

PARADISE FM

RATES SHEET 2025



Our listener doesn't just dream; our listener takes action too.

Paradise FM listeners are primarily between 40 and 50 years old and earn well above the average income. This is the group that builds homes, books flights for vacations, enjoys dining out, and invests in new cars. In short, they are financially empowered and make deliberate choices. As an advertiser, you'll reach people who are ready to invest in quality.





We reach both the decision-makers and the shoppers.

Paradise FM stands out for its unique reach. Our listeners are mostly HBO+ educated, speak Dutch, but do not necessarily come from the Netherlands. Approximately 50% are European-Dutch, 40% are Yu di Korsou with strong ties to the Netherlands (such as through study), and 10% are from Suriname. This educated and multicultural audience is well-organized and is actively involved in making Curaçao a better place.

Our listeners are loyal.

Listener engagement at Paradise FM is exceptionally high, as evidenced by the average listening time on our webstream: an impressive 1 hour and 45 minutes per session. At Paradise FM, listeners consciously choose our music and content, which translates into loyalty. Moreover, the Paradise FM listener is loyal to the island—they're here to stay! There's nothing better than a loyal audience, right?





Your brand <3 our vibe.

Paradise FM represents the biggest hits ever made—the songs that everyone in our audience sings along to with all their heart. With our unique mix of recognizable tracks, inspiring content, and positive energy, we always bring a smile and a good vibe. By associating your brand with Paradise FM, you benefit from this strong, positive image. Together, we ensure that your message is not just heard but is also associated with fun, quality, and trust.

Rates.

Do you not have a commercial yet, or is your old one in need of a refresh? We have a creative team that can assist in writing and producing an engaging and fitting spot. We use professional voice-overs for the production. The one-time fee is NAF 350,- excl. VAT for a spot of up to 45 seconds with one Dutch-speaking voice-over.

Prime Time: Weekdays between 6:00 and 09:00, 12:00 and 14:00, and 16:00 - 19:00.

A-time: Weekdays between 09:00 and 12:00, 14:00, and 16:00.

Random: Scheduling based on availability, which may include a mix of Prime Time and A-time slots.

	Prime time	A-time	Random	Weekend
Per second	NAF 1,27	NAF 0,85	NAF 1,06	NAF 0,93

Advertise longer and receive a discount!

Term	Discount
3 months	5%
6 months	12%
12 months	30%

Calculation example.

Here are example packages per month, based on 21 working days per month, excluding 6% VAT and spot production costs:

Example packages per month

1 spot per day	1x prime time
10 seconds	NAF 266,36
20 seconds	NAF 532,73
30 seconds	NAF 799,09

2 spots per day	1x prime time 1x A-time
10 seconds	NAF 443,87
20 seconds	NAF 887,73
30 seconds	NAF 1331,60

3 spots per day	3x random
10 seconds	NAF 665,47
20 seconds	NAF 1330,94
30 seconds	NAF 1996,41

Show sponsoring.

Associate your brand with one of our shows to strengthen your brand presence. Sponsoring a program means your company name will be mentioned during the show: 'This program is brought to you by [YOUR COMPANY NAME]!' Additionally, with program sponsorship, your ad will be aired once during one of the commercial breaks within the sponsored program.

Nadine Roos - PRIME TIME

NAF 1.750,-

6x sponsorcalls between 06.00 en 09.00 in the morning, every workingday

1 Prime time spot per workingday

Reer In Het Verkeer - PRIME TIME

NAF 1.250,-

4x sponsorcalls between 12.00 and 14.00 in the noon, every workingday

1 Prime time spot per workingday

Werkhoven Werkt Over - PRIME TIME

NAF 1.500,-

6x sponsorcalls between 16.00 en 19.00 in the afternoon, every workingday

1 Prime time spot per workingday

Other services.

Interview

NAF 250,-

Discussion about a specific product or service, max. 5 minuten.

Videoproduction

NAF 750,-

Includes: Recording, editing, and posting on one of our social media channels

Giveaways

Giveaways are customized to meet the advertiser's preferences, and the price depends on the client's wishes.

Paradise FM instore stream

We can create a personalized radio stream with your own ads and jingles. Your business essentially has its own radio channel. Request the separate information and rate card.

Podcast

A podcast is a creative way to reach your target audience. We can record it for you, either on location or at our studio. Interested? Ask for our rates.

Remote Broadcasting

With our mobile studio, we can broadcast live from your location. A location broadcast comes with a spot package. Rate starting at NAF 1,350,- excluding 6% VAT.

Social media.



Paradise FM Curaçao
27K+ followers - 21K+ likes



@paradisefmcuracao
4200+ followers - reach 6500 accounts



www.paradisefm.cw
24K+ visitors per month

Contact.

If you have any questions or would like to receive a personalized quote, feel free to contact us:

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