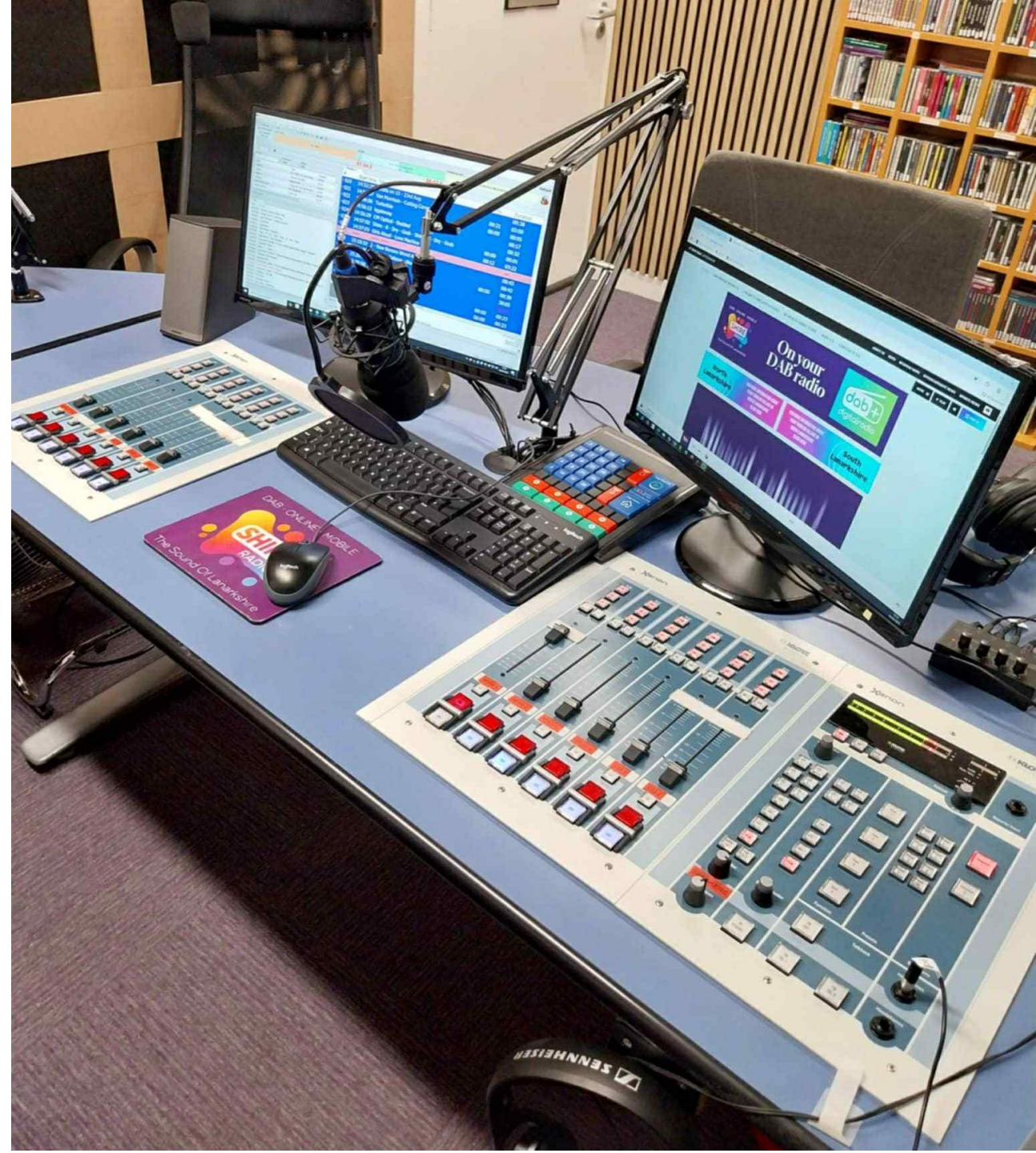




Welcome to
SHIRE RADIO
The Sound Of Lanarkshire
shireradio.co.uk



Who is Shire Radio



Based Coatbridge and Motherwell, we are the premier local radio provider dedicated exclusively to the people of Lanarkshire. We are the trusted voice connecting communities across both the North and South, offering a hyper-local alternative to national broadcasting.

