

## About us

**Who?** With a bilingual format, MFM audience is vast and varied. Audience specific content and music is broadcasted to our identified target groups from 25 – 65+

**What?** MFM is Maniapoto owned and operated. We have a distinct King Country sound. We embrace the Maniapoto slogan 'whanake ake' which promotes growth and development

**Where?** We are the only radiostation located in the region, based in Te Kūiti, who broadcast across four frequencies.

**Waipā 106.2FM**

**Te Kūiti 99.6FM**

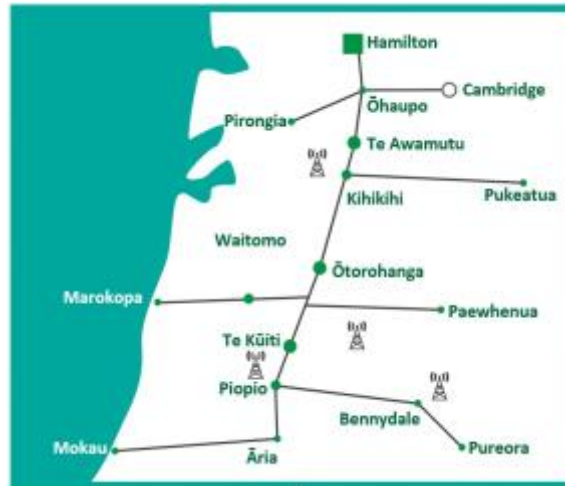
**Piopio 92.7FM**

**Bennydale 91.8FM**

**Why?** We provide a unique, local perspective through our use of Te Reo Māori and English. We encourage the normalization of our Maniapoto identity and culture

## 10 reasons why you should be part of MFM

1. Local local local
2. Bilingual
3. OnAir24/7
4. 80,000 potential listeners
5. Our personalities are locally based
6. We use our knowledge of Te Reo
7. We are accessible and live
8. On-air, Online, on site
9. We love our community
10. Our heritage of over 25 years



**MFM reach**

**Pop 80,000**

**25 YEARS ON AIR**

**2014: Iwi Radio Awards**

Best Comedy Feature Best  
Rangatahi Announcer  
Best Programme

**2013-2014: NZ Radio Awards**

Best Māori Broadcast

**TO BOOK YOUR ADVERTISING**

**CONTACT:**

MFM Communications  
contactus@mfm.co.nz  
07 878 1160

96a Rora Street POBox 416 Te Kūiti

# ON-AIR ADVERTISING PACKAGES



*With over 25 years of industry experience let us help you grow your business profile in the King Country*

# SILVER PACKAGE

1X30" English Advertisement 24 plays per week  
6am-6pm Mon to Fri

WEEKS	PLAYS	COST
2 WEEKS	48	\$400

### BONUS INCLUDED

1. 1x30" Te Reo Advertisement

# GOLD PACKAGE

1X30" English Advertisement 48 plays per week  
6am-6pm Mon to Fri

WEEKS	PLAYS	COST
2 WEEKS	96	\$500
4 WEEKS	192	\$700

### BONUS INCLUDED

1. 1x30" Te Reo Advertisement
2. 1xLIVE Radio Interview (2-3 minutes) per week

**FRESH** Advertisements produced every 2 weeks

# PLATINUM PACKAGE

1X30" English Advertisement 60 plays per week  
6am-6pm Mon to Fri

WEEKS	PLAYS	COST
4 WEEKS	272	\$900
6 WEEKS	408	\$1100
8 WEEKS	544	\$1300

### BONUS INCLUDED

1. 1x30" Te Reo Advertisement
2. 1xLIVE Radio Interview (2-3 minutes) per week
3. Free weekend plays

**FRESH** Advertisements produced every 2 weeks

# SPONSOR PACKAGES

## YOUR UNIQUE JINGLE PRODUCED & PLAYED BEFORE EVERY BULLETIN

Newstalk ZB News and Sport. Every hour from 6am-12midnight. Mon to Fri

Choose your weekday for the month: 6am-12pm \$150 per month / 1pm-6pm \$90 per month / 7pm-12midnight \$90 per month

Waatea Maori News Comprehensive Maori News Bulletin. Every hour 10am-5pm. Mon to Fri

\$500 per month

MFM Weather, Tides and Traffic. Every hour from 10am-2pm. Mon to Fri

\$300 per month

Saturday Newstalk ZB News and Sport. Every hour from 6am-12midnight

\$150 per month

Newstalk ZB Sunday News and Sport. Every hour from 6am-12midnight

\$150 per month

