily



Increased cost
effectiveness
when campaigns
include radio



Proudly local, Dorset Coast Radio loves to share the stories, events, and experiences that matter to everyone who lives, works, and plays along our beautiful coastline.

Our presenters are part of the community too - local through and through, and proud to call the Dorset coast their home.

Our team



Partner with us

We understand that choosing where to advertise or sponsor is about more than numbers—it's about impact. By joining us, you'll align your brand with a station that's making a genuine difference.

And to us it's personal - we want you to get the best possible results which is why we offer more bespoke packages and opportunities to make your budget go further.

We know businesses and charities are stretched for time and resources, so our professional marketing and production team is here to make it easy. We offer:

**Campaign
planning
& creative
input**

**Advert
scripting
& audio
production**

**Cross
platform
promotion
& visibility**

**Strategic
scheduling
for peak
impact**

**Bespoke
packages &
personal
attention**

**Association
with our
meaningful
outreach**

Advertising on local radio

Local radio remains one of the most trusted and cost-effective advertising platforms in the UK. That is why advertising on Dorset Coast Radio can help to increase awareness of your brand, increase levels of trust in your company and help to increase your customer numbers.

High reach



90% of UK adults listen to radio weekly

Strong ROI



On average £7.70 return for every £1 spent

Brand awareness



Radio boost brand awareness by 10%

Hyperlocal targetting



Local ads resonate deeply with local audiences

Emotional connection



Listeners feel personally connected to their local station

High levels of trust



Listeners trust local radio as it's relevant to them

At Dorset Coast Radio, we understand how time-consuming and complex campaign planning and advert creation can be especially for small businesses and community groups. That's why we offer end-to-end support from our marketing & production team to take the strain off your shoulders.

Whether you're launching a new service, raising awareness for a cause, or simply seeking greater visibility, we'll help you craft campaigns that resonate with our listeners and achieve meaningful results. You don't have to be a media expert - just bring your vision, and we'll help you bring it to life.