



Sponsorship 2026

PITCH DECK

Connecting Businesses with Community

Since 1975 | Trusted Local Media

Newcastle • Lake Macquarie • Hunter • Port Stephens

WWW.2NURFM.COM.AU



Welcome To Our Community

Community connection that drives consideration and action

2NURFM listeners don't just listen... *they trust the station*

Sponsorship aligns brands with:

- credibility
- local relevance
- long-term brand recall

Why 101,000 Listeners Aged 55+ Matters

2NURFM is the Number 1 station for 55+ listeners

Financial Decision-Makers

55+ listeners typically:

- Own their homes
- Have lower debt
- Control household spending decisions
- They make considered, high-value purchases

Benefit to businesses:

- ✓ Strong purchasing power
- ✓ Shorter decision chains
- ✓ Higher conversion potential

Loyal & Brand-Conscious

• This audience values:

- Familiarity
- Reputation
- Trust
- They stick with brands that treat them well

Benefit to businesses:

- ✓ Long-term customers
- ✓ Repeat business
- ✓ Word-of-mouth recommendations

High Media Engagement

55+ listeners:

- Listen longer
- Listen more frequently
- Are less likely to skip or ignore messages
- Radio is a preferred and trusted medium

Benefit to businesses:

- ✓ Higher message retention
- ✓ Strong brand recall
- ✓ Consistent exposure

In-Market for Key Categories

This audience is actively spending on:

- Home improvement & renovations
- Health, wellbeing & mobility
- Travel & leisure
- Automotive
- Financial & professional services
- Lifestyle and leisure experiences

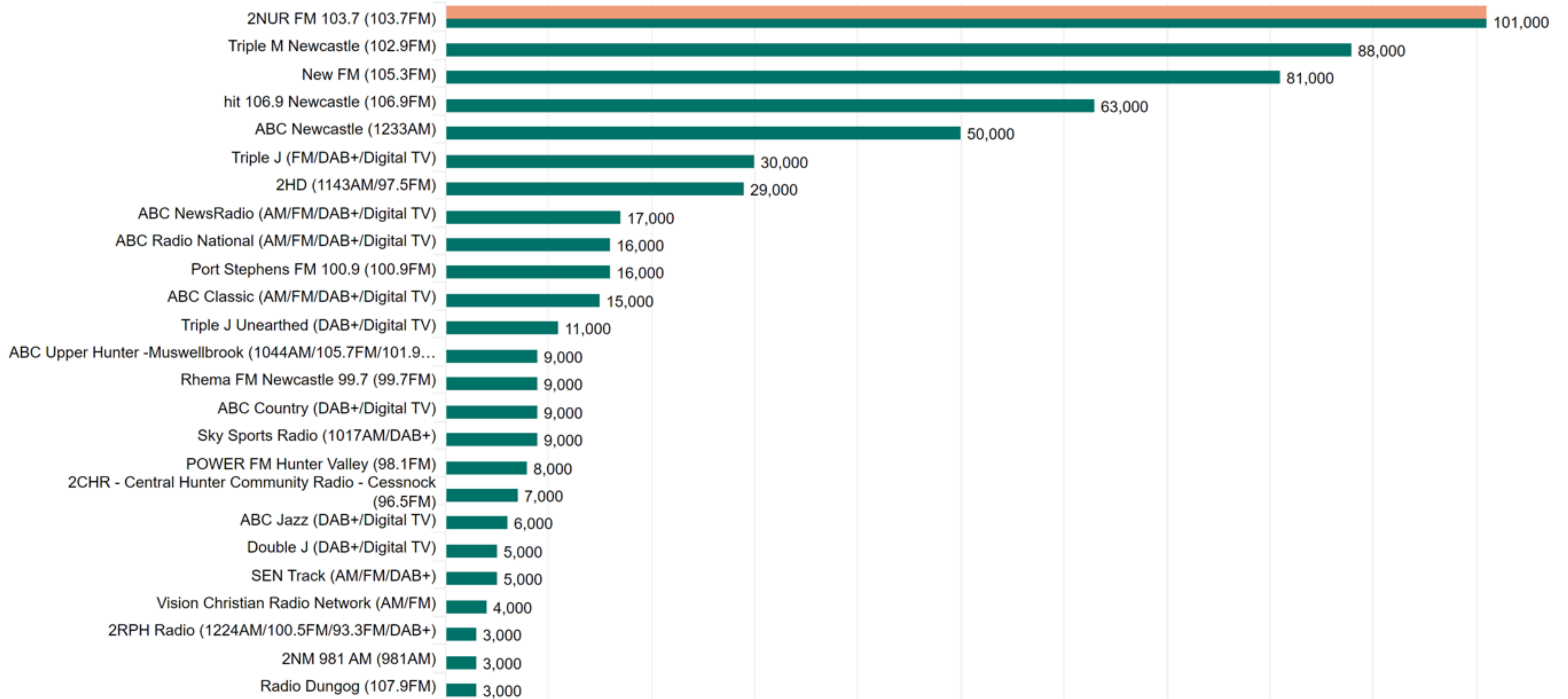
Benefit to businesses:

