



WHY ADVERTISE WITH MEDIAWORKS



Hale Advertising
Contracted to Mediaworks

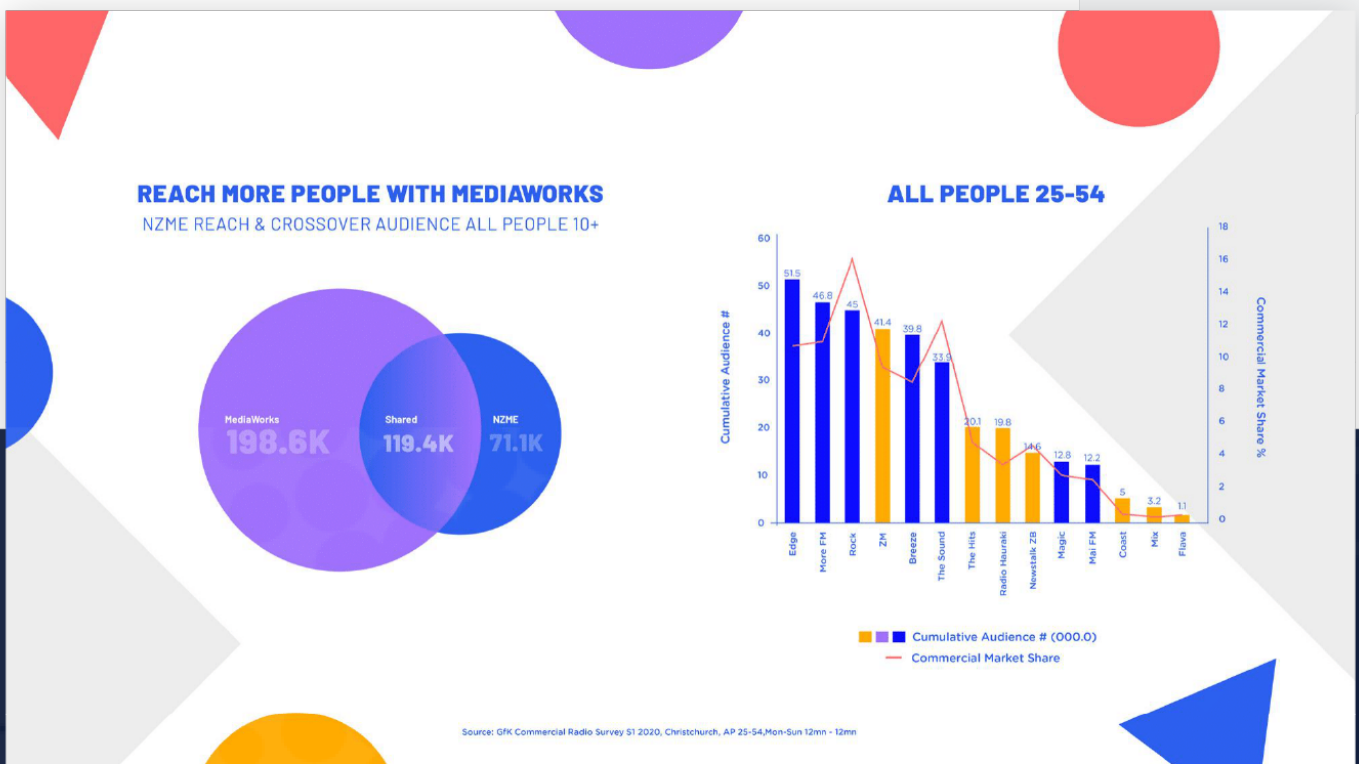


 radioadvertising.co.nz

1. PREMIUM RADIO STATIONS IN CHRISTCHURCH

MediaWorks Radio is the #1 radio network in Christchurch with 317,600 listeners every week, listening in the car, on their mobile, at home, at work, at the gym; everywhere!

Our award winning radio business consists of much loved brands; Mai, The Edge, George FM, The Rock, More FM, The Sound, The Breeze, Magic and Rova. Having more stations in our stable than any other network in New Zealand means we can cater to a wide range of audiences, music genres and tastes.

