

((Life fm)) Station Profile

Live it



• CHAMPIONS OF RADIO •

The Listener:

- 18-25 year olds
- Christian
- Have a discretionary income and enjoy spending it
- Upper socio-economic

The Station:

Format: Life FM is a brand of the Rhema Broadcasting Group. Life FM plays Christian rock, pop and alternative music.

Life's approach is that 'life is positive so live it loud'. Life offers access to a unique market niche. Core artists on Life FM include Brooke Fraser and Jars of Clay.

Website: www.lifefm.co.nz

Total Number of Stations → 24

