



# Station Profile



• CHAMPIONS OF RADIO •

## The Listener:

- Students, graduates, and key movers in the Auckland scene
- Professionals and high-income earners
- Passionate, intelligent and discerning
- 'Innovators' and 'Early Adopters'

## The Station:

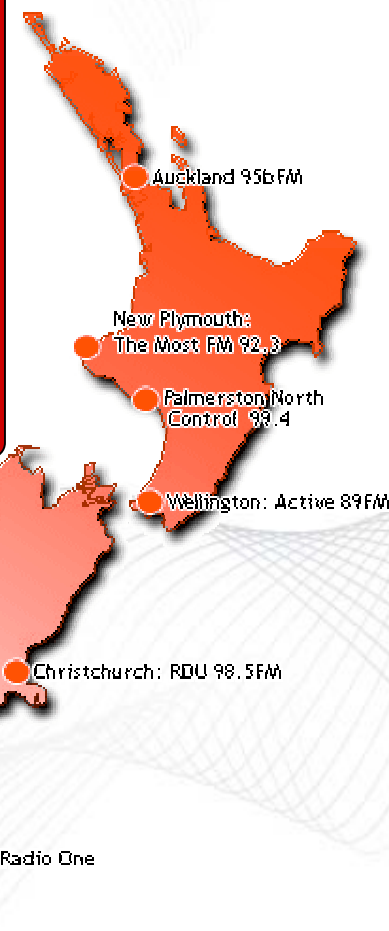
**Format:** The b Net is characterised by a specific mind set and attitude to life. Encompassing students, graduates and purveyors of new music and intelligent, provocative editorial

Featuring specialist shows, personalities, a mixture of new music - especially New Zealand music.

**Total Number of Stations → 6**

**Total 10+ Cume Audience 36,000**

(Mon-Sun 6a-12mn, 1 week period. Does not include some community station locations)



Station Profile (Aud vs Pop)

