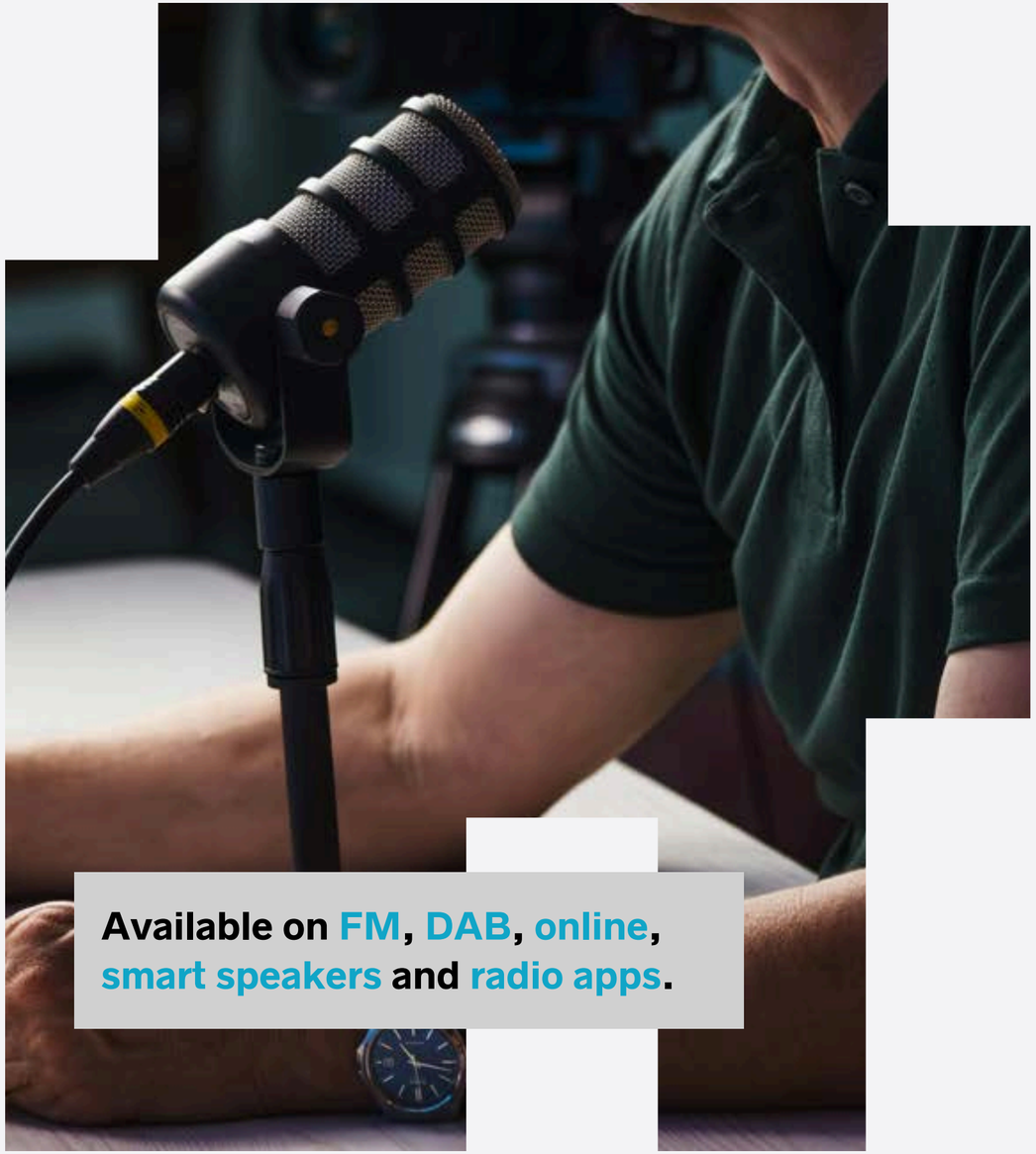
sinefm

# MEDIA PACK 2026

*Broadcasting Live From Doncaster Across Yorkshire*



Available on FM, DAB, online, smart speakers and radio apps.

