



• CHAMPIONS OF RADIO •

The Listener:

- Females 30-54
- Active professionals
- Striving to balance life's demands
- Responsible for most household spending decisions
- Want to keep up with modern culture and trends

The Station:

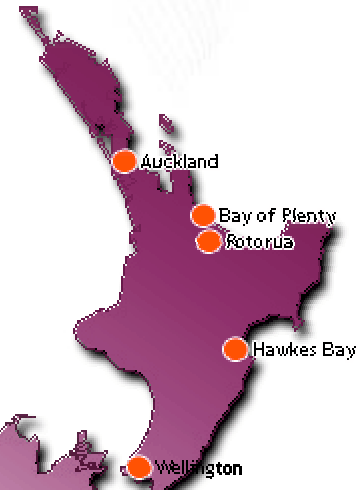
Format: An easy mix of music that connects with a female audience. Added to the mix is intelligent 'infotainment' that reflects the aspirations and lifestyle of listeners.

Website: www.easymix.co.nz

Total Number of Stations → 5

Total 10+ Cume Audience 78,300

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



Station Profile (Aud vs Pop)