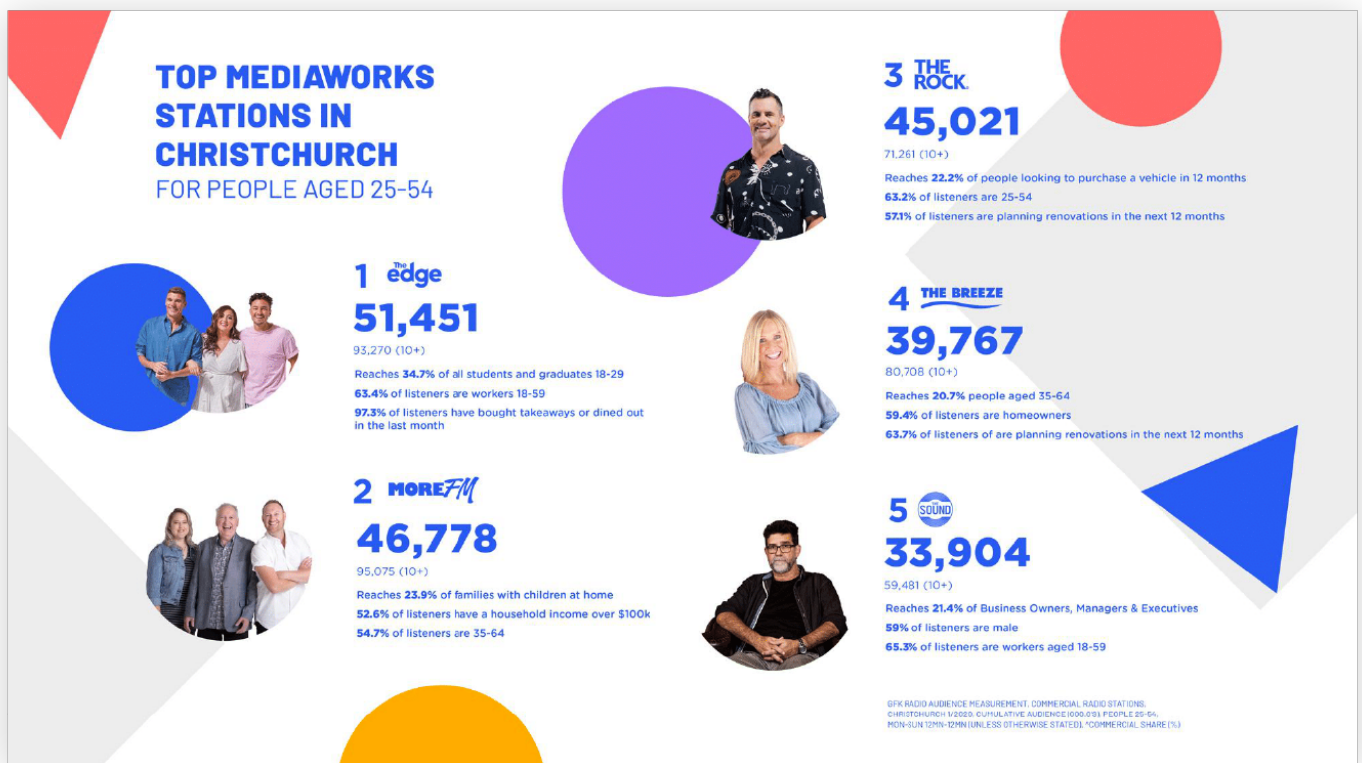


2. TOP RADIO STATIONS IN CHRISTCHURCH

At Mediaworks our premium radio stations give us the widest reach in the Christchurch radio advertising market.

The key to success in radio advertising is: "Frequency of reach and frequency of message"

We'll work with you to create a campaign within your budget that ensures your message reaches the right people as many times as possible.



3.

WE HAVE MULTIPLE STATIONS WHICH CAN REACH YOUR IDEAL CUSTOMERS

Mediaworks' radio stations reach your target market at all stages of the buying process. Want to talk to listeners who are thinking of renovating, purchasing a new vehicle or planning a holiday? At Mediaworks we will tailor a campaign across multiple stations that ensures you're reaching a wide variety of the right people.

We've already got your target market as a captivated audience so let's put your business in front of them!

Targeted Audience Delivery



- 26,828 listeners 10+
- 16,636 target demo listeners 4.8% share
- Moi reaches 10.9% of people aged 18-34
- 96.5% of listeners dined out or bought takeaways in the last month



- 93,270 listeners 10+
- 29,703 target demo listeners 21.2% share
- The Edge reaches 34.7% of students & graduates aged 18-29
- 52.6% of listeners are families with children at home



- 71,261 listeners 10+
- 27,185 target demo listeners 27.4% share
- The Rock reaches 20.2% of people looking to purchase a vehicle in the next 12 months
- 66.6% of Rock listeners are working aged 18-59



- 95,075 listeners 10+
- 18,856 target demo listeners 15.3% share
- More FM reaches 23.9% of families with children at home
- 61.1% of listeners are homeowners



