



ON THE WAVES OF SUCCESS:

# THE SOUND OF THE COSTA

**+** MAXIMIZE YOUR  
IMPACT WITH THE  
MEDIA NETWORK  
OF THE COSTA

**MEDIA PACK 2025**





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# NICE TO MEET YOU!



## Who are we?

**The Sound Of The Costa** is a powerful alliance between 'Costa Blanca Radio' in Costa Blanca North, 'Radio Costa' in Costa Blanca South and 'Feel Good Radio' on the Costa del Sol.

Targeting an international audience of both locals, expatriates, and winter visitors, this collaboration provides a unique platform for advertisers. With multilingual programs, **The Sound Of The Costa** appeals to diverse demographics. The stations combine non-stop music with news updates, both international and local, in multiple languages.

The commercial potential of **The Sound Of The Costa** is impressive. Advertisers have the opportunity to showcase their brands to a

broad international audience and local Spanish-speaking communities. This collaboration offers direct access to a varied listener base, making it a strategic choice for advertisers looking to shine in these sunny radio landscapes.

## What do we do?

**The Sound Of The Costa** primarily offers media exposure on the radio. This can be through radio advertising, program sponsorship, etc.

Additionally, through our partners, we offer a wide range of other marketing options, such as advertising in print media, website banners, social media attention, and video production.



THE SOUND OF THE COSTA

SPAIN

Where do we broadcast?  
The Sound Of The Costa is a media network primarily focused on two regions along

DISTRIBUTION:

○ FM

○ DAB+



FM 97.6 JÁVEA  
FM 101,5 BENIDORM  
DAB+  
CASTELLÓ DE LA PLANA - VALENCIA - DÉNIA

**FeelGood Radio**  
COSTA DEL SOL 106 & 106.8 FM

FM 106.0 MALAGA  
FM 106.8 MARBELLA

**Radio Costa**  
105.5 FM - DAB+

FM 105.5 TORREVIEJA  
DAB+  
BENIDORM - MOJÁCAR



**COSTA DEL SOL**

■ MALAGA  
■ MARBELLA

■ ALMERÍA

■ MOJÁCAR

■ CARTAGENA

■ TORREVIEJA

■ ALICANTE

■ BENIDORM

■ DÉNIA

■ GANDIA

■ VALENCIA

■ CASTELLÓ DE LA PLANA

COSTA CALIDA

COSTA BLANCA

COSTA DEL AZAHAR

# THE POWER OF RADIO

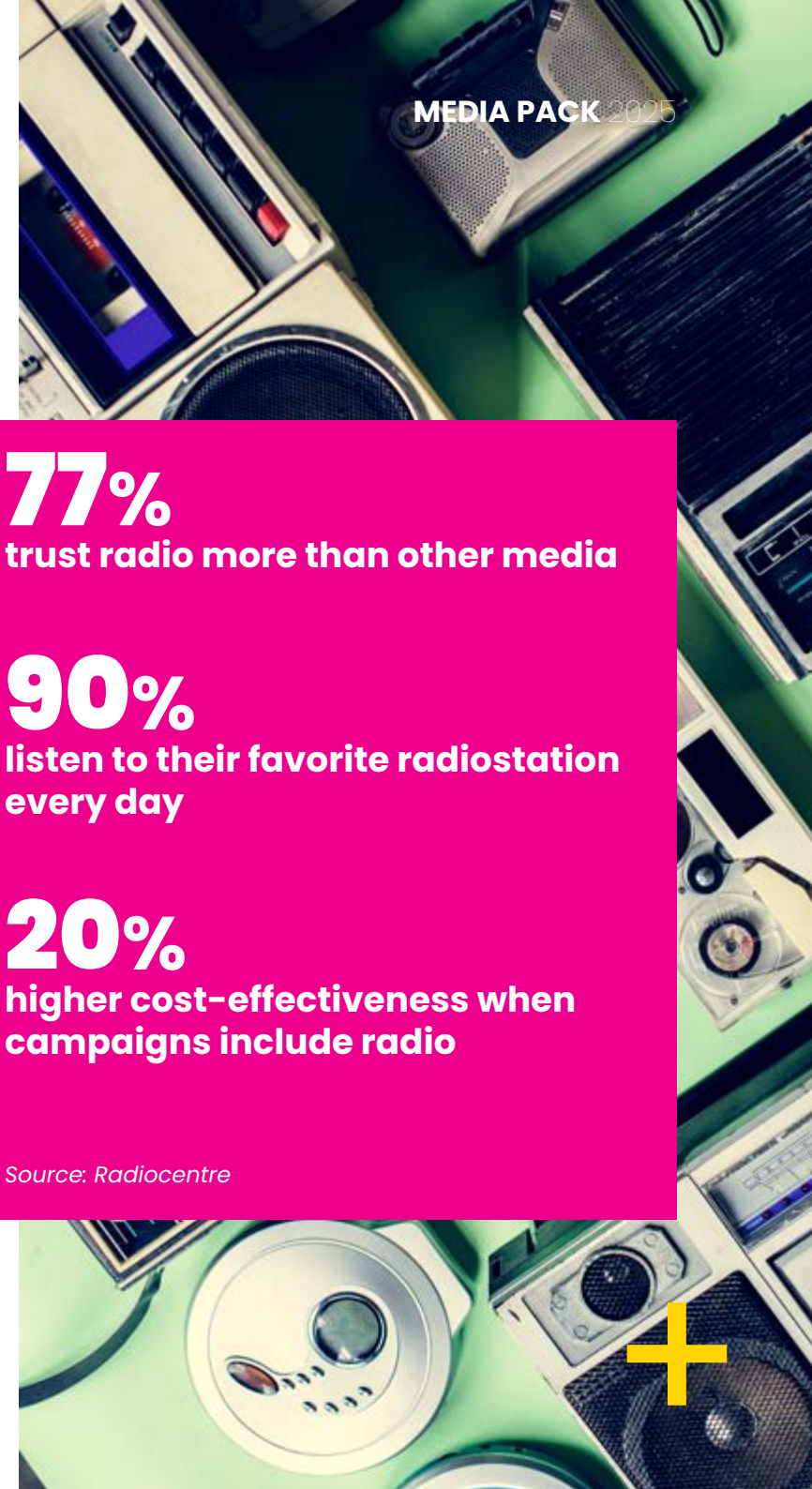
**R**adio should be an integral part of every marketing strategy. Discover how your company can harness the power of radio.

The immediacy of radio makes it an ideal medium for special offers and price promotions, as well as an excellent platform from which new businesses and products can be launched. People listen to the radio to find out what's happening in their community, and advertisers can gain support and exposure for their products by being part of this programming.

Radio provides consistent coverage throughout the year, unlike the noticeable drop in television viewership during the summer. The medium generates response, especially online. Recent joint research\* has shown that at any given time, one-fifth of internet users are listening to the radio. They are therefore just one click away from interacting with your website! Radio advertising has the lowest level of ad avoidance compared to other media.

It is relatively fast, easy, and inexpensive to produce a radio advertisement.

*\*Source: Radio Marketing Bureau & Western International Media*



**77%**  
trust radio more than other media

**90%**  
listen to their favorite radiostation every day

**20%**  
higher cost-effectiveness when campaigns include radio

*Source: Radiocentre*





# NETWORK





# COSTA BLANCA RADIO

**C**osta Blanca Radio is the longest-standing radio station on the Costa Blanca, primarily targeting Dutch, Flemish and English speakers along the coast. The precursor of the current station came into existence in 1999, thus demonstrating *Costa Blanca Radio's* legitimacy for 25 years.

## Music Format

The Classic Hits format characterizes the target audience of listeners aged between 35 and 75 years old. The station's branding and commercials are broadcasted in multiple languages, reflecting its international audience.

The radio station was founded by Erik de Zwart (known from TROS, Radio 538 and Radio Veronica) and Rick van Velthuysen (known from AVRO, Radio Veronica, and NPO Radio2), prominent names in the Dutch radio scene. Additionally, Bart van Leeuwen (known from Radio Veronica and NPO Radio5) is among the contributors to the station.

## Morning Show

*Costa Blanca Radio* is the only station in the region with a daily presented morning show in Dutch. Furthermore, Erik de Zwart hosts the regional agenda several times a day and news is broadcasted every half hour, in both Dutch and English.

The station, with its carefully curated music mix, primarily targets Dutch, Flemish and Britons.



