

Christchurch Radio Performance

mai



Targeting All People 15-34, Mai FM listeners are youthful and aspirational.

#1 Station for Hip Hop & R&B
60% of listeners are 15-39
51% of listeners are female

30,900

AP 10+ LISTENERS

The edge



Targeting All People 18-39 & those with a youthful energy.

#1 Station for HHS 25-54 & HHS with Kids
#1 Station for Yo-Pros
#1 Station for Females 18-49

95,000

AP 10+ LISTENERS

THE ROCK



Targeting Males 25-44, Tradies & down to earth Kiwi blokes.

#1 Station for Males 18-39, 18-54 & 25-54
#1 Station for All People 25-54^
61% of listeners are male 10+

64,300

AP 10+ LISTENERS

MOREFM



An entertainment hub targeting Females 30-49, Kiwi families & HHS.

#1 Station for Females 25-54
#1 Station for Business Decision Makers
#1 Station for Home Renovations

99,300

AP 10+ LISTENERS

THE BREEZE



Providing an escape for its target audience of Females 35-59.

#1 Station for All People 40-59 & 50-69
#1 Station for Females 40-59
70% of listeners are Homeowners

84,900

AP 10+ LISTENERS



No hype, No BS, Just the greatest music ever made. Targeting Males 35-59.

#1 Station for Males 10+^
#1 Station for Males 40-59#^
69% of listeners are 40+

60,200

AP 10+ LISTENERS

magic
MUSIC AND TALK



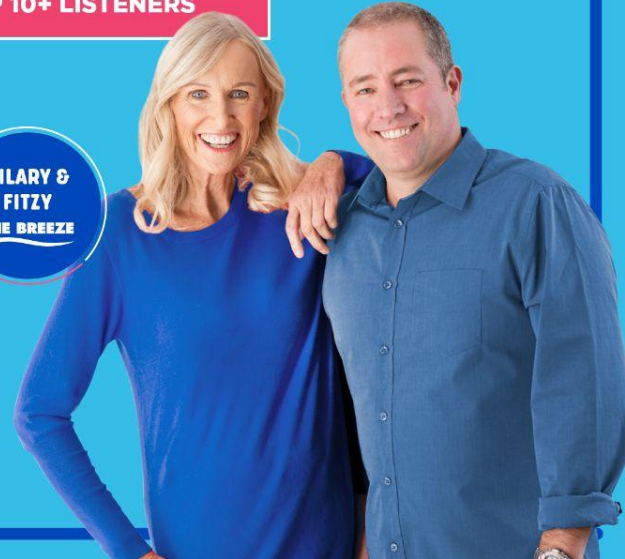
Targeting kiwis who have more time for living life, all people 45+.

2,269 New Breakfast listeners
80% of listeners are Homeowners
88% of listeners are 40+


52,300

AP 10+ LISTENERS

HILARY & FITZY
THE BREEZE

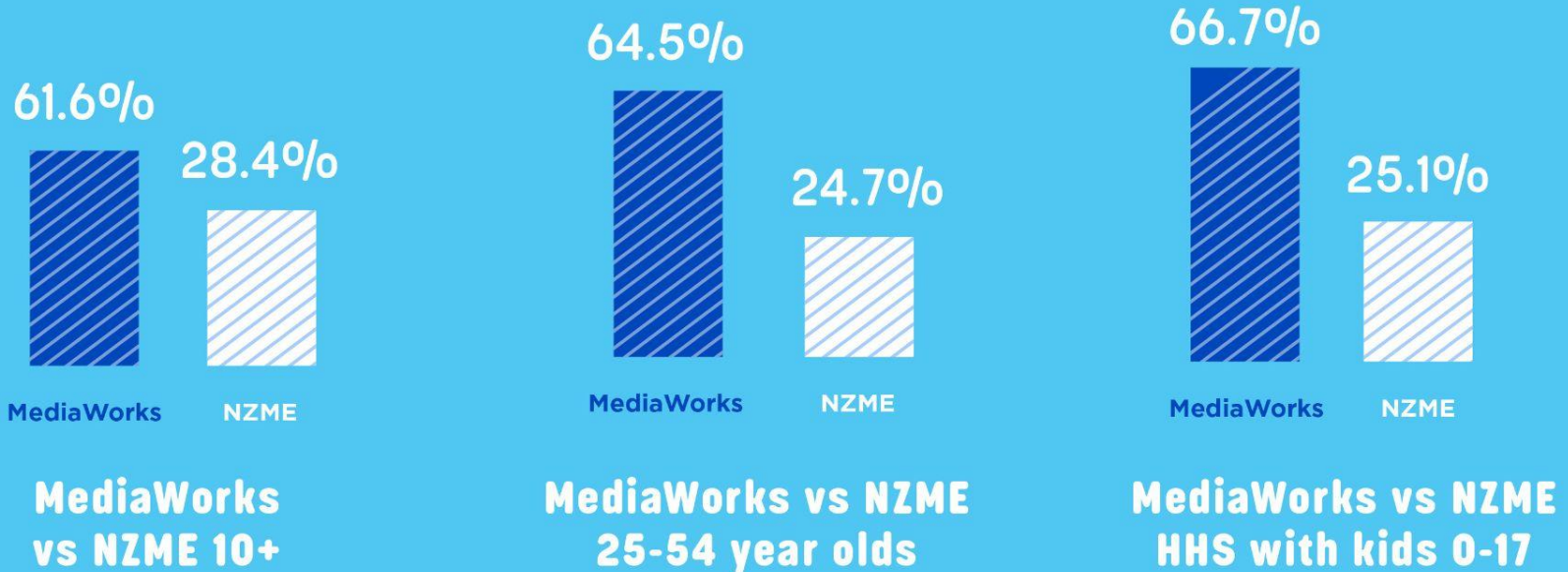


MediaWorks has the **biggest reach** in Christchurch with **318,400 listeners** every week

 In Christchurch for all people aged	 In Christchurch for all Males aged	 In Christchurch for all Females aged	 In Christchurch for all HHS with kids
10+	10+	10+	0-17
10-54	10-54	10-54	
18-39	18-39	18-39	
18-54	18-54	18-54	
25-54	25-54	25-54	
35-59	35-59	35-59	

MediaWorks

has the largest share across key demos



**MediaWorks
vs NZME 10+**

**MediaWorks vs NZME
25-54 year olds**

**MediaWorks vs NZME
HHS with kids 0-17**