- ✓ Direct relevance
- ✓ High intent audience

101,000 engaged decision-makers who listen, trust and act.



MONTHLY MARKET REACH - TOP 25



Base: 158

Time Spent Listening = Time Spent Remembering

2NURFM listeners spend an average of 11.9 hours per week listening

High Attention, Not Background Noise

- 11.9 hours per week means listeners choose 2NURFM as a regular companion
- Long listening sessions build familiarity and trust
- Messages are heard in full, not skipped or scrolled past

Low Clutter = High Impact

- Licensing restrictions limit sponsorship messages to a maximum of 5 minutes per hour
- Fewer sponsors on air at any one time
- Each sponsor stands out clearly

Repetition Without Fatigue

- Extended listening across the week allows messages to be heard multiple times
- Reinforces brand recall naturally
- Consistency builds confidence, not irritation

More Share of Voice

- Less competition within each hour
- Sponsorship messages are more noticeable and memorable
- Brands aren't lost in a crowded commercial environment

What This Means for Businesses

- ✓ Higher message recall
- ✓ Stronger brand familiarity
- ✓ Less competition for attention
- ✓ Better value for sponsorship investment

101,000 engaged decision-makers who listen, trust and act.



Todd Sergeant

Breakfast
with Todd
Sergeant
offers
sponsors
trusted
reach, strong
engagement
and daily
connection
with a loyal
local
audience.

Breakfast | 6am–9am | Mon - Fri
82,000 listeners start their day with Todd

Todd Sergeant anchors 2NURFM Breakfast, delivering a trusted, high-engagement environment where local voices, conversation and music come together every morning.

Why Breakfast with Todd Works for Sponsors

High Reach, High Habit

82,000 listeners tuning in across the morning peak
Daily, routine listening builds strong brand recall

Trusted Local Voice

Well-known and highly respected local personality
Strong credibility with Newcastle and Hunter listeners
Messages are heard in a trusted, familiar environment

Local Content That Connects

Local subjects and community conversation
Facebook topics that spark real listener interaction
Birthday Calls that create personal moments on air

Regular, Valued Segments

On This Day with Kev Kellaway
Finance Report
Tech Guy
Flying with Captain Phil
Sport updates:
NRL with Steven Reid
A-League with Andy Roberts

Engaged Audience

Strong listener interaction on air and online
Loyal breakfast audience that listens daily, not casually
Music-led format with conversation that feels natural and inclusive



Mark Rorke

Mornings | 9am–12pm | Mon - Fri

85,000 listeners stay informed and engaged each morning

Mark Rorke hosts 2NURFM Mornings, delivering intelligent conversation, trusted interviews and local insight that keeps listeners connected to what matters — locally, nationally and globally.

Why Mornings with Mark Rorke Works for Sponsors

Mornings with Mark Rorke delivers credibility, depth and trusted influence in a highly attentive listening environment.

High Reach, Strong Engagement

85,000 listeners across the mid-morning daypart
Longer listening periods ideal for message absorption

Credible, Informed Conversation

Daily interviews covering today's key topics:

- Politics and public affairs
- Money matters
- Health and wellbeing
- Conversations that go deeper than headlines

Respected Journalism & Authority

- Interviews with experts, industry leaders and commentators
- Regular discussions with local and federal politicians
- Known for asking the hard questions and pushing boundaries

Strong Local Focus

- Coverage of events and issues across local LGAs
- Spotlight on community initiatives and regional stories
- Reinforces trust and relevance for local sponsors

Signature Segments Listeners Value

- Coffee Break — exploring the stories behind solo artists and bands
- The Passing Parade with John Doremus — a compelling series of 130 short tales reflecting on life, history and human experience



Kev Kellaway

Drive with
Kev Kellaway
delivers
trusted
reach, high
engagement
and strong
daily
relevance at
a key
decision-
making time
of day.

