



WRS WOMEN'S
RADIO
STATION

Voice of Women World Wide

WRS Media Pack



MEDIA PACK



WOMEN'S
RADIO
STATION

Voice of Women World Wide

Your station
Your views
Your Voice

Women's Radio Station

A not for profit community interest charity and internet based radio station that is unique.



www.womensradiostation.com

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Introduction



Women's voices from around the globe

Women's Radio Station (WRS) is a not for profit community interest charity, an internet based radio station providing a voice for women worldwide. Women's radio station is the first of its kind in Britain and indeed all over the world. Its ethos is to provide a platform for women regardless of age, colour, creed, race or religion to inspire, educate and connect women globally. Whether it be a listener or presenter, WRS strives to bring women from all over the globe into a safe, nurturing environment where they can share their stories, concerns, network and encourage each other.

The objective of Women's Radio Station (WRS) is to share all aspects of women's needs and all that may affect their lives from across the world, providing them with wit, warmth, and wisdom to empower and entertain the listeners.

Produced by women of all ages and from all cultures and ethnic backgrounds, WRS offers insight into various subjects ranging from women in business, politics, finance, health and international affairs among others and provides entertainment from the arts also.

Women's radio station listeners will join us to find answers they are looking for from other women who have had similar experiences and have succeeded in finding positive solutions to those experiences and provide other women with the confidence to do the same. ***"If other women have done it, then so can I"***

WRS Offerings

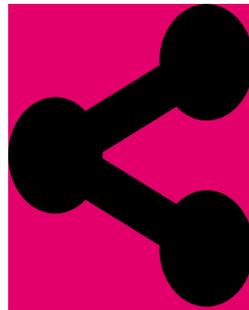
Our intentions are to become a global community, inviting contributions, in person, as well as taking women's radio station on the road, with a bus that will start in the UK and eventually travel all over the world to meet and broadcast women live in their own communities or through online discussions via social media. The topics will be vast; from women in finance, business, health, beauty, fashion and music entertainment but to name a few that can be heard via our app, online or on all our social media.



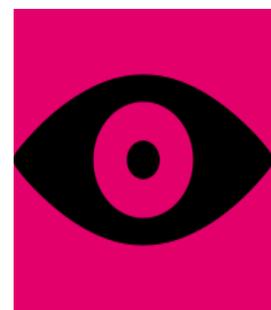
**Listen with
Our App**



Listen Online



**Share On
Social Media**

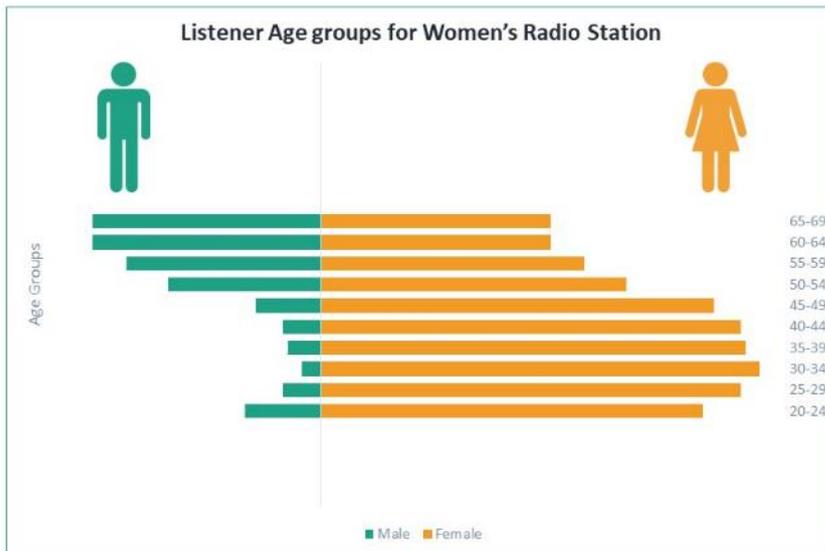


**Watch The
Latest News**

We at women's radio station are the pioneers who have broken down barriers for women who have found it hard to get into the world of radio. We employ female presenters and give them the opportunity to present their own solo shows on topics they are passionate about. We also provide the opportunity for female sound engineers and producers to practice their profession and, moreover, WRS offers university graduates internship to give them some experience of what it would be like to work in radio.