- 80,708 listeners 10+
- 22,265 target demo listeners 12.9% share
- The Breeze reaches 20.7% of all people aged 35-64
- 63.7% of listeners are looking to do renovations in the next 12 months



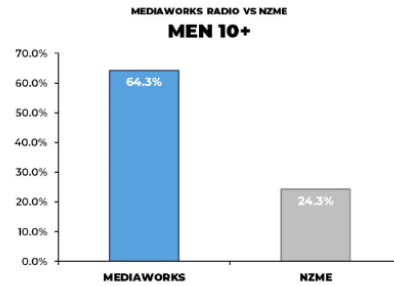
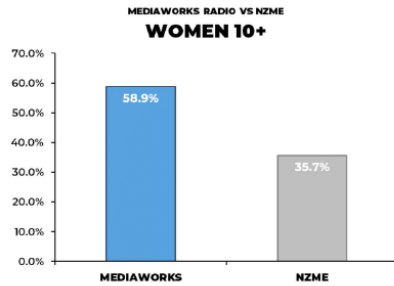
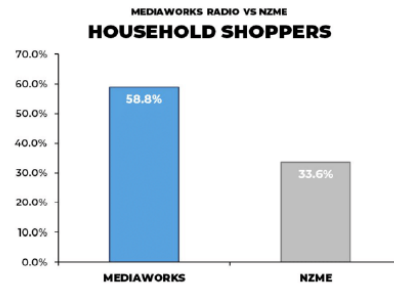
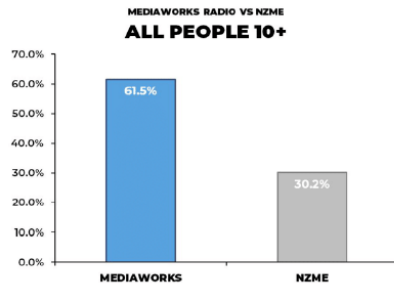
- 59,481 listeners 10+
- 21,934 target demo listeners 17.7% share
- The Sound reaches 21.4% of business owners, managers & executives
- 47.1% of listeners have a household income over \$100,000



- 46,616 listeners 10+
- 40,715 target demo listeners 12.6% share
- Magic reaches 26.2% of people aged 65+
- 88.3% of listeners own a car



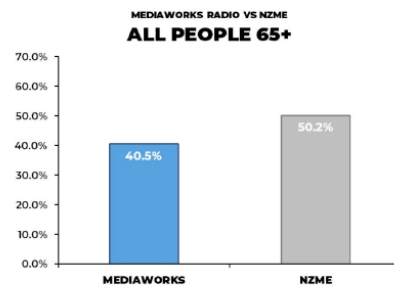
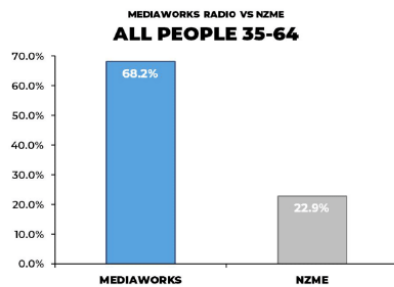
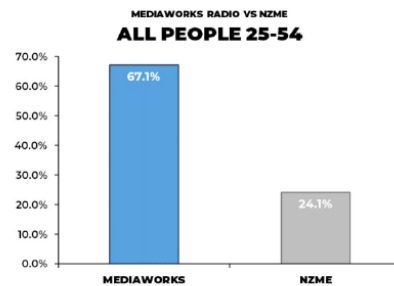
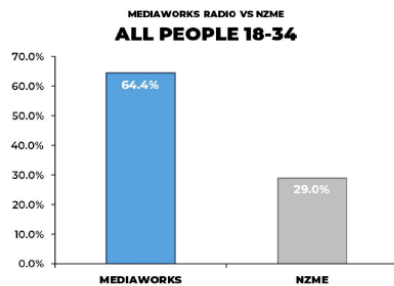
Latest Survey Results



GFK NEW ZEALAND COMMERCIAL RADIO SURVEY CHRISTCHURCH 1/2020, COMMERCIAL MARKET SHARE %, MON-SUN 12MN-12MN



Latest Survey Results



GFK NEW ZEALAND COMMERCIAL RADIO SURVEY CHRISTCHURCH 1/2020, COMMERCIAL MARKET SHARE %, MON-SUN 12MN-12MN



Christchurch

Audience Insights



mai

Targeting all people 15-34, Mai FM listeners are young at heart. Home of the hottest Hip hop & RnB.