Drive | 4pm–7pm | Mon - Fri
67,000 listeners rely on Drive to get home

Kev Kellaway hosts 2NURFM Drive, providing timely information, entertainment and trusted companionship during one of the busiest parts of the day.

Why Drive with Kev Kellaway Works for Sponsors

Essential, Habit-Driven Listening

67,000 listeners tuning in during the afternoon commute
A must-listen while driving home or waiting for loved ones to arrive safely

Local Information That Matters

- Up-to-date local traffic updates
- Tomorrow's weather report to help listeners plan ahead
- Content designed for real-life, everyday needs

Highly Engaged, Active Audience

Listened to while:

- Driving the kids to after-school activities
- Organising dinner
- Transitioning from work to home
- Strong presence in-car and at home

Signature Engagement Segment

- Quizzical — 2NURFM's most engaged call-in segment
- Listeners ring in to answer general knowledge questions
- Creates excitement, familiarity and repeat listening

Trusted & Recognisable Voice

- Kev Kellaway is a highly respected announcer
- Well known across the community
- Distinctive, instantly recognisable voice
- Long-standing NBN voice-over talent

Gardening Talkback

with Judy and Scott Sharpe

Mondays | 12pm–1pm

One of 2NURFM's most engaged call-in programs

The Lifestyle Show brings expert advice, humour and genuine connection to the airwaves, with a much-loved mother and son duo that listeners know, trust and actively participate in.

Why the Lifestyle Show Works for Sponsors

Exceptional Listener Engagement

One of the station's highest call-in programs
Listeners phone in live with gardening questions
Strong appointment listening every Monday

Trusted Expertise

Judy Sharpe is a well-known and respected gardening authority
Former owner of Sharpe's Nursery
Long-time supporter and sponsor of 2NURFM
Deep credibility built over decades in the community

Personality That Connects

Judy's cheeky wit and infectious personality
Entertaining banter with the announcer
Makes even non-gardeners want to tune in
A feel-good program that puts a smile on listeners' faces

Next-Generation Knowledge

Scott Sharpe, Judy's son, brings clear, confident advice
Career change to law, with a sharp, analytical approach
Deep gardening knowledge passed down from his mother
Answers even the hardest questions with confidence and clarity

Perfect Sponsorship Alignment

Ideal for:

Gardening & outdoor living
Home improvement
Lifestyle, health and community-focused businesses
Sponsorship feels natural, helpful and trusted

Ask your sales rep
about sponsoring
Gardening Talkback

The Lifestyle Show with Judy and Scott Sharpe offers sponsors trusted expertise, outstanding listener engagement and genuine community connection.



Health Naturally

with Denis Stewart

Tuesdays | 12pm–1pm

Trusted natural health insight from one of Australia's most respected voices

Health Naturally is a must-listen program, offering informed, balanced and thoughtful discussion around natural health, wellbeing and complementary approaches to care.

Why Health Naturally Works for Sponsors

Highly Engaged, Purpose-Driven Audience

- Strong appointment listening every Tuesday
- Listeners actively seeking reassurance, understanding and informed options
- High trust environment for thoughtful, wellbeing-focused messaging

Nationally & Internationally Respected Expertise

- Denis Stewart is widely recognised as one of Australia's leading naturopaths
- Highly regarded both nationally and internationally
- A long-standing advocate for natural remedies and holistic wellbeing

Depth of Knowledge

- Denis' knowledge is encyclopaedic
- Covers a wide range of health topics with clarity and confidence
- Listeners regularly express amazement at the depth and breadth of insight shared on air

Responsible, Balanced Advice

Listeners ring in for:

