



• CHAMPIONS OF RADIO •

The Listener:

- 35 years and above, Upper socio-economic
- Information seekers
- Business owners & decision makers
- Large purchasers of household good & big ticket items

The Station:

Format: Newstalk ZB is New Zealand's credible source of breaking news and information. High profile New Zealand personalities bring the newsmakers to radio to report, discuss and debate the most current and controversial topics of the day. Newstalk ZB brings you the world's news and information as it happens.

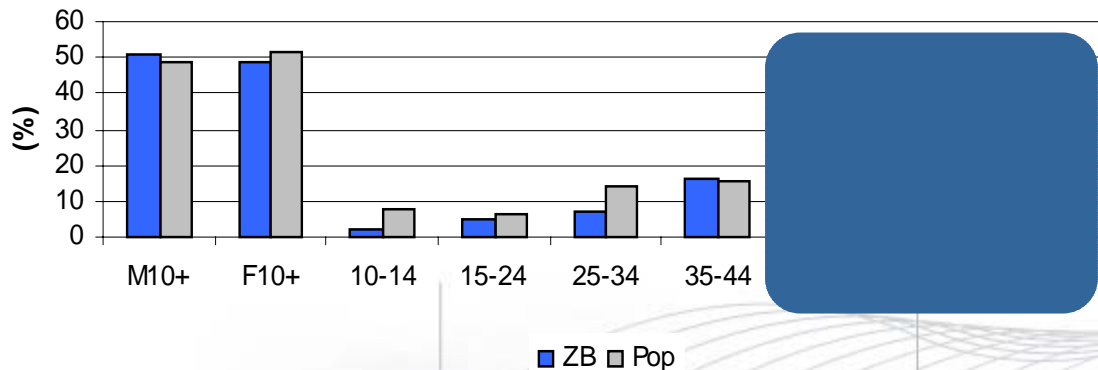
Website: www.newstalkzb.co.nz

Total Number of Stations → 25

Total 10+ Cume Audience 432,200

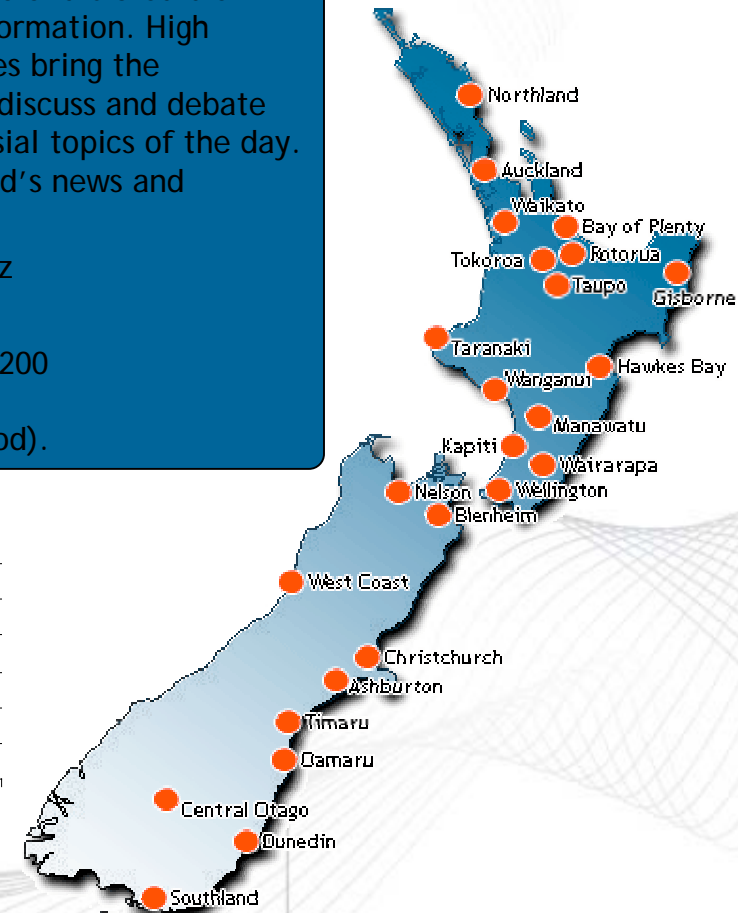
(Mon-Sun 6a-12mn, 1 week period).

Station Profile (Aud vs Pop)



1

Source: RADIO's T109, 2006 NZ Census



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