

THE ROCK FM Station Profile



• CHAMPIONS OF RADIO •

The Listener:

- Males 25 - 44
- Have a discretionary income and enjoy spending it on clothing, appliances and Big Boys Toys
- Setting themselves up in their own homes and are self proclaimed D-I-Y Heroes
- Enjoy a drink with mates and get along to a gig or the big game as often as they can.

The Station:

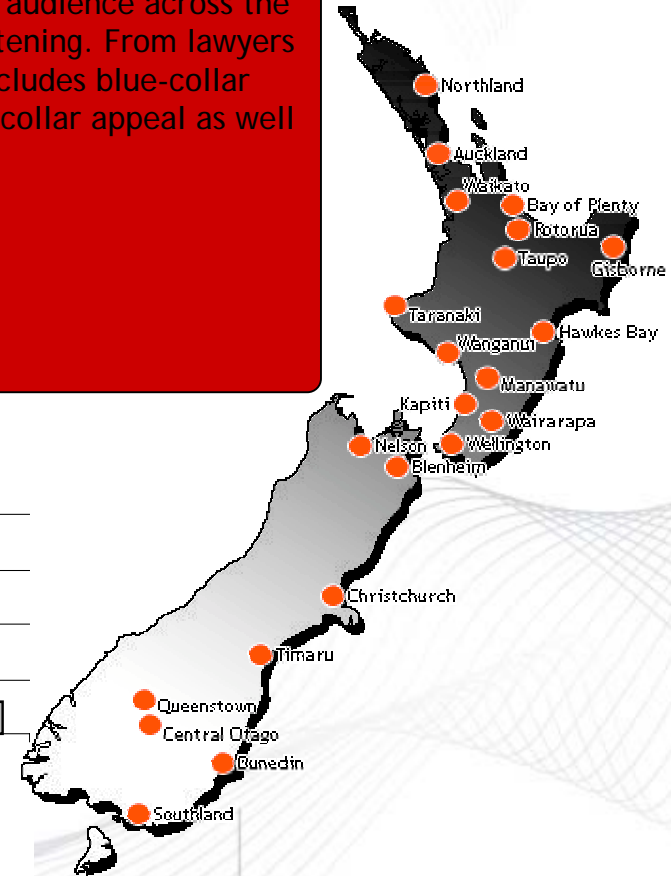
Format: The Rock is New Zealand's Number One music station nationwide with a mammoth audience across the day - particularly with workplace listening. From lawyers to labourers, The Rock's audience includes blue-collar listeners and has strong older white-collar appeal as well

Website: www.therock.net.nz

Total Number of Stations → 23

Total 10+ Cume Audience 380,600

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



Station Profile (Aud vs Pop)