# ABOUT US

Sine FM is Doncaster's **biggest** and **longest-running** licensed radio station, part of not-for-profit company, **Higher Rhythm**.

Broadcasting **live** from **Doncaster** across **Yorkshire**, Sine FM reaches and connects with communities across **Doncaster**, **Rotherham**, **Sheffield**, **Huddersfield**, **York**, and **Hull**, with more than **50 presenters** delivering **true**, **community-powered** radio, **24/7**.

# WHY ADVERTISE WITH SINE FM

## Radio works

89% of UK adults tune in weekly — that's 49.7 million listeners.

## Radio packs a punch

Radio delivers twice the audience impact of most other media. It's cost-effective and proven to boost recall and response.

## Boost online advertising

Radio and online work better together — campaigns with radio see 52% more brand browsing, often within 24 hours of broadcast.

## Targeted coverage

We broadcast across Doncaster, Rotherham, Sheffield, Huddersfield, York, and Hull, reaching listeners closest to your business and most likely to act.

## Diverse audience

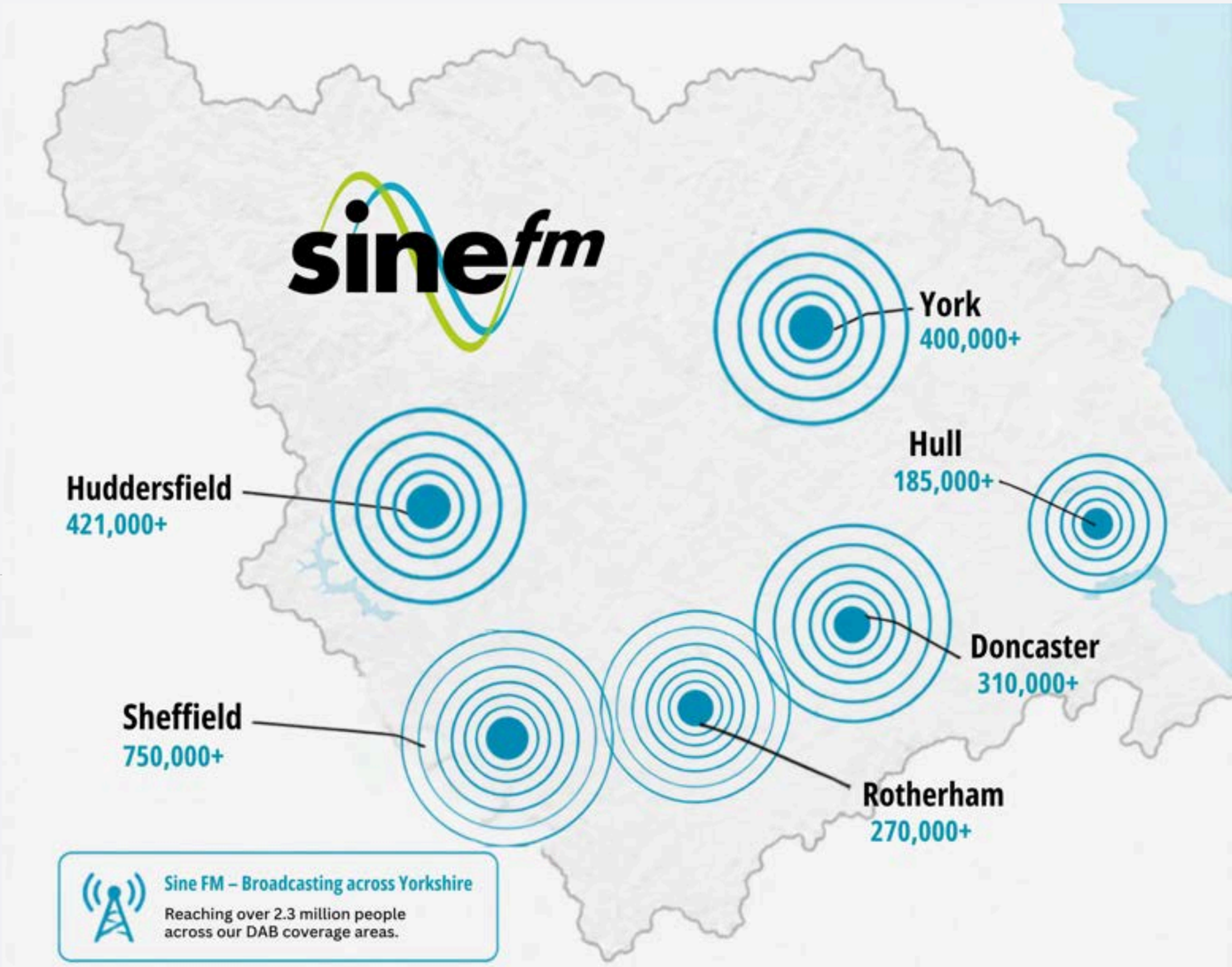
Our schedule appeals to all ages and tastes — from local news and talk to niche music shows — helping you reach the right audience.

