

# hot dance radio

media kit 2026

hits with a beat

# hits with a beat!

hot dance radio is a fresh, modern dance station for the netherlands and ibiza. tune in via our app or on dab+ across a large part of north holland – and all across ibiza.

we bring you **the biggest djs and today's anthems**, featuring tracks from afrojack, david guetta and armin van buuren, combined with the very best hot rewinds: iconic **club classics** and that unmistakable ibiza dancefloor vibe. with shows from over **32 renowned DJs**, we deliver a powerful mix of brand-new bangers and timeless floorfillers.

hot dance radio: hits with a beat!



john summit



hardwell

our target audience is adults aged 30–55 who have families of their own, grew up with dance music, earn average to high incomes, and lead busy, socially active lives.

# more about us

founded in 2010 by passionate media professionals, hot dance radio has grown into a global **trendsetter in dance music.**

in the netherlands, the station is available on **dab+** across a large part of north holland, with a potential reach of **200,000 listeners.**

online, we operate four stations with a combined reach of more than **20,000 unique listeners** per month—generating thousands of stream starts every week.



nicole moudaber

**hot dance radio is the dance station for the netherlands, reaching 20,000+ unique listeners every week. tune in anywhere via our app or on dab+ across a large part of north holland—and throughout ibiza.**

# our listeners

**name: mark (41)**

**lives: randstad region**

**situation: full-time job, partnered, 1 child**



## **mindset**

values quality and familiarity.  
wants energy – but not too hard or overly experimental.

## **music taste**

90s/00s dance classics, vocal house, trance classics.  
recognizes a track within five seconds.

## **listening moments**

morning and late afternoon in the car (15–45 minutes).  
at home while cooking or doing chores.  
occasionally at the office through headphones.

## **why hot dance radio?**

"big anthems, no nonsense, instant atmosphere."  
dj's and anthems trigger nostalgia and positive memories.

## **buying behavior**

brand-conscious. prefers one high-quality purchase  
over three average ones.  
researches online first, then makes a considered purchase.

## **strong matching categories**

automotive, consumer electronics, telecom,  
diy/home improvement, events, travel, hospitality.

## **what triggers them in advertising**

a short, clear offer from a trusted brand.  
right timing – especially during drive time.

## **most effective activation formats**

billboards combined with drive-time radio spots.  
vip ticket giveaways.  
branded content with a practical, lifestyle-oriented angle.

# our listeners



**name: linda (36)**

**lives: in a big city**

**situation: working, socially active, plans the weekends**

## **mindset**

**lives for the weekend vibe.**

## **music taste**

**dance classics, funky house and club anthems.**

**loves recognizable drops and sing-along moments.**

## **listening moments**

**thursday/friday afternoon – “weekend mode on” (at work or at home).**

**saturday daytime while working out or getting ready.**

**in the car with friends on the way to parties.**

## **why hot dance radio**

**the music instantly sets the mood.**

**feels like it's made for her generation.**

## **buying behavior**

**spends confidently on experiences: tickets, cocktails, dinners, city trips.**

**follows trends through social media.**

## **strong matching categories**

**nightlife and clubs, festivals, hospitality, fashion & beauty, travel, fitness, lifestyle brands.**

## **what triggers her in advertising**

**exclusivity (“limited”), benefits with friends, social proof, giveaways and guestlist access.**

## **most effective activation formats**

**club activations.**

**social campaigns combined with giveaways.**

**dj shout-outs.**

**“weekend takeover” sponsorships.**

# our partners



in addition to airing national advertisers such as **jumbo, gamma, and mediamarkt**, we partner with a broad mix of established and emerging brands.

we also provide an accessible, **nationwide advertising platform** for **small business owners** and **local businesses**, helping brands like **class-it, danny's palace, brigitte pedicure**, and many others reach a **targeted and loyal audience**.

**together with our partners, we are there where it happens—on the dancefloor. we show up in their clubs and co-create joint promotional campaigns and activations designed for maximum impact.**

OMS

for national campaigns, we collaborate with one media sales (talpa network)

# cost-effective advertising



nora en pure

## on-air spots

15 or 30 seconds? we'll help you choose the right length, craft the perfect script, and produce it – for every budget.

## audio billboards

hot dance anthems, the weather or hot dance sessions powered by your brand

## program sponsorship

attach your brand to world renowned dj's like john summit, purple disco machine or fedde le grand

## branded content

our dj's actively promote your brand or event – or bring your story to life in a live on-air interview.

fedde le grand



nathassia



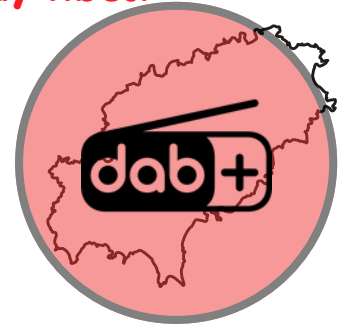
starting  
from just  
150 euro  
a month!

exclusive

**reach audiences in the netherlands and on ibiza**  
**one brand presence – from everyday life to holiday vibes.**



afrojack



**connect with dance music enthusiasts with**  
**focus moments during the week – and in peak**  
**emotional energy during weekends and holidays.**



martin garrix

**listen to hot dance radio across ibiza and**  
**formentera – in your rental car, at your hotel, via**  
**dab+ and through our app.**



oliver heldens

**launch your combined campaign soon and**  
**connect with your audience in the netherlands**  
**and on ibiza.**

**get the rate**  
**card today**  
**and explore**  
**your options!**

# hot dance radio

hits with a beat

scan to listen



ready to amplify your brand?  
get in touch now.

[sales@hotdanceradio.nl](mailto:sales@hotdanceradio.nl)



bert wolters



stefan van der wiele