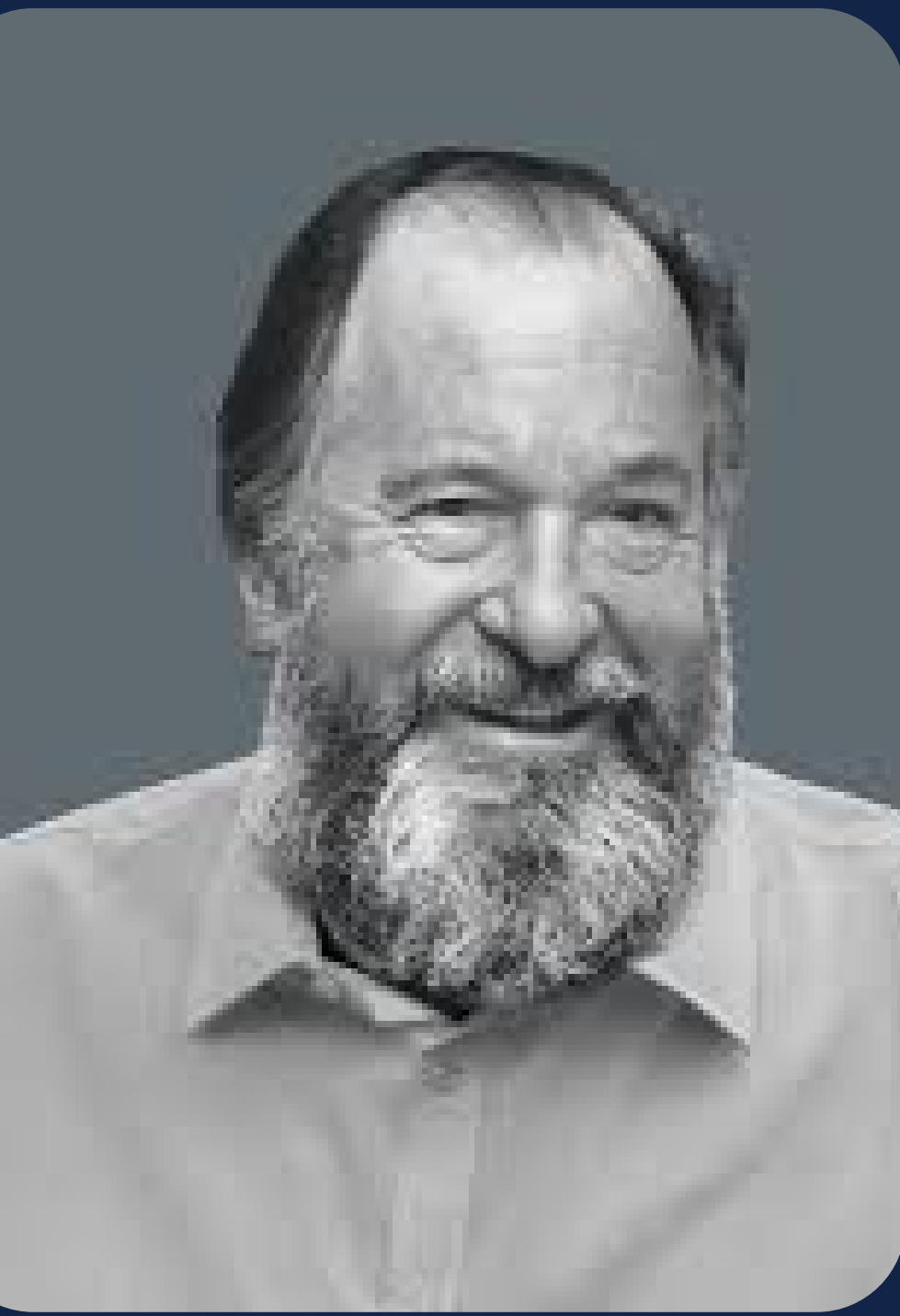
- Alternative perspectives
- Reassurance and guidance
- Practical recommendations
- Denis consistently encourages listeners to also consult their health professional when appropriate

Strong Community Credibility

- Advice delivered with care, integrity and responsibility
- Long-term trust built with the 2NURFM audience
- Sponsorship aligns brands with wellbeing, credibility and care

Ask your sales rep
about marketing in
Talking Travel to
reach a niche
audience

Health Naturally with Denis Stewart offers
sponsors trusted authority, deep engagement
and a highly respectful wellbeing
environment.



Talking Travel

with Sally Lucas and Barry Warrick

Tuesdays | 1:00pm–1:45pm

Expert advice that inspires confidence to explore

Talking Travel connects listeners with real-world travel knowledge, insider tips and trusted guidance, delivered by two of the region's most respected travel experts.

Why Talking Travel Works for Sponsors

Highly Engaged, Aspirational Audience

- Strong appointment listening every Tuesday
- Listeners actively planning future travel experiences
- Audience tuned in for ideas, reassurance and value

Seasoned Travel Expertise

- Sally Lucas — a highly experienced travel expert who has explored every continent
- Deep understanding of destinations, cultures and local insights
- Knows what the locals know, not just what's in brochures

Practical, Trusted Advice

Guidance on:

- Finding the best travel deals
- Choosing the right travel insurance
- Understanding paperwork and entry requirements for different countries
- Helps listeners travel smarter and with confidence

Industry Credibility

- Barry, owner of Travel on King, brings real business and industry insight
- Long-time supporter of 2NURFM through sponsorship
- Offers practical advice backed by real-world experience

Personality That Brings Travel to Life

- Sally's colourful, engaging personality shines behind the microphone
- Creates excitement, inspiration and trust
- Makes destinations feel achievable, not overwhelming



Talking Travel offers sponsors trusted influence, aspirational reach and direct connection with listeners actively planning their next journey.

