



Station Profile



• CHAMPIONS OF RADIO •

The Listener:

- Females 25-44
- Loves shopping, doing so everyday
- Family orientated with kids at home
- Very sociable, entertaining at home and regularly going out
- Likes trying new products and ideas

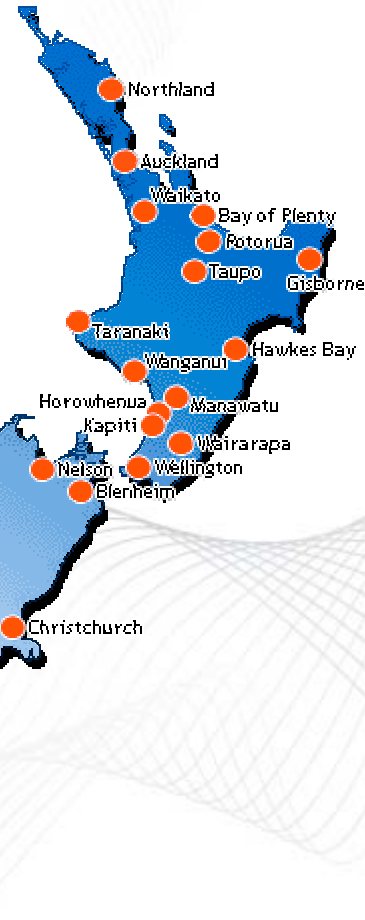
The Station:

Format: Modern Adult Contemporary - delivering more music variety from the 90s and 2000s including Maroon 5, Pink, U2, Robbie Williams, Matchbox 20 and Opshop. Driven by fun, upbeat personality breakfast shows & hourly news & sports, with local stations which cater to individual communities. Loaded with national and local events from the Super 14 to the MORE FM Winery Tour.

Website: www.morefm.co.nz

Total Number of Stations → 22

Total 10+ Cume Audience 350,400
(Mon-Sun 6a-12mn, 1 week period).



Station Profile (Aud vs Pop)