We don't just broadcast to Lanarkshire. We live here!!! Our programming is curated to reflect the unique character of the region, ensuring your message resonates with a loyal, engaged, and local audience.



#PlayShireRadio



Shire Radio isn't just a station:
it's the heartbeat of the community.
We are reclaiming the airwaves for the
people, businesses, and stories of Lanarkshire.



#PlayShireRadio

Broadcast Area

**Our broadcast area covers Lanarkshire and some areas of south east Glasgow.
Reaching up to 300,000 homes via D.A.B**



Image: Mike Melvin

Some Of Our Shows



Tues - Thurs 11am – 1pm
Hits and Memories



Friday 7pm – 9pm
Football Talk



Saturday 10am – 12pm
Oldies



Saturday 8pm – 11pm
Party Anthems



Sunday 3pm – 5pm
Scottish Music



Sunday 7pm – 8pm
Country Music

#PlayShireRadio

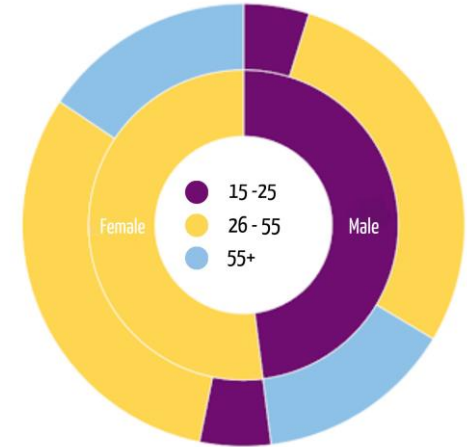
Our Reach



**Average listening
time of
90.3 minutes**



**Over 35,000 monthly
website visitors and
growing**



Scottish Government, March 2024 – most recent data available. Other data: Office for National Statistics

**Our listener demographic
matches the vibrant
Lanarkshire population**

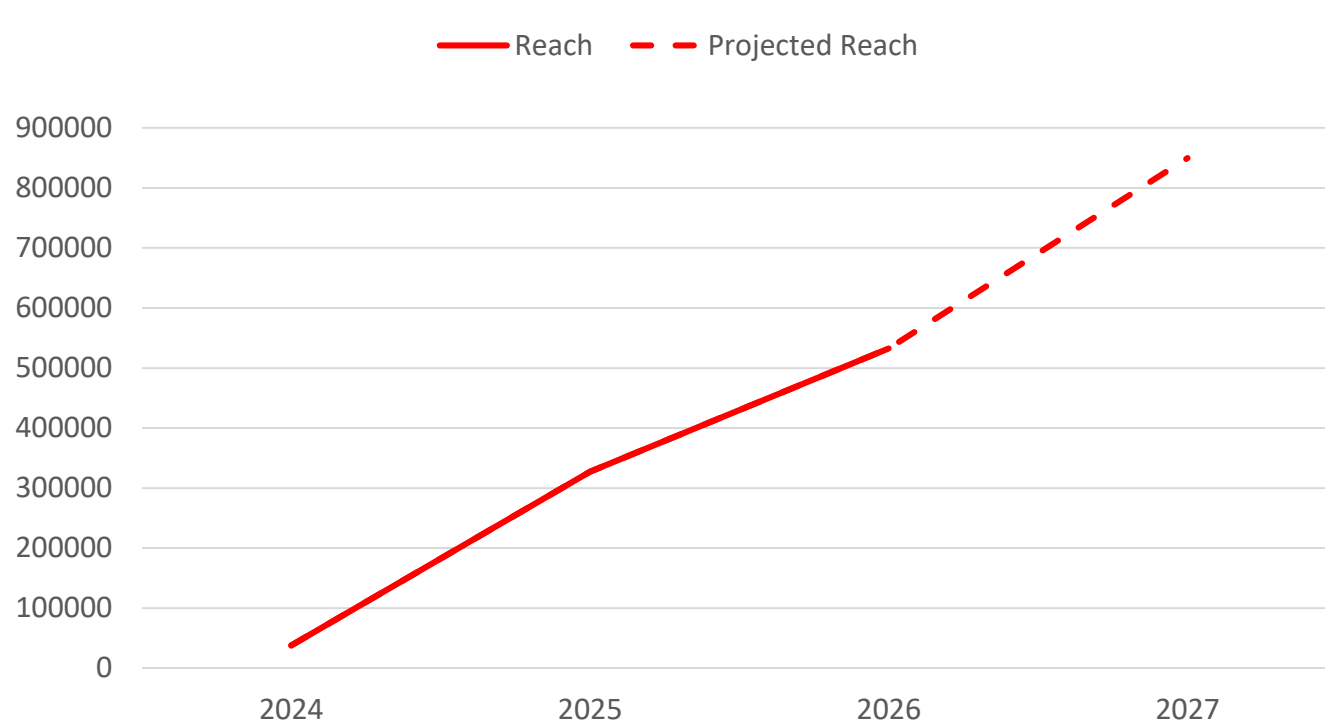
Now on DAB: giving your message a potential audience of over
300,000 listeners.