Gender Market Distribution

AGE DEMOGRAPHIC



Our target demographic of the female gender. With the specific age range targeted between 25-55.

Based on our current projections we see that the 40 – 50 age bracket sees value in the topics and shows aired on WRS. Interestingly, a large number of men also tune in and seem to enjoy the variety of shows.



Our projected listeners

Our plan is to create more shows targeting the topics that are currently creating the most listeners.



Our Male Listeners

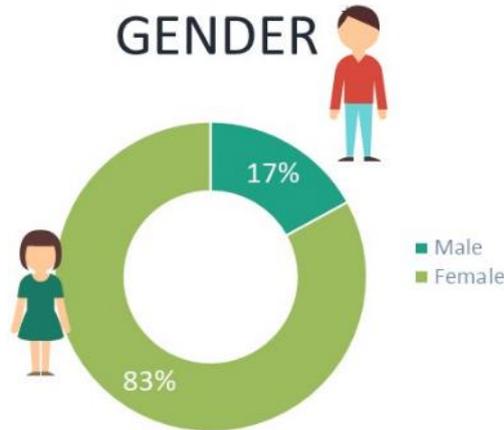
Taking note of the surprising number of male listeners, we are in discussion with various parties about the best way to capitalize on this.



Web Presence

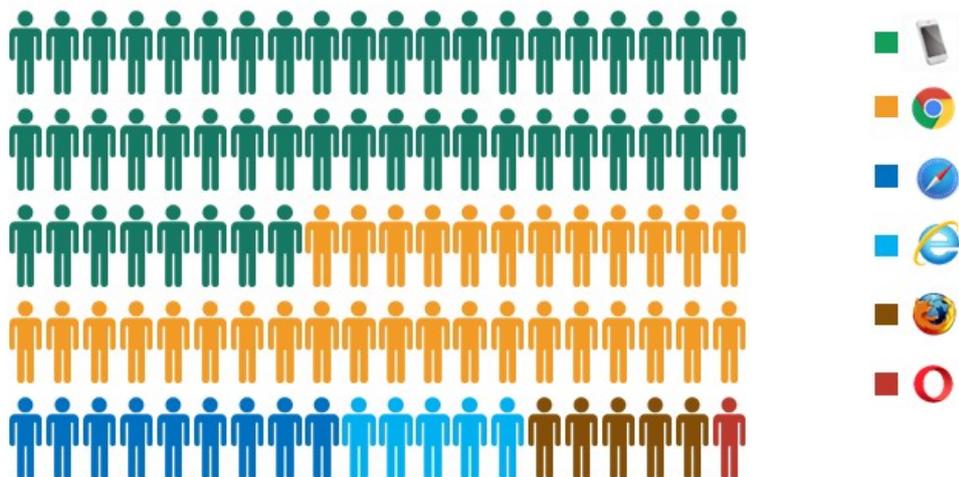
We are continuing to grow our website and app capability, we now enable worldwide event advertising.

