

COMMUNITY RADIO FOR CUMBERLAND



What is CRFM?

CRFM is Cumberland's only community radio station on 102.7fm in the Carlisle and surrounding areas and online to West Cumbria.

It highlights local issues, news, and current affairs by giving residents and groups a platform to educate and inform listeners.

The station actively involves and trains local people in radio, offering music, topical content, traffic updates, news, and competitions.

Guests from various fields including health professionals and local councillors are invited to discuss wellbeing, environmental concerns, council responsibilities, and other topics.

CRFM mirrors its on-air services on its website, aiming to be Cumberland's go-to online source for news, travel, and local information while nurturing new broadcasting talent.

Committed to revitalising local radio, CRFM provides full community-focused coverage on air on 102.7FM in Carlisle then online and on smart speakers via the mobile app in Cumberland.

WHO DO WE BROADCAST TO?

**THE RADIO STATION
FOR CUMBERLAND'S
COMMUNITIES,
CARLISLE AND
SURROUNDING AREAS
ON FM AND IN THE WEST
FROM SILLOTH DOWN
TO SEASCALE ONLINE**



BUT WHY RADIO?

RADIO REACHES MORE CUSTOMERS – IN THE HOME, IN THE CAR, AT WORK

Radio can connect with people throughout their day, no matter where they are.

RADIO IS ACTIVITY RELATED - REACHES PEOPLE WHILE THEY ARE DOING OTHER THINGS

People can listen to radio while multitasking, so your message reaches them during everyday activities.

RADIO CAN TARGET DIFFERENT GROUPS – TIMING IS ALL IMPORTANT

You can reach specific audiences by choosing the right shows, time slots, or stations.

RADIO HAS A MULTIPLIER EFFECT – HAS THE GREATEST RECALL OF ALL MEDIA

People tend to remember radio messages well, making your advertising more impactful.

RADIO IS COST EFFECTIVE – WHEN COMPARED TO OTHER MEDIUMS

Radio advertising delivers strong results without a high price tag.

RADIO IS TARGETED – HITS YOUR MARKET

Your ads can be directed to the exact audience most likely to buy your product or service.

RADIO BUILDS BRAND AWARENESS

Repeated exposure on radio helps people become familiar with and trust your brand.

WHY ADVERTISE WITH US?

Our community-funded, volunteer-run radio station is local to you, your business, your customers, and is warmly regarded as a true friend of the community. We offer affordable, cost-effective advertising designed especially for businesses that are new to radio, and we work hard to make your experience positive, professional, and genuinely profitable. Radio is a powerful way to build brand awareness, and with CRFM Radio, you can reach listeners who value and support local enterprises.



TAILORED CAMPAIGNS FOR EVERY BUDGET

We create the right campaign to suit your budget, delivering a message that resonates with our listeners — your future customers. Every advert is crafted to maximise impact and fit your goals.



SUPPORT FROM SCRIPT TO FINAL COMMERCIAL

From the first draft of your script to the finished on-air commercial, we guide you through each step. Our team ensures your sales or service message is clear, engaging, and designed to deliver the best possible results.



RECOMMENDED CAMPAIGN LENGTHS

Industry testing shows that a 13-week campaign delivers the strongest long-term impact, while a 4-week campaign is ideal for general retail promotions. Both options help build recognition and momentum with your audience.



COST-EFFECTIVE CRFM PACKAGES

CRFM offers an affordable advertising package that covers both recommended campaign lengths, giving you excellent value while helping your business connect with the communities.

AIRTIME CAMPAIGNS

Our three-tier airtime packages are designed to suit the level of contribution each sponsor wishes to commit to their campaign. Each option provides a structured balance of frequency, reach and value, ensuring you receive the outcome that best aligns with your promotional goals. The Bronze, Silver and Gold packages offer clear steps in coverage and impact, helping you choose the level that fits your needs and budget.



BRONZE (one month)

Entry level of four weeks price is below. 84 Total Audience Package. 30-second commercials broadcast **06:00-06:00** hours. 13 weeks is the industry-recommended period for a first-time advertiser.

