



THE RADIO GROUP

MEDIA FACTS

Private local radio stations in Rhineland-Palatinate, Saarland, Brandenburg and Hesse

The Radio Group is an independent, owner-managed media group that operates 17 market-leading local radio stations in Germany. With around 1.5 million regular listeners and over 6,000 successfully implemented radio campaigns, it is an established partner for targeted and efficient radio advertising. Our programs are created with passion and proximity to the region, our local presence and a strong local connection make us the voice of the people.

In addition to excellent media planning, we offer comprehensive services - from creative conception and spot production to targeted broadcasting and documentation. Our team consists of experienced experts with decades of media experience, who work together to implement every assignment with competence and commitment.

With high-end production capacities and a network of the best speakers, we are one of the leading producers of radio advertising in the German-speaking world.

OUR RANGE



1,449,000
Total cume



939,000
Listeners per day

Source: MA Audio 2025/I, HpT Mo-Fr, WHK Mo-So

In Rhineland-Palatinate, Saarland, Brandenburg and Hesse

The following 18 stations can be booked via The Radio Group:

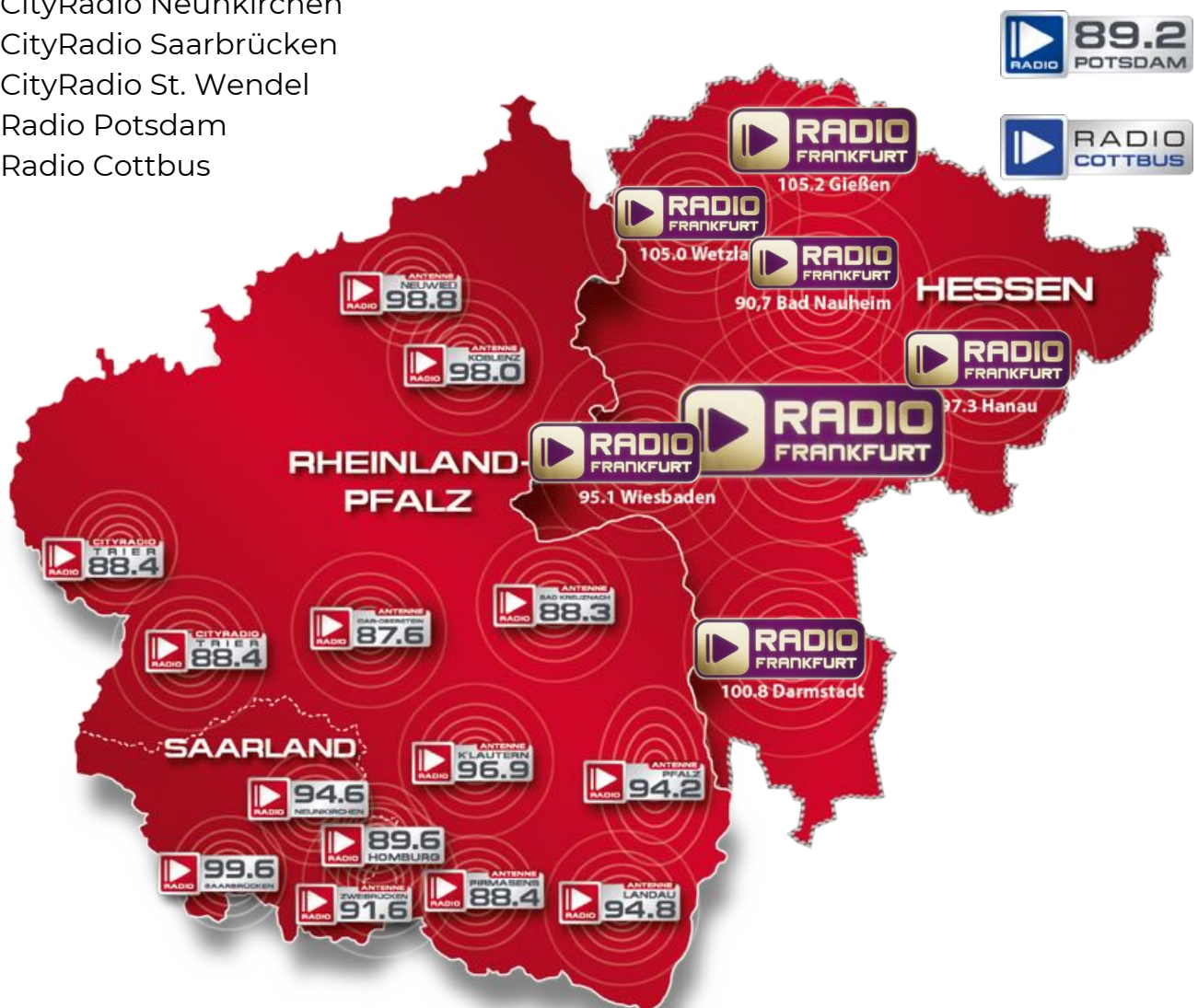
- Radio Frankfurt
- Antenne Koblenz
- Antenne Bad Kreuznach
- Antenne Idar-Oberstein
- Antenne Pfalz
- Antenne Landau
- Antenne Kaiserslautern
- Antenne Pirmasens
- Antenne Zweibrücken
- Antenne Trier
- CityRadio Saarlouis
- CityRadio Homburg
- CityRadio Neunkirchen
- CityRadio Saarbrücken
- CityRadio St. Wendel
- Radio Potsdam
- Radio Cottbus



Radio Holiday

Radio Holiday is a national program that broadcasts in NRW, Saxony, Thuringia, Saarland, Berlin and Brandenburg via DAB+.

Additionally via APP and web



Social Media

Social Media and Homepages

The integration on our social media channels and on our homepages takes place after consultation with the individual broadcasters.

Social Media

- CityRadio Saarland
- Antenne Kaiserslautern
- Antenne Pfalz
- Antenne Landau
- Antenne Trier
- Antenne Bad Kreuznach
- Antenne Koblenz
- Radio Frankfurt
- Radio Cottbus
- Radio Potsdam
- Radio Holiday



75,837



137,317

Advertising opportunities

- Posts
- Reels

The actual reach achieved is many times higher than the pure number of followers. The post/reel insights can be requested if required.

Websites

- www.cityradio.saarland.de
- www.antenne-kl.de
- www.antenne-landau.de
- www.antenne-trier.com
- www.antenne-kh.de
- www.antenne-koblenz.de
- www.radiofrankfurt.de
- www.radio-cottbus.de
- www.radio-potsdam.de
- www.radioholiday.de

Advertising opportunities

- Banner
- Competition forms
- Video