



MEDIA PACK • 2026

Put your brand in a good mood.

3FM is Ireland's feel good station — feel good classics and current hits on DAB+ digital radio nationwide and online at 3fm.ie.

DAB+

Nationwide digital radio

24/7

Live music, every day

Online

3fm.ie, mobile & smart
speaker

ABOUT THE STATION

Feel good radio, all day long

3FM plays the songs that lift the day — familiar feel good classics alongside the current hits — presented by voices listeners trust. We're built to be the station that stays on: in the kitchen, in the office, in the car and on the shop floor.

Because 3FM broadcasts on DAB+ digital radio and streams online, a campaign reaches listeners right across Ireland as well as the Irish audience abroad — from one buy.

Nationwide on DAB+

Digital radio coverage across Ireland, plus live streaming at 3fm.ie, on mobile and on smart speakers.

A feel good audience

Adult contemporary music attracts listeners who keep us on all day, so your message is heard in a positive moment.

Trusted voices

Presenter-led mornings and daytime, with sponsorship credits read in a live, personal environment.

Flexible and fast

From a single week of spots to full show sponsorship, we build packages around your budget and timing.

Your day on 3FM

A simple, music-first schedule that makes it easy to place your message where your customers are listening.

TIME	PROGRAMME	DAYS
05:00 – 07:00	3FM Early Riser — your upbeat start to the morning	Mon–Sun
07:00 – 12:00	3FM Mornings with Dave Harrington	Mon–Fri
12:00 – 18:00	Nikki Hayes — 3FM Daytime	Mon–Fri
07:00 – 12:00	3FM Weekends with Dave Harrington	Sat–Sun
12:00 – 18:00	Nikki Hayes — 3FM Weekends	Sat–Sun
18:00 – 00:00	More Music Evenings — all music, all evening	Mon–Sun
00:00 – 05:00	More Music 3FM	Mon–Sun



Dave Harrington

Mornings and weekend mornings — the wake-up company that sets the tone for the day, and a natural home for breakfast-time sponsorship.



Nikki Hayes

Daytime, weekdays and weekends — one of Ireland's best known radio voices, keeping the afternoon bright for listeners at work and on the move.

Ways to work with us

Advert spots

Classic 20 or 30 second adverts scheduled through the day, at the frequency you need to be remembered. Production can be handled for you.

Show sponsorship

Own a programme with topping and tailing credits, so your name sits alongside a show listeners tune in for every day.

Promotions & competitions

Prizes, giveaways and on-air features that put your brand into the part of the show people actually talk about.

Digital & social

Extend a campaign onto 3fm.ie and our Facebook audience so the message keeps working after the song ends.

Trails & features

Weather, travel and music features carrying a short brand association — high frequency, low clutter.

Bespoke partnerships

Events, outside broadcasts and seasonal campaigns designed with you from a blank page.

How a campaign comes together

- Tell us your objective, target area and budget.
- We propose a schedule — spots, sponsorship or a mix — with costs.
- We write and produce your advert, and you approve it.
- Your campaign goes on air, and we report back on how it ran.

GET IN TOUCH

Let's build your campaign

Rates are tailored to the schedule, the length of campaign and the time of year, so the quickest route is a conversation. Tell us a little about your business and what you'd like to achieve, and we'll come back with ideas and costs.

EMAIL

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PHONE

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ONLINE

3fm.ie/advertise

FACEBOOK

facebook.com/3fmIRL

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