## REGION:

**Costa Blanca North**

## FREQUENCIES:

**Jávea FM 97.6**

**Benidorm FM 101.5**

**Castelló de la Plana - Dénia DAB+**

## DEMOGRAPHICS: CITIES AND RESIDENTS

**Benidorm: 72.184**

**Dénia: 45.893**

**Villajoyosa: 36.098**

**Jávea: 30.249**

**El Campello: 30.158**

*Costa Blanca Radio* has a potential service area of over 400.000 residents. During the summer period, this increases to over 2 million.

Source: Instituto Nacional de Estadística, Madrid



# RADIO COSTA

REGION:

**Costa Blanca South**

FREQUENCIES:

**Torre Vieja FM 105.5**  
**Benidorm-Mojácar DAB+**

DEMOGRAPHICS: CITIES AND RESIDENTS

**Torre Vieja: 89.729**  
**Almoradí: 21.775**  
**Rojales 17.389**  
**Guardamar del Segura 17.284**

*Radio Costa has a potential service area of over 380.000 residents. During the summer period, this increases to over 1.8 million.*

*Source: Instituto Nacional de Estadística, Madrid*

**R**adio Costa has been in existence for over 12 years, emerging in the summer of 2010. The idea was developed throughout that year into a radio station for a broad audience. *Radio Costa* targets Dutch, Belgians, French, Germans, and English speakers along the coast.

The radio station was founded by Patrick Jouretz, who had years of experience in Flanders with his work for various chain radio chain, including Radio Contact.

### Music Format

With a Classic Hits format, *Radio Costa* primarily targets listeners aged between 35 and 75 years old. The branding of the radio station and commercials are broadcasted in multiple languages, reflecting its international audience.

### DAB+

Recently, *Radio Costa* has started broadcasting via the digital DAB+ network, resulting in a significant increase in broadcasting range.

### Magazines

In addition to a radio station, *Radio Costa Media*, the company behind *Radio Costa*, operates several magazines. For Dutch speakers, there is *Costa Blik*. This magazine serves the thousands of Dutch-speaking residents and tourists, both Dutch and Flemish, in the region. *Costa Blik* magazine is published quarterly and has a circulation of 7000 copies.

For the French-speaking readership, the magazine is available under the name *Coup D'Oeil*.





# FEEL GOOD RADIO

In 2019 Marc Collenteur founded *FeelGood Radio*. The radio station has now been in existence for 5 years and focuses primarily on Dutch, Belgians and English speakers on the Costa del Sol.

## Music Format

Just like on the other radio stations in **The Sound Of The Costa** network, *FeelGood Radio* plays a “Feelgood Classic Hits” music mix for listeners in the age group between 35 and 75 years old. The branding of the radio station and commercials are broadcast in multiple languages, reflecting its international audience.

## Programs

On *FeelGood Radio*, you'll hear all about the Costa del Sol and the music, as sunny as the coastline, makes listeners sing along.

*FeelGood Radio* presents “My Place Under the Sun” every Wednesday evening between 21:00 and 22:00 with Olivier Dykmans from *AbraCasaBra Real Estate*. Olivier tells you what's involved in buying or selling a house in Spain, but also provides information on how to choose a location and everything about solar panels, water systems, and legislation.



**COSTA DEL SOL 106 & 106.8 FM**

REGION:

**Costa del Sol**

FREQUENCIES:

**Malaga FM 106.0**

**Marbella FM 106.8**

DEMOGRAPHICS: CITIES AND RESIDENTS

**Malaga: 587.068**

**Marbella: 156.153**

**Velez Malaga: 82.364**

**La Cala de Mijas: 76.362**

**Fuengirola: 75.396**

Officially, nearly 300,000 foreigners reside on the Costa del Sol, approximately 18% of the population. In some coastal towns, such as Mijas and Marbella, foreigners make up almost half of the residents.

*FeelGood Radio* has a potential service area of over 1.8 million residents. During the summer period, this increases to over 4.5 million.



<b>35.000</b> Monthly readers	<b>12.000</b> Facebook followers	<b>1575</b> YouTube followers
<b>Target audience:</b>		<b>Dutch readers and listeners</b>

**O**n *BenidormNieuws.nl* you can read news and information from Benidorm and the Costa Blanca.

The website's editorial team also produces video reports and receives press releases from the Benidorm municipality and surrounding areas. Additionally, *BenidormNieuws* creates corporate films.