Cost: £504.00



SILVER (one month)

Entry level of four weeks price is below. 112 Total Audience Package. 30-second commercials broadcast **06:00-06:00** hours. 13 weeks is the industry-recommended period for a first-time advertiser.

Cost: £672.00



GOLD (one month)

Entry level of four weeks price is below. 112 Daytime 30-second commercials broadcast spots **06:00-18:00** hours. 13 weeks is the industry-recommended period for a first-time advertiser.

Cost: £896.00

SPONSORSHIP

All of our on-air features and programmes (excluding news) are available for client sponsorship. Whether it's Traffic and Travel updates or The Breakfast Show, your brand can be highlighted through a tailored recorded tagline. If you don't see a sponsorship option that suits your needs, simply speak to us — we can create a bespoke opportunity for you. For a full overview of what you can sponsor, please contact our sales team.

COMMERCIAL PRODUCTION

For a single voiceover commercial with library music, the cost is **£120 + VAT**. This includes a professionally written script based on the information you provide, as well as the fully produced commercial.

Once you are happy with the script, our production team will create your commercial in our professional studios. You'll have the opportunity to listen to the finished version before it goes on air.

We can also produce a bespoke sung jingle for your company. This offers a distinctive sound on air and helps your brand stand out from other advertisers.





CRFM SOARS TO NEW HEIGHTS: LOCAL IMPACT REACHES RECORD LEVELS

CRFM is proud to announce record-breaking listening figures, demonstrating the station's unparalleled local influence. Data from the Real Audience Measurement System (Jan–March 2025) shows that CRFM now reaches an impressive average of 30,000+ listeners monthly throughout 2025 across Carlisle, Brampton, Longtown, Dalston, and Wigton.

With a regional population of 124,741 (East Cumberland Electoral Ward Population 2023), this means nearly one in three adults tunes in every four weeks in Carlisle & surrounding areas (West Cumbria not included at this time).

Over a 13-week period, our connection with these communities have become even more striking: half of all adults aged 16–65 in our region choose CRFM as their preferred station. This exceptional loyalty reflects not only the trust our listeners place in us but also the dedication of our team and the enduring power of communities-driven radio.

WHY PARTNER WITH CRFM?

As a community-run station, CRFM offers sponsors a unique opportunity to reach a deeply engaged, local audience. Our listeners rely on us for trusted content, authentic stories, and a voice that represents their community. Partnering with CRFM means your message is delivered where it truly matters - into the homes, cars, and lives of the people who shape our region.

CRFM: YOUR STATION. YOUR VOICE. YOUR COMMUNITY.