Sources: RAJAR report Q3 2022, Ebiquity/Re evaluating Media for Recovery (recalculated from CPT data), Statista, Radio Centre

# OUR REACH

You can hear us In **Doncaster**, **Rotherham**, **Sheffield**, **Huddersfield**, **York**, and **Hull** on DAB, **Doncaster borough-wide** on **FM**, and anywhere on the planet **online** and on **smart devices**.

Sine FM now reaches **more listeners**, **homes**, and **businesses** than **ever before**.



# ADVERTISING OPPORTUNITIES

## ON-AIR ADVERTISING

Reach thousands of listeners across Yorkshire with bespoke, professionally voiced ads.
Choose from 30- or 40-second spots, scheduled at the best times to reach your target audience.
Flexible options — from short bursts to long-term campaigns.

## SHOW SPONSORSHIP

Associate your brand with a show your customers already love.
Get regular 10-second sponsor tags, presenter mentions, and a linked web feature — all in one 3-month package.

## NEWS AND WEATHER SPONSORSHIP

Align with the UK's most-listened radio segment.
Your 10-second tag plays before and after every bulletin — building consistent awareness and trust.

## FREE BONUS! SOCIAL MEDIA COVERAGE

Access our 13,000+ genuine followers across Facebook, Instagram, X and LinkedIn.
Add digital reach to your radio campaign with coordinated posts and stories.

# OUR AUDIENCE

Sine FM reachesa **broad**, **genuine mix** of **listeners** across **Yorkshire** — people of all **ages**, **backgrounds** and **interests** who **love real**, **local radio**.

Our blend of **music**, **conversation** and **community content** attracts **commuters**, **workplaces**, **families** and **consumers** — giving advertisers access to a **diverse**, **loyal audience** that **lives**, **works** and **spends** across **Doncaster**, **Rotherham**, **Sheffield**, **Huddersfield**, **York**, and **Hull**.

Sine FM also has a unique secret weapon to spread your message wider…our huge presenter team! Because we have more than **50 presenters** delivering **expertly curated** shows, the station not only attracts a **loyal core audience** but also benefits from each presenter's own dedicated **community of fans**. Together, this creates a much **broader** and more **diverse listener base** than most independent radio stations.

# OUR CLIENTS

Sine FM is trusted by a wide range of **businesses**, **brands** and **organisations** across **Yorkshire** and **beyond**.

From local **independents** to **national names**, here are just a few clients who chose **Sine FM** to **connect** their **message** with **real audiences**.

“THE LEVEL OF SERVICE HAS BEEN EXCEPTIONAL.
SINE FM OFFERS A LOCAL SERVICE WITH THE LEVEL OF PROFESSIONALISM THAT YOU WOULD EXPECT FROM A NATIONAL ORGANISATION.”

BEST BAR NONE

# CONTACT US

Sine FM offers advertising that's **simple**, **flexible** and **effective**. Choose from ready-made packages or create a bespoke campaign that delivers exactly what your business needs — **on air**, **online** and **across Yorkshire**.

We're **results-driven**, not pushy. Our **experienced team** works with you to craft campaigns that reach **real listeners** and generate **real impact**.

With **Sine FM**, every pound you spend goes further — building your brand through **trusted**, **independent local media**.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Sine FM is an initiative of Higher Rhythm Ltd (Company No. 6274005)