*BenidormNieuws.nl* was established in June 2018. On average, about 35,000 readers visit the website per month, and 12,000 people follow *BenidormNieuws* via the Facebook group and page. The YouTube channel has 1575 followers.

**NewsRadio**

Since February 2024, radio broadcasts have started: *Benidorm NieuwsRadio*, featuring the tastiest hits and classics. In addition, you'll hear short news reports from the Costa Blanca. The station can be listened to via the TuneIn app and is available through music systems that support internet radio. The radio player can also be listened to via *BenidormNieuws.nl*.

Furthermore, the company intends to broadcast this year to the Costa Blanca North via DAB+.

***BenidormNieuws on Costa Blanca Radio***

Patrick Mulder, initiator and driving force behind *BenidormNieuws*, can be heard every Thursday morning on the *Costa Blanca Radio Morning Show* with the latest news from the Costa Blanca.

BENIDORM  
NIEUWS





# ADVERTISING OPPORTUNITIES



# ADVERTISE ON THE RADIO

**T**he great strength of **The Sound Of The Costa** is that you can advertise not only on a single radio station but that you have a whole media network at your disposal. The radio stations are an important part of that.

When it comes to radio advertising, there are various options. It is possible to have a commercial produced and broadcasted on one or more radio stations in the network. The strength of this lies in repetition. Throughout the duration of the campaign, this radio ad will air a desired number of times per day in the commercial breaks. These are usually spoken spots of 15–25 seconds.

But also sung radio commercials are possible. A sung radio ad is catchy and often stays longer in the listener's brain.

## Billboarding

You can also choose to associate your brand name with one or more fixed programs or program segments that are heard on the radio station(s). Sponsoring programs is also called Billboarding. It is cheaper, but it offers significantly less space for a substantive advertising message. However, it is an effective way to bring a brand name to the attention for a long time.

## RADIO ADVERTISING...

- + ACTIVATES
- + GAINS PUBLICITY
- + ENHANCES YOUR IMAGE
- + INSTILLS CONFIDENCE
- + INFORMS
- + STIMULATES NEED
- + ASSOCIATES
- + BREAKS HABITS
- + REACHES NEW AUDIENCES
- + STIMULATES PURCHASE DESIRE





THE SOUND OF THE COSTA

# ADVERTISE IN PRINT

In addition to radio, **The Sound Of The Costa** offers the opportunity to advertise in magazines. The quarterly magazines *Costa Blik* and *Coup d'Oeil*, with a circulation of at least 7000 copies per title, are distributed in Costa Blanca South through over 130 distribution points.

The magazines offer a wide range of interesting articles, including local and regional information, seasonal events, useful addresses and phone numbers, tourist attractions, a cultural calendar and a Spanish lesson in every issue.

