



choosing the right radio stations




mai

MAI FM   under 35yrs

Mai FM represents the diverse multi-cultural urban mix, with upbeat and vibrant music. Connecting with its "everyone alive under 35" target audience, Mai FM listeners are extremely loyal to the station and its advertisers.





THE EDGE FM

THE EDGE  15yrs 34yrs

With their high disposable incomes and 'I-want-it-NOW' attitude, 15 - 34 year olds stay tuned to The Edge to hear hit music, the latest gossip and be entertained by the most exciting promotions in New Zealand.



George^{FM}

GEORGE FM   25yrs 40yrs

Trend setting, forward thinking 25 - 40 year olds trust George FM to deliver the rarest, newest or finest offer. Unique, boutique and all about the beat - it's lifestyle radio and George listeners are living it.



THE ROCK FM

THE ROCK  25yrs 44yrs

Playing mainstream modern rock to a 25 - 44 year old male audience, The Rock is irreverent, funny and enormously popular with all socio-economic groups. The Rock drives a loyal audience to your door.



MORE FM

MORE FM  25yrs 44yrs

If you want to talk to female household shoppers 25 - 44 year old, then MORE FM needs to be at the top of your advertising shopping list! MORE FM makes sure that if it's happening in your community, you'll hear about it.



THE BREEZE
Easy Listening

THE BREEZE  40yrs 60yrs

The Breeze is New Zealand's premier Easy Listening radio station targeting 40 - 60 year old Baby Boomers with a female skew. Breeze listeners love the Easy Listening music and have the luxury of time and money on their hands.





SOLID GOLD fm

SOLID GOLD   40yrs 64yrs

Solid Gold plays the greatest hits of the 60s and 70s, targeting Baby Boomers. This generation is one of the fastest growing demographics in New Zealand and the richest generation ever seen.



RADIOLIVE
THE NEW VOICE OF TALK RADIO

RADIO LIVE   35yrs 54yrs

RadioLIVE offers intelligent talk, robust discussion, controversial comment and up-to-the-minute local and international news targeting a 35 - 54 year old audience. RadioLIVE delivers a new style of fresh and innovative news and talk.





LIVE:SPORT
BREAKFAST OF CHAMPIONS

LIVE SPORT  40yrs plus

New Zealand's first dedicated Sport and Racing Network for the sports purist. Primarily targeting 40+ males, LiveSPORT combines youth and experience with the country's most talented sportspeople and broadcasters.



KIWI FM

KIWI FM   25yrs 44yrs

Kiwi FM broadcasts here and all over the world - on air and online - boasting a line up of specialist shows, and a 100% commitment to Kiwi music. Kiwi FM offers a unique opportunity to connect with a broad 25-44 year old audience.

Notes:

