



Station Profile



• CHAMPIONS OF RADIO •

The Listener:

- 25 - 54 year olds
- Dual income family with children or Singles with children
- Socially active & community aware
- Homeowners
- Household shoppers
- Busy lifestyle, price conscious

The Station:

Format: Adult contemporary music with an emphasis on entertainment & local information.
All Classic Hits stations have a local breakfast until 10am.

Website: www.classichits.co.nz

Total Number of Stations → 26

Total 10+ Cume Audience 335,700

(Mon-Sun 6a-12mn, 1 week period).



Station Profile (Aud vs Pop)