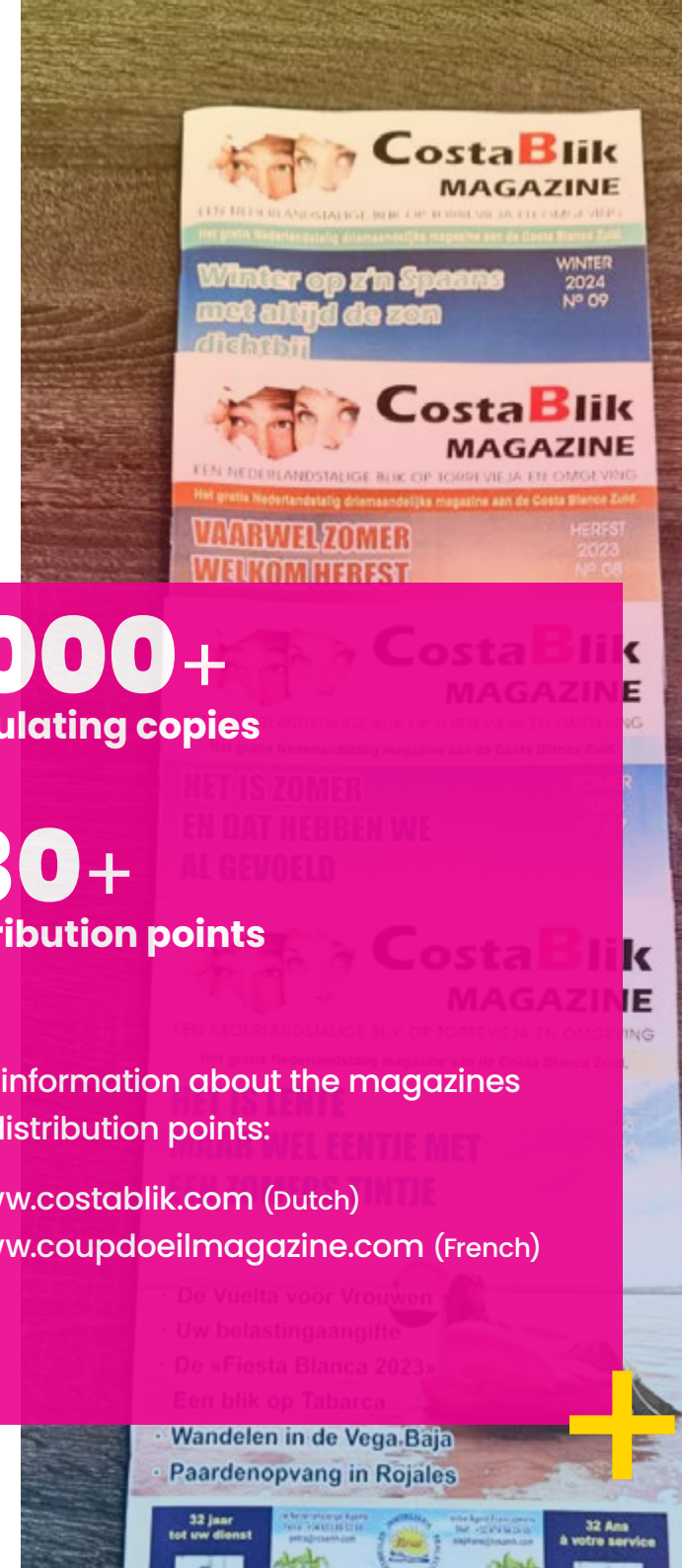
*Costa Blik* serves the thousands of Dutch-speaking residents and tourists, both Dutch and Flemish, in the region.

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For the French-speaking readership, the magazine is available under the name *Coup D'Oeil*. *Coup D'Oeil* is currently the only standard magazine in French that has been distributed in the Torrevieja region and beyond since July 1, 2018.

### **Costa Blik and Coup D'Oeil also in North Costa Blanca**

Both *Costa Blik* and *Coup D'Oeil* will also be distributed in Costa Blanca North by mid-summer 2024. This will significantly increase the reach of both titles.



**7000+**  
Circulating copies

**130+**  
Distribution points

More information about the magazines and distribution points:

[www.costablik.com](http://www.costablik.com) (Dutch)

[www.coupdoeilmagazine.com](http://www.coupdoeilmagazine.com) (French)

- De Vuelta voor Vrouwen
- Uw belastingaangifte
- De «Fiesta Blanca 2023»
- Een blik op Tabarca
- Wandelen in de Vega Baja
- Paardenopvang in Rojales

32 jaar tot uw dienst

32 Ans à votre service

# ADVERTISE ONLINE



It can get even more powerful! In addition to advertising on **The Sound Of The Costa's** radio stations and in the magazines, there are also opportunities to advertise online through this media network.

The largest platform in this network is BenidormNews, which attracts over 35,000 unique readers monthly with daily new posts, stories, and reports from the Benidorm region and the Costa Blanca. As such, the news website is a significant player in the online media landscape and serves a large community of Dutch speakers in the area.

Additionally, the websites and social media channels of the radio stations are well-visited and followed. There are also opportunities here to enhance the impact of your marketing campaign.

### **Radio, print and online: a powerful combination!**

By combining advertising on the radio, in print media, and on websites and social media channels, a media force is created that is unparalleled. Especially considering the enormous reach of our collective titles.

Advertising can, of course, be done across the entire network, but advertising in a specific region or through specific channels is also possible.





# INTERESTED? GET IN TOUCH!

## The Sound Of The Costa

Would you like to advertise in multiple regions?  
Contact René Visschers via [sales@thesoundofthecosta.com](mailto:sales@thesoundofthecosta.com)  
or phone René via +31 6 16 57 11 79

[www.thesoundofthecosta.com](http://www.thesoundofthecosta.com)



THE SOUND OF THE COSTA IS A PARTNERSHIP BETWEEN:



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