



Station Profile



• CHAMPIONS OF RADIO •

The Listener:

- 25 - 49 years old with a male skew
- The working male - self employed and main income earners
- Mid-high socio economic groups
- Socially aware & family orientated
- Avid sports followers

The Station:

Format: 40 years old and going strong. New Zealand's original Rock station. It's about well known music and mates having fun with mates.

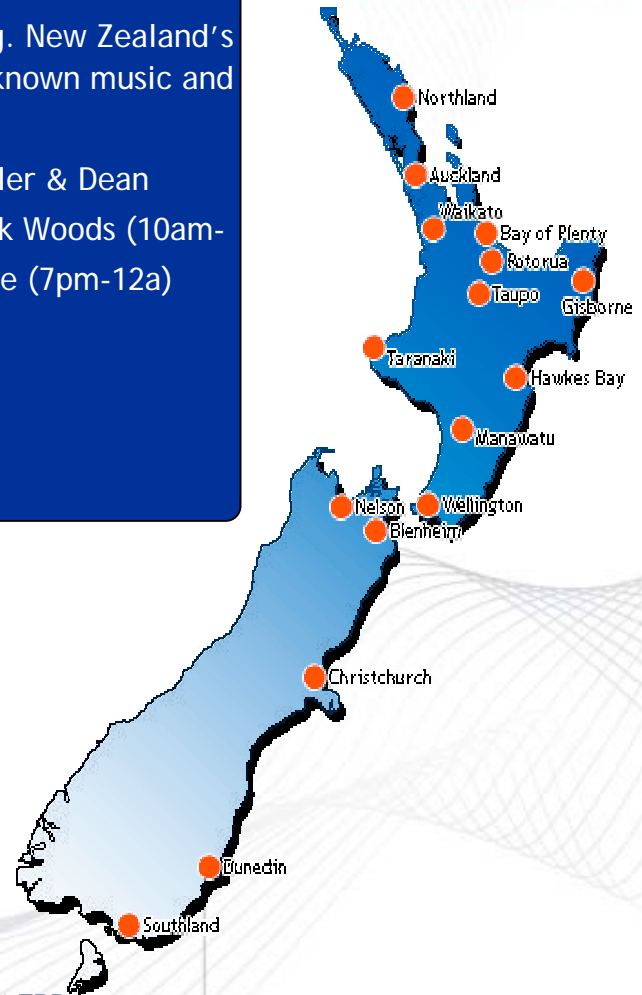
Personalities: Willy De Wit, Dean Butler & Dean Young (Morning Pirates, 6-10am), Mark Woods (10am-3pm), Nick Brown (3-7pm), Mike Currie (7pm-12a)

Website: www.hauraki.co.nz

Total Number of Stations → 16

Total 10+ Cume Audience 235,900

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



Station Profile (Aud vs Pop)

