

**NZME.**



## ABOUT RADIO HAURAKI

In its 50th year, Radio Hauraki is New Zealand's rebellious, irreverent radio station that doesn't take anything too seriously - except for the music. The music you'll hear on Hauraki is a celebration of the kind of artists you hear at music festivals past and present - with a focus on alternative, rock mixed in with some dance and hip hop.

Listeners are an integral part of the Hauraki family, playing a major role in the air banter, the music programming, and the overall feel of Hauraki. With Matt Heath and Jeremy Wells on breakfast, and Leigh Hart & Jason Hoyte on drive, Radio Hauraki loves the music and hates the ordinary!

## THE RADIO HAURAKI CONSUMER

Radio Hauraki is perfect for targeting the working man, the family man, business owner, manager, board member - all men between the ages of 25 and 44.

Their social lifestyle makes them regular consumers of big-ticket household items, consumables, motoring, DIY and entertainment.

While male skewed, Hauraki also reaches a unique female audience - those that share the interests of their male counterparts. Radio Hauraki also enjoys dominant audiences in provincial New Zealand providing excellent options for businesses in the rural sector.

## RADIO HAURAKI'S ONLINE AUDIENCE

- 82,813 Facebook likes<sup>+</sup>
- 26,277 email database<sup>+</sup>
- 6,807 Twitter followers<sup>+</sup>

<sup>+</sup>As at April 2017

TOTAL  
LISTENERS  
**220,500**

**17** MARKETS  
THROUGHOUT  
NEW ZEALAND

**67%**  
LISTENERS  
AGED 25 - 54<sup>^</sup>

**6,300**  
AVERAGE  
DAILY UB'S

**SOURCE:**

GfK Radio Ratings Survey, Commercial Radio Stations, Total New Zealand 2/2017, All 10+, Mon-Sun 12mn- 12mn, Cumulative Audience, unless otherwise stated.  
<sup>^</sup>GfK Radio Ratings Survey, Commercial Radio Stations, Total New Zealand 1/2017, All 10+, Mon-Sun 12mn- 12mn, Cumulative Audience, unless otherwise stated.  
Rounded to the nearest thousand.  
<sup>\*</sup>Nielsen Market Intelligence Domestic Traffic June 2017.

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## ANNOUNCER LINE UP

<p>The Hauraki Breakfast with Matt Heath and Jeremy Wells Monday – Friday 6am – 10am</p>	<p>Matt and Jeremy bring you The Hauraki Breakfast. It's a radio breakfast show, but not as you know it. Guests get grilled with the infamous 'Thank You For Your Honesty' questions, Jeremy parodies Mike Hosking in 'Like Mike', Sky Sport Commentator Scotty J. Stevenson gets asked the weirdest 'sports-related' questions of all time, and you are encouraged to cyber bully the guys every Monday. Well every day if you want but especially on Mondays. Matt Heath and Jeremy Wells on the radio every morning. Get amongst! @crywank is their Twitter handle which kind of speaks volumes.</p>
<p>Weekdays With Georgia Cubbon Monday – Friday 10am – 2pm</p>	<p>Georgia loves the music and brings you the best selection of tunes in the land every weekday. Georgia has a particular knowledge of New Zealand tunes, plus interviews a massive variety of artists – both local and international.</p>
<p>Greg Prebble Afternoons Monday – Friday 2pm – 4pm</p>	<p>Greg Prebble has all your music, news, Hauraki updates and more.</p>
<p>Bhuja! With Leigh Hart and Jason Hoyte Monday – Friday 4pm – 7pm</p>	<p>Hauraki always looking after you, and at the end of a long workday there's a little bit of Bhuja to take your mind off things. Leigh Hart and Jason Hoyte will always approach things with a sense of the ridiculous, and guaranteed this will be some of the least predictable and most laugh-out-loud radio on the dial. Try some Bhuja every weeknight from 4.</p>
<p>Hauraki Nights With Matt Ward Monday – Friday 7pm – 12am</p>	<p>Matt joins the Hauraki team to bring you all the tunes you need to finish your day. Text your requests through!</p>

**63%**  
LISTENERS  
ARE MALE

**79,200**  
LISTENERS ARE  
SPORT FANS

**132,100**  
INTEND TO  
RENOVATE  
IN THE NEXT  
12 MONTHS

**SOURCE:**

GfK Radio Ratings Survey, Commercial Radio Stations, Total New Zealand 2/2017, All 10+, Mon-Sun 12mn- 12mn, Cumulative Audience, unless otherwise stated.  
^GfK Radio Ratings Survey, Commercial Radio Stations, Total New Zealand 1/2017, All 10+, Mon-Sun 12mn- 12mn, Cumulative Audience, unless otherwise stated.  
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\*Nielsen Market Intelligence Domestic Traffic June 2017.

## CONTACT

For more information or to book your ad please **contact your NZME Account Manager on 09 379 5050 or email [advertise@nzme.co.nz](mailto:advertise@nzme.co.nz)**