DIVERSITY IN GENDER LISTENERS



WEB BROWSER MARKET SHARE

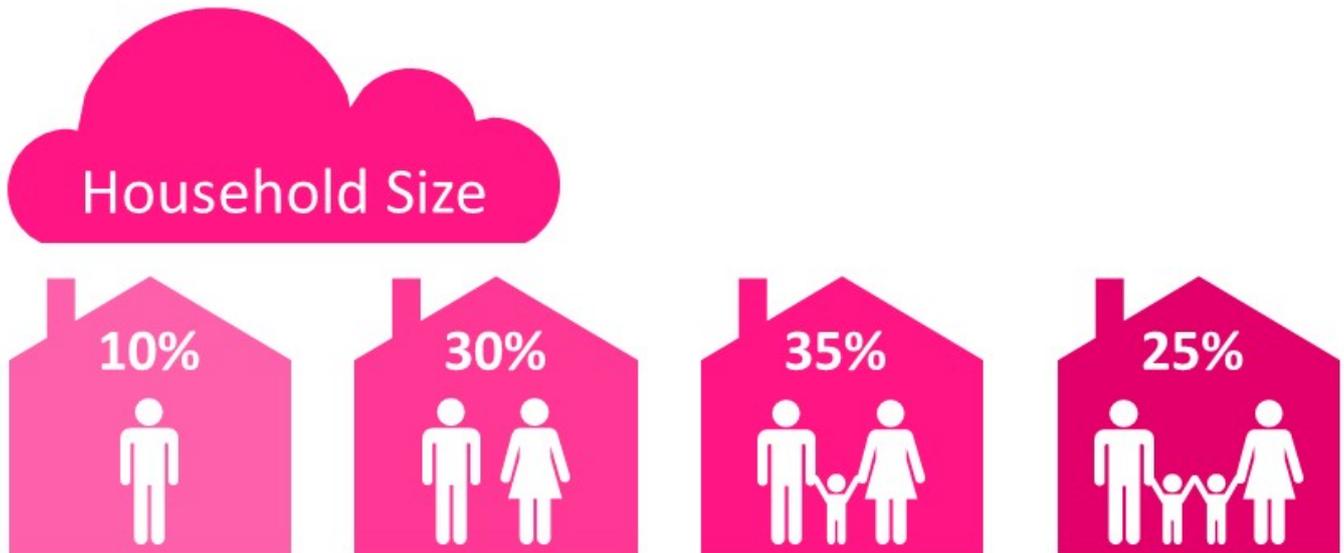
Desktop Browser Version Market Share (2018)*



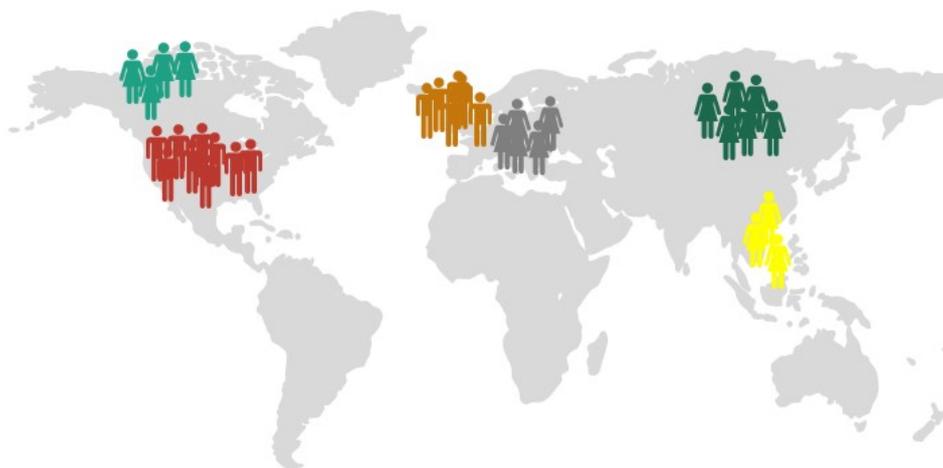
*Data source: Google Analytics

Our current demographic shows a marked favor for using our app on mobile phones. But also for accessing our comprehensive website. We have ensured the responsiveness of our site and are looking at improving our mobile app experience.

