



Station Profile



• CHAMPIONS OF RADIO •

The Listener:

- Busy & active 18-39 year olds
- Brand conscious
- Socially active, live life to the fullest
- Young professionals, singles & young families
- Big on entertainment, music clothes
- High disposable incomes

The Station:

Format: The best of today's hit music. ZM is entertaining, spontaneous and now with a talented line-up of fun personalities, and on the streets with the Black Thunder crew.

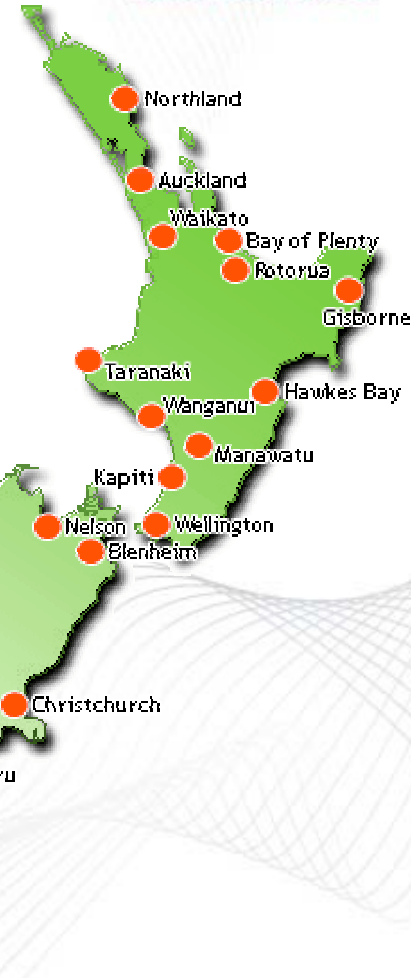
Personalities: The Morning Crew - Polly & Grant, Sarah Gandy (10am-3pm), Mark, Flynny & Steve (3pm-7pm); Matt Ward (7pm-12am)

Website: www.zmonline.com

Total Number of Stations → 18

Total 10+ Cume Audience 376,300

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



Station Profile (Aud vs Pop)