Shire Radio is your powerful new platform to engage with a massive,
growing audience in their homes, offices, and on the move.



#PlayShireRadio

Our Social Media Reach



facebook.com/shireradio



instagram.com/shireradio



x.com/ShireRadio25



tiktok.com/@shire.radio



twitch.tv/shireradio



youtube.com/@shiretvNL

Increase your exposure with Shire Radio:

- * Over 14,000% growth in social media listeners since 2024
- * Multiple, regular cross-platform, six figure reach – 500,000+ and counting
- * Gives your brand 142 x more visibility across Lanarkshire

#PlayShireRadio

Advertising Options

Show Sponsorship

Sponsor a Shire Radio show and have your advert aired 3 times per hour during the broadcast. Includes sponsor recognition across our network, website, and social media. Pricing: Available on request

Classic Radio Advertising

Promote your business across Lanarkshire with a 30-second radio advert airing 6 times daily.
Package: £450 + VAT for 12 months
Production for ad one off £50 + VAT

Business Directory Listing

Reach over 35,000 regular monthly site visitors with a cost-effective online listing.
Annual Fee: £150 + VAT
That is less than £3 per week

prices valid from 1st June 2026

Talk to us about getting your advert started or for more information, call...

Alec Nicol, on 01236 914 935 Or 07909 117 106

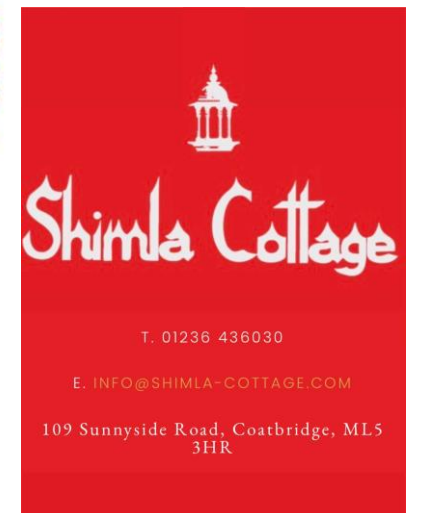
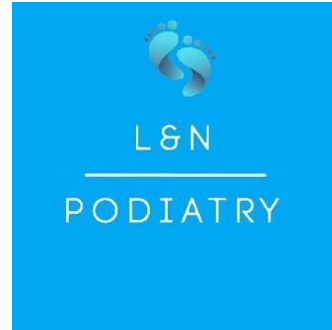
Alternatively Bill Kilgour on 07824 594 754

Email: sales@shireradio.co.uk

Shire Radio getting your business out to our Lanarkshire audience.

#PlayShireRadio

Brands we have worked with...



#PlayShireRadio

Where can you tune in?



D.A.B



shireradio.com



Alexa



App



Radio Player

Follow us on our social media.



youtube.com/@shiretvNL



instagram.com/shireradio



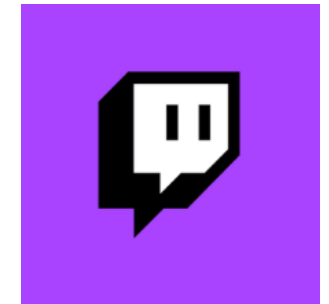
facebook.com/shireradio



tiktok.com/@shire.radio



x.com/ShireRadio25



twitch.tv/shireradio