Ask your sales rep
about marketing in
Talking Travel to
reach a niche
audience

Pet Chat

with Cheryl Shaw, David Tabrett, Fiona Giblin and Kimberley Earl

Wednesdays | 12pm–1pm

Trusted advice for the pets our listeners consider family

Pet Chat is one of 2NURFM's most valued specialist programs, offering expert guidance, reassurance and practical advice to pet owners across the community.

Why Pet Chat Works for Sponsors

Highly Engaged, Loyal Audience

- Strong appointment listening every Wednesday
- Listeners ring in live with real questions about their pets
- High emotional connection — pets are part of the family

Credible, Trusted Experts

- Cheryl Shaw — previous owner of Dog OverBoard and long-time 2NURFM sponsor
- David Trabrett
- Fiona Giblin
- Kimberley Earl

A panel of respected professionals with deep industry experience

Practical, Compassionate Advice

- Covers a wide range of topics including:
- Pet behaviour
- Illness and medication questions
- Nutrition, wellbeing and care
- Advice designed to help pets thrive

Pet Chat connects sponsors with deeply engaged pet owners through trusted expertise, compassion and community credibility.

Real-World Relevance

- Increasing pet ownership across households
- Cost-of-living pressures mean listeners seek trusted guidance before making decisions
- Provides reassurance, clarity and next-step advice when a vet visit may not be immediate

Strong Community Trust

- Advice is credible, balanced and responsible
- Experts are well respected within the community
- Sponsorship aligns brands with care, trust and responsibility

Ask your sales rep
about marketing in
Pet Chat to reach a
niche audience





Our Services

Connection. Trust. Community. Impact.
The power of sponsorship on 2NURFM.



Radio Broadcasting

01

On-Air

Announcements can be scheduled evenly across the day or strategically placed in key listening periods for maximum impact.

- 15-second commercials
- 30-second commercials
- 45-second commercials
- 60-second commercials
- 120-second commercials

02

Live & Integrated Marketing Opportunities

Broadcast live from your business or event.

Investment: as per request

Live Reads

Live promotional mentions delivered directly by announcers during programs.

Investment: as per request

Interviews

On-air interviews tailored to your business, organisation, event, or campaign.

Investment: Priced on application

Sponsorship Opportunities

Custom sponsorship packages are available across:

- Programs
- Segments
- Competitions
- Weather
- Traffic
- Community information
- Specialty shows

Promotions & Ticket Giveaways

Drive audience engagement through:

- On-air giveaways
- Event promotions
- Prize campaigns
- Listener competitions





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Digital Advertising Opportunities

01

Social Media Marketing

2NURFM has an engaged social media audience. Social media campaigns work in conjunction with:

- Paid sponsorships
- Promotions
- Competitions
- On-air campaigns

Opportunities include:

- Sponsored posts
- Event promotion
- Competition amplification
- Cross-platform marketing support

Socials need to be approved through Todd Seregant

02

2NURFM App Advertising

Audience Engagement

- 233,135 session starts
- 58,575 unique engaged listeners
- Average listening time: 5.3 hours per month

App Commercial Opportunity

A 15-second commercial can be played when the app is opened.

Investment: as per request

03

Podcast Advertising

Current Podcast Downloads

- Mornings with Mark Rorke — 2,514
- Wellbeing — 1,138
- Vinyl Vibes — 799
- Health Naturally — 641
- Leading Convo's with VC Alex — 280

Podcast Commercials

15-second commercials played during podcast playback.

Investment: as per request

04

Website Advertising

Business Directory Listing

Feature your business logo within the 2NURFM Business Directory.

Investment: as per request

Homepage Advertising

Prime position placement on the 2NURFM homepage for increased visibility.

Investment: as per request

7 Day Guide

Connection. Trust. Community. Impact.
The power of sponsorship on 2NURFM.



Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am	Wellbeing	2NURFM Overnight Music				2NURFM Overnight Music	2NURFM Overnight Music
1am	2NURFM Overnight Music					2NURFM Overnight Music	
2am							
3am							
4am							
6am	Breakfast with Todd Sergeant					Saturday with Greg Richard	Sunday Sunrise with John McGahen
7am							
8am							
9am	Mornings with Mark Rorke					2NURFM Music	2NURFM Music
10am							
11am							
12pm	Gardening Talkback with Scott & Judy Sharpe	Health Naturally with Denis Stewart	PetChat Cheryl Shaw, Daniel Carrington David Tabrett, Kimberley Earl Fiona Giblin	2NURFM Music		12 O'clock Rock	American Top 40 With Casey Kasem
1pm	2NURFM Music	Talking Travel with Sally Lucas	2NURFM Music				
2pm		2NURFM Music					
3pm							
4pm	Drive with Kev Kellaway					2NURFM Music	Sunday Afternoon Country
5pm						Party Mix	Vinyl Vibes with Jack Hodgins
6pm							Macedonian with Peter Vrtkovski
7pm							
8pm	2NURFM Music	The Muster	2NURFM Music		Blues Night With The Blues Guys	Party Mix	Tongan
9pm			Classic Folk with Jane Klein	All that Jazz			Samoan
10pm	2NURFM Music	2NURFM Music	Round these Parts with Greg Richard		Brass Encounters		
11pm	2NURFM Music						Hunter Rostrum with Graham Wilson



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Meet Our Sales Team



Stephen Stokes (Sales Manager)

I'm a veteran media professional with a 37-year career spanning television, radio, and corporate communications. Throughout my journey, I've established myself as a dynamic force in driving revenue growth and executing high-impact commercial sales strategies.

I pride myself on being a trusted marketing advisor who leverages deep industry insights to guide businesses through complex branding, advertising, and audience engagement challenges. My comprehensive knowledge of both traditional broadcast mediums and modern communications allows me to deliver tailored marketing solutions that yield measurable results.

I enjoy an active, healthy lifestyle, swimming, surfing, and connecting with the sea. My perfect day is relaxing at the beach, followed by exploring a new restaurant at night.

Greg Sellers (Account Manager)

I started in the media in May 1999 at NBN Television Newcastle in a sales role and finished at NBN in 2017. I then started my own freelance booking agency, booking all facets in the media, traditional Television, Radio and Papers and Magazines, bus sides, billboards, also booking Google and Facebook ads and social media content.

In July 2023, I jumped at the opportunity to join the great team here at 2NURFM, giving me currently 27 years of experience in the industry... I love to watch all sport but Rugby Union and Golf are my favourites. My wife Kerrie and I are both members of Shortland Waters Golf Club and love playing Sunday competition and traveling around playing golf.

Melissa Smith (Sales&Engagement Manager)

I spent 8 years working at NEWFM and 2HD in Traffic and Scheduling, developing a deep understanding of radio operations, campaign coordination and client service.

Then worked for 7 years at Lambton Public School as an SLSO.

I joined 2NURFM in Traffic and Scheduling for six years before transitioning into sales, where I have spent the past four years working closely with businesses to create effective and engaging marketing campaigns.

I enjoy keeping active at the gym, cooking, spending time with animals and maintaining a healthy lifestyle. I'm passionate about community connection, networking and building positive relationships both professionally and personally.

Ashleigh Edwards (Traffic&Administration Manager)

I've worked in the media industry for about nine years. After completing my Diploma of Screen and Media, I made the move to Sydney and began my career at Sky Racing, where I spent five years and worked my way from Traffic Coordinator to Presentation Coordinator.

From there, I joined News Corp as Creative Resources Manager, spending a few years in the role before deciding to move back to Newcastle. I've since settled into my role at 2NURFM as the Traffic and Admin Manager, and it feels great to be back home.

I'm passionate about all things creative, with a strong interest in writing, photography, and videography. Outside of 2NUR, I also coach gymnastics and really enjoy staying connected to a sport I've been part of for years.



Connection. Trust. Community. Impact.
The power of sponsorship on 2NURFM.



STRONGER TOGETHER
ONE TEAM. ONE PURPOSE. ENDLESS POSSIBILITIES.

COLLABORATE

We support each other and build strong, lasting relationships.

INNOVATE

We embrace new ideas and create smart, effective solutions.

ACHIEVE

We are committed to excellence and deliver results that matter.

★
TOGETHER,

Your Audience Is Listening

- ✓ 101,000+ monthly listeners
- ✓ Engaged 55+ demographic
- ✓ Multi-platform advertising opportunities
- ✓ Trusted local media brand
- ✓ Community connection that delivers results

Partner with 2NURFM and put your business in front of a loyal and responsive audience. Let's talk about your next campaign.