#1 Hip Hop & RnB Station
62% of listeners are 15-34
63% of listeners are 18-39

26,828

The edge

Targeting All People 18-39 & those with a youthful energy. Setting trends playing all the latest hits.

#1 Station for All People 10-54
#1 Station for All People 18-39
#1 Station for HHS with Kids 0-17

93,270

THE ROCK

Targeting Males 25-44, Tradies & down To earth Kiwi blokes. New Zealand's biggest rock music station.

#1 Station for Males 10+
#1 Station for Males 25-54
60% of listeners are male

71,261

MORE FM

An entertainment hub targeting Females 30-49, Kiwi families & HHS. Playing today's best music mix.

#1 Station for All people 35-64
#1 Station for Females 30-49
#1 Station All People 10+

95,075

THE BREEZE

Providing an escape for its target audience of Females 35-59. More music, less talk.

#2 Station for Females 35-59
#3 Station for All People 10+^A
54% of listeners are HHS

80,708

THE SOUND

No hype, No BS. Just the greatest music ever made. Targeting males 35-59. It's all about the music.

#1 Station for Males 35-59
#1 Station for Males 40-59
59% of listeners are male

59,481

MUSIC AND VIBE magic

Where music and talk meet to Create magic. Targeting kiwis who have more time for living life, all people 45+.

24,215 Breakfast Listeners*
78% of listeners are 50+
59% of listeners are HHS

46,616

GFK RADIO AUDIENCE MEASUREMENT SURVEY, COMMERCIAL RADIO STATIONS, CHRISTCHURCH 1/2020, CUMULATIVE AUDIENCE (000S), ALL PEOPLE 10+, MON-SUN, 12MN - 12MN, UNLESS OTHERWISE SPECIFIED. *MON - FRI (6AM - 9AM), ^ASHARE

MediaWorks Radio has the biggest reach in Christchurch

with 317,600 listeners every week

#1
In Christchurch for All People aged

10+
10-54
18-39
18-54
25-54
35-59

#1
In Christchurch for Females aged

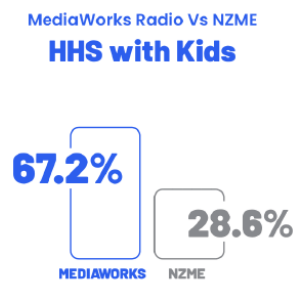
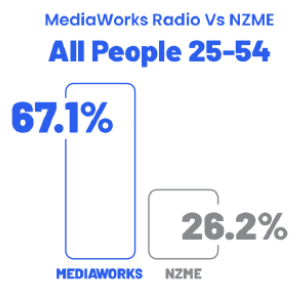
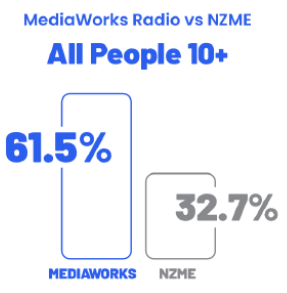
10+
10-54
18-39
18-54
25-54
35-59

#1
In Christchurch for Males aged

10+
10-54
18-39
18-54
25-54
35-59

#1
In Christchurch for HHS

All HHS
25-54
with Kids 0-17



GFK RADIO AUDIENCE MEASUREMENT SURVEY, COMMERCIAL RADIO STATIONS, CHRISTCHURCH 1/2020, CUMULATIVE AUDIENCE (000S), ALL PEOPLE 10+, MON-SUN, 12MN - 12MN, UNLESS OTHERWISE SPECIFIED. *MON - FRI (6AM - 9AM), ^ASHARE



4. WE KNOW OUR NUMBERS

Our latest radio survey told us that Mediaworks radio has the biggest reach in Christchurch with 317,600 listeners every week. It also told us that The Edge is the number one station in Christchurch for listeners in the important 25-54 age band, closely followed by More FM and The Rock.

We know our numbers! We regularly profile our listener demographics so you can be sure your message is being heard by the right people.