AM TO PM PROGRAMME

	12AM-2AM	2AM-3AM	3AM-5AM	5AM-7AM	7AM-9AM	9AM-11AM	11AM-12PM
MONDAY	MIDNIGHT VIBES ANDY COLEMAN	NON-STOP MIX	THE 3AM CLUB LIAM JANIAK	THE AM SHOW STEVEN ALLISON	BREAKFAST VAL ARMSTRONG	MID MORNING THOMAS CHANDLEY	COMMUNITY CORNER
TUESDAY	MIDNIGHT VIBES ANDY COLEMAN	NON-STOP MIX	THE 3AM CLUB LIAM JANIAK	THE AM SHOW STEVEN ALLISON	BREAKFAST VAL ARMSTRONG	MID MORNING THOMAS CHANDLEY	COMMUNITY CORNER
WEDNESDAY	MIDNIGHT VIBES ANDY COLEMAN	NON-STOP MIX	THE 3AM CLUB LIAM JANIAK	THE AM SHOW STEVEN ALLISON	BREAKFAST VAL ARMSTRONG	MID MORNING THOMAS CHANDLEY	COMMUNITY CORNER
THURSDAY	MIDNIGHT VIBES ANDY COLEMAN	NON-STOP MIX	THE 3AM CLUB LIAM JANIAK	THE AM SHOW STEVEN ALLISON	BREAKFAST VAL ARMSTRONG	MID MORNING THOMAS CHANDLEY	COMMUNITY CORNER
FRIDAY	MIDNIGHT VIBES ANDY COLEMAN	NON-STOP MIX	THE 3AM CLUB LIAM JANIAK	THE AM SHOW STEVEN ALLISON	BREAKFAST BEKAH FOWLER	MID MORNING DAVID MCNEILL	COMMUNITY CORNER
	12AM-2AM	2AM-3AM	3AM-5AM	5AM-7AM	7AM-10AM	10AM-1PM	1PM-3PM
SATURDAY	THE MIDNIGHT MIX RYAN JOHNSTONE	NON-STOP MIX	THE 3AM CLUB RICHARD RATTRAY	THE AM SHOW ESME ROSE	BREAKFAST ROB TIFFIN	SATURDAY LIVE PAUL JOHNSTON & TIM STEAD	SATURDAY SPIN LIAM MOORHOUSE
	12AM-3AM		3AM-5AM	5AM-7AM	7AM-9AM	9AM-11AM	11AM-1PM
SUNDAY	DANCE PARTY WEEKLY LEE EVEREST		THE 3AM CLUB BRIAN DORRANCE	THE AM SHOW KAREN ROLLASON	BREAKFAST CRAIG MCCARRON	SUNDAY MORNINGS STUART MORTIMER	SIMON WILLIAMS SHOW
	12PM-2PM	2PM-3PM	3PM-6PM	6PM-7PM	7PM-9PM	9PM-10PM	10PM-12AM
MONDAY	LATE LUNCH GIBSON FREEDMAN	NON-STOP MIX	DRIVE TIME PHIL - (DJ TUPPS)	EARLY EVENINGS SUMMER EVANS	RETRO YEARS MATT PETERS	INDIE ANTHEMS ALI VALENTINE	MOVIES & MORE PAUL DONALDSON (PD)
TUESDAY	LATE LUNCH GIBSON FREEDMAN	NON-STOP MIX	DRIVE TIME PHIL - (DJ TUPPS)	EARLY EVENINGS SUMMER EVANS	COUNTRY CLUB PAUL BRAITHWAITE	CUMBRIANA RUSS WITHEY	LATE SHOW EDIE MCCARRON
WEDNESDAY	LATE LUNCH GIBSON FREEDMAN	NON-STOP MIX	DRIVE TIME PHIL - (DJ TUPPS)	MIDWEEK MIC DROP SHAUN & BRENDON	MOWTOWN & SOUL PAUL BRAITHWAITE		LATE SHOW MATT GRAHAM
THURSDAY	LATE LUNCH GIBSON FREEDMAN	NON-STOP MIX	DRIVE TIME PHIL - (DJ TUPPS)	EARLY EVENINGS SUMMER EVANS	MENTAL HEALTH MATTERS WARREN THOMPSON	ROCK ANTHEMS SAM RICHARDS	LATE SHOW OLIVIA MULLAN
FRIDAY	LATE LUNCH GIBSON FREEDMAN	NON-STOP MIX	DRIVE TIME PHIL - (DJ TUPPS)	DANCE ANTHEMS LIVE & INTERACTIVE MARK MCLAUGHLIN	THE POP REWIND VICKI TODHUNTER		FRIDAY NIGHT DANCE PAUL CORDON (MORGAN KASIERA LAST FRIDAY)
SATURDAY		SATURDAY SPORT ANDY COLEMAN & WARREN THOMPSON		6PM-8PM DECADE EXPLOSION SID & KARIN	8PM-10PM MALLY CHUNG SHOW MALLY CHUNG	8PM-10PM	10PM-12PM SATURDAY SESH MARTIN CRICKET
SUNDAY	GOLDEN SUNDAY JOE COSTIN	RETRO CHART SHOW ANDY WOOD		TRUCK STOP BARRY PATRICK	THE SUNDAY SHOWCASE JOHN HASTINGS		SUNDAY LATE & LIVE LES GUNN



CRFM – THE RADIO STATION FOR COMMUNITIES.

At CRFM, we are proud to be your local community radio station, committed to serving you with all your radio marketing and advertising needs.

Our mission is to provide a friendly, professional service tailored to meet the unique requirements of our local communities. Whether you are looking to promote your business, share your message, or connect with the people around you, **CRFM is here to help.**



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CRFM WEBSITE

CRFM - CUMBERLANDS BETTER MUSIC MIX
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