



Station Profile



• CHAMPIONS OF RADIO •

The Listener:

- Under 30's - female skew
- Urban audience including urban Maori & Pacific Islanders
- Strong family ties and community oriented.
- Active, sport participants
- Young with attitude

The Station:

Format: Flava is New Zealand's home of Hip-Hop and RnB. Flava's fresh & funky beats zero in on the growing urban audience with authentic sounds & DJ's.

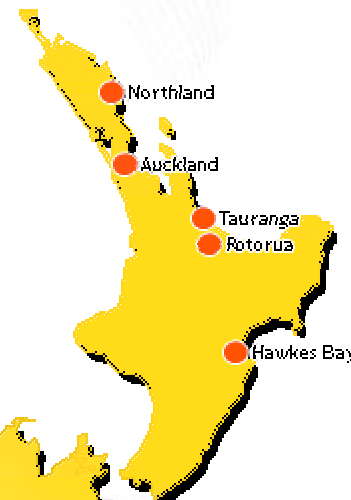
Personalities: Stacey Daniels & Dr Fane (6am-10am), You Chooz (10am-3pm), Beez (3pm-7pm).

Website: www.flava.co.nz

Total Number of Stations → 5

Total 10+ Cume Audience: 128,300

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



Station Profile (Aud vs Pop)