TOP 3 IN THEIR CATEGORY

CHECK OUT THE TOP THREE STATIONS IN THESE CATEGORIES



HOMEOWNERS

More FM
58,047 listeners | 12.4% share[^]
The Breeze
48,045 listeners | 10% share[^]
Newstalk ZB
47,979 listeners | 20% share[^]



BUSINESS OWNERS, MANAGERS & EXECUTIVES

The Edge
14,097 listeners | 11.1% share[^]
More FM
13,677 listeners | 9.8% share[^]
The Sound
12,432 listeners | 20.5% share[^]



PLANNING TO SELL/ BUY A HOUSE/ UNIT IN THE NEXT 12 MONTHS

More FM
16,103 listeners | 97% share[^]
ZM
15,262 listeners | 8.6% share[^]
The Edge
14,161 listeners | 12.8% share[^]



VEHICLE OWNERS

More FM
74,303 listeners | 10.8% share[^]
The Breeze
66,572 listeners | 11.1% share[^]
The Edge
66,435 listeners | 8% share[^]



FAMILIES WITH CHILDREN AT HOME

The Edge
49,034 listeners | 12.7% share[^]
More FM
46,516 listeners | 12.2% share[^]
The Rock
37,772 listeners | 17.4% share[^]



PLANNING RENOVATIONS IN THE NEXT 12 MONTHS

More FM
60,198 listeners | 11.2% share[^]
The Breeze
51,399 listeners | 9.6% share[^]
The Edge
42,806 listeners | 6.8% share[^]



5.

WE UNDERSTAND WHAT OUR LISTENERS ARE LOOKING TO BUY.

Want to talk to someone planning a home renovation? You need More FM, The Breeze and The Edge. How about business owners, managers and executives? The Edge, More FM and The Sound can deliver.

Whether they are actively looking, quietly thinking or don't even know you exist yet, we can get you in front of your customers and have them knocking at your door.

Want to find out more about our station demographics? Check out our Radio Brands Fans below.

Our Radio Brand Fans

 	<p>HOME OF THE HOTTEST HIP HOP & RNB.</p> <p><i>Brand Fan</i> Danielle - 23, Student</p> <p>On her shopping list: New threads, trip to Bali and a new laptop.</p> <p>👤 All People 15-34</p>
 	<p>NZ'S #1 ENTERTAINMENT BRAND, UNITED BY A YOUTHFUL ENERGY.</p> <p><i>Brand Fan</i> Steph - 23, Part-time Receptionist</p> <p>On her shopping list: Hair straighteners, exercise gear, and a trip to Europe.</p> <p>👤 All People 15-39</p>
 	<p>NEW ZEALAND'S LEADING ROCK MUSIC STATION.</p> <p><i>Brand Fan</i> Tim - 35, Project Manager</p> <p>On his shopping list: A new suit, fishing gear, and the latest smart phone.</p> <p>👤 Males 25-44</p>
 	<p>AN INTERACTIVE HUB PLAYING TODAY'S BEST MUSIC MIX FOR KIWI FAMILIES.</p> <p><i>Brand Fan</i> Kylie - 43, Full-time Mum</p> <p>On her shopping list: A new station wagon, family holiday to the Gold Coast and a trampoline for the kids.</p> <p>👤 Females 30-49</p>

Our Radio Brand Fans

 	<p>MORE MUSIC, LESS TALK. RADIO STATION. THE PLACE TO RELAX AND TAKE IT EASY.</p> <p><i>Brand Fan</i> Kristin - 42, Nurse</p> <p>On her shopping list: A family holiday, a spa day, and a kitchen renovation.</p> <p>👤 Females 35-59</p>
 	<p>PLAYING THE SOUNDTRACK OF LISTENERS LIVES.</p> <p><i>Brand Fan</i> Richard - 55, Lighting Designer</p> <p>On his shopping list: 6 burner BBQ, new motorbike helmet, and collectors-edition vinyl.</p> <p>👤 Males 35-59</p>
 	<p>WHERE MUSIC AND TALK MEET TO CREATE MAGIC. TARGETING KIWIS WHO HAVE MORE TIME FOR LIVING LIFE.</p> <p><i>Brand Fan</i> Andrew - 45, Financial Advisor</p> <p>On her shopping list: Golf clubs, new suit and an investment property.</p> <p>👤 All People 45+</p>
 	<p>MAGIC TALK'S INFORMATIVE AND ENTERTAINING SHOW. RURAL EXCHANGE, COVERS ALL ASPECTS OF FARMING.</p> <p><i>Brand Fan</i> Geoff - 47, Farmer</p> <p>On his shopping list: A new tractor, a new computer and a D-lia-Bone coat.</p> <p>👤 All People 35-64</p>



START ADVERTISING WITH MEDIAWORKS

If you're wanting to reach more of your target market and make more sales in your business, don't hesitate to get in touch. We'll book a time to meet and discuss how radio advertising here in Christchurch can help to grow your business.

It's not about selling radio, it's about making sure it is the right fit for your business, and the way you do things.

All my details are below, feel free to contact me on any of the below methods. I'm always happy to chat, and see how I can help your business.

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<https://www.linkedin.com/in/murrayhale/>

