



Southern FM Sponsorship Packages 2026

88.3 Southern FM broadcasts to the Bayside and southern suburbs of Melbourne, with a population of more than 588,000. Based on the latest audience research by the Community Broadcasting Association of Australia (CBA) in 2025, 23% of people in the greater Melbourne region listen to Community Radio each week. When this survey result is applied to our broadcast region, Southern FM reaches a potential cumulative audience of 135,000 (weekly).

Southern FM also has regular listeners outside our FM broadcast region via our website livestream or the *CommunityRadioPLUS* app for smart phones and tablets.

Our broadcast area covers the Bayside and southern suburbs of Melbourne, extending from St Kilda to Mordialloc and Malvern to Clayton. Our sponsors' messages reach listeners who are well-placed in terms of household disposable income, as well as having an interest in their local community.

88.3 Southern FM is one of the most diverse stations in Melbourne with a wide variety of programs broadcast 24 hours a day. Our music shows cover genres catering to almost every taste from Top 40, Classical, Blues, Jazz, Alternative, 60's, and RnB to name a few. Our talk shows focus on topics as varied as local news, sport, health, astronomy, comedy and the arts. The station's primary focus is on local and Australian content, to give exposure to Australian musical talent. Our volunteer presenters and their guests discuss issues affecting local people. Southern FM also has several programs in languages other than English, serving their respective communities.

88.3 Southern FM offers a cost effective and affordable medium to reach your potential clients. With total on-air sponsorship limited to a maximum of five minutes per hour, your message will stand out and be noticed by the listener, giving it a higher impact than on commercial radio.

These days, radio stations use online and digital platforms to complement their broadcast. Southern FM has covered all angles, with a strong social media presence, live streaming, Radio on Demand, and podcasting. Our combined online efforts amount to roughly a further 300,000 plays per year of either entire shows, or snippets of audio. Our online social networks are highly engaging and frequently updated with the latest information about Southern FM.

Below are our Sponsorship Packages, but we're happy to discuss tailoring a campaign to your specific needs. For further information on sponsorship opportunities, email: **sponsorship@southernfm.com.au**

Your sponsorship directly supports the valuable asset that is local community radio and the operation of 88.3 Southern FM.

- Southern FM Board of Management



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Sponsorship Package Details

All rates are GST Free

Package	Major 12 months	Platinum 12 months	6-month 6 months	3-month 3 months	4 weeks 1 month	Single Show 12 months	Single Show 6 months
Rate	\$3,850	\$2,500	\$1,500	\$820	\$495	\$550	\$350
Spots per week	70 x 30 sec	40 x 30 sec	39 x 30 sec	37 x 30 sec	35 x 30 sec	2 x 30 sec per hour	2 x 30 sec per hour
Broadcast Airtime	3,640 per annum	2,080 per annum	1,014 for 6 months	444 for 3 months	140 for 4 weeks	280 per annum	104 for 6 months
Rate per play	\$1.06	\$1.20	\$1.47	\$1.84	\$3.54	\$2.64	\$3.67
Rotation	6am-11pm	6am-11pm	6am-11pm	6am-11pm	6am-11pm	Single Show	Single Show

- Bonus spots included free of charge between Midnight and 6 AM
- Packages include scripting and production of sponsorship announcements.

If you have a specific spend or would like some flexibility, our Sponsorship Manager will develop a customised package to suit your needs.