

RADIOLIVE Station Profile



• CHAMPIONS OF RADIO •

The Listener:

- All 35-54
- Household shoppers with a high level of disposable income
- Professional with children at High School or older
- Information savvy - wants to know what's happening around the world

The Station:

Format: RadiolIVE's impressive line up begins at 6am with The Marcus Lush Breakfast Show with Hilary Barry, feat. complete news, information and sport in *The World at Seven*. Michael Laws picks up the big stories of the day and gets to the heart of the matter from 9am - 12pm. The World at Noon provides a comprehensive 1hr news update and at 1pm Willie Jackson and John Tamihere begin 2hrs of their own brand of talkback and opinion. Maggie Barry hosts Drive through to the 6pm simulcast of TV3 News - followed by Karyn Hay and Andrew Fagan from 7pm

Website: www.radiolive.co.nz

Total Number of Stations → 25

Total 10+ Cume Audience 149,900
(Mon-Sun 6a-12mn, 1 week period).

Station Profile (Aud vs Pop)