AVERAGE HOUSEHOLD SIZE



AUDIENCE DISPERSAL WORLD MAP





AUDIENCE

157K
Weekly Reach

15%
AVG Increase
PM
52
Presenters

♀ **♂**
83% **17%**



52+

Active Presenters



885K

Pageviews



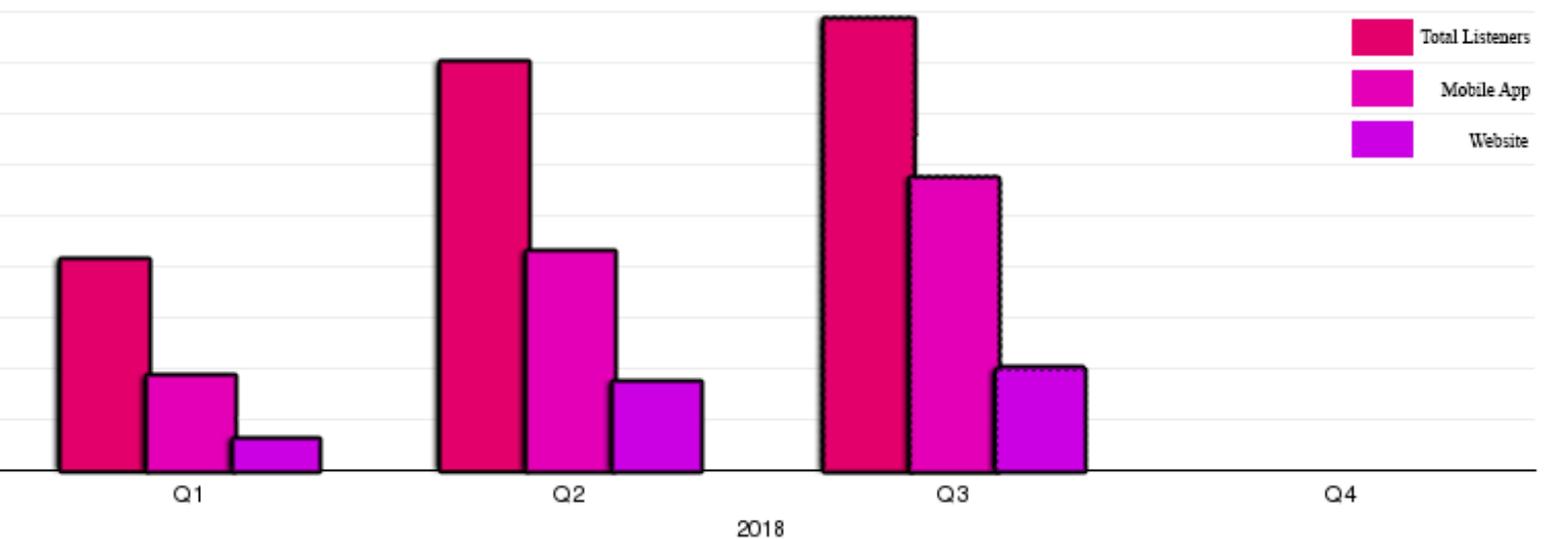
385K

Social Media Reach

WRS strives to bring women from all over the globe into a safe, nurturing environment where they can share their stories, problems and advice to all women.

These figures incorporate projected figures based upon sustainable growth already achieved

Quarterly Growth in Listeners



Sponsorship and advertising

We are Britain's first ever Women's radio station that supports all aspects of women's emotional and physical wellbeing and needs. The aim of WRS is to provide a platform where women of all ages, creeds and ethnic backgrounds can discuss and open up about all things that affect their daily lives. We want to provide a safe place where we can share meaningful constructive help on mental health, depression, physical health, relationships and religious habits within their cultures openly and honestly. We have qualified experts that can offer practical and emotional support about even the most sensitive of issues.

OUR ADVERTISING RATES

PROGRAMME SPONSORSHIP

There are various ways to sponsor a programme. Sponsorship means you appear at the beginning and the end of the show with an on air mention during the commercial break.

If you want to support a charity you get total tax relief. The sponsor pays the charity and the charity pays us. We will invoice the charity of your choice with a copy going to the client and the charity will get an extra 25% gift aid. The company can then write this off as a charity donation.

THIS PACKAGE COSTS £250

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A 30 SECOND RADIO COMMERCIAL

For this you will receive all of the following.

1. Full script writing services.
2. A fully produced radio commercial.
3. The commercial will be on air for one month and will be played up to 400 times.

THIS PACKAGE COSTS £490

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BUSINESS MATTERS

This is a new initiative where you and your representatives come into WRS to be interviewed about your company. This will include;

A fully produced and scripted 30 second radio commercial. This commercial will be played out within the ad break of this programme and on a continuous loop for a month. The recording will be available on our podcast section. A copy of this recording will Then be given to your company. Moreover WRS will put your advert, bio and links on all our social media and yours.

THE COST OF THIS PACKAGE IS £650

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ULTIMATE PACKAGE

This package includes all of the features of the Business Matters package and a 30 second radio commercial with the addition of the interview as well as being recorded , we will also film it with your company logo appearing on screen. This film will be made available to you to use on all your social media platforms.

THE COST OF THIS PACKAGE IS £925.

For All Advertising And Sponsorship Enquires Please
Contact Us

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