



Taranaki FM Trust
MostFM
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New Plymouth
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www.mostfm.com

Why The Most FM?

Welcome to The Most FM, an opportunity to support the heartbeat of independent Taranaki radio. We are a little station with a big personality. When you partner with us through advertising or sponsorship, you're not just promoting your business—you're helping our community, empowering local musicians, and supporting the diversity of our region.

As Taranaki's primary alternative and independent radio station, we're a refreshing departure from the norm. Our listeners are passionate about our station and many migrate from larger national and commercial stations seeking diversity, reduced repetition, and a stronger connection to our local content.

At The Most FM, we offer enticing rates and have a committed team of 50+ volunteers and a dedicated audience of discerning listeners. Our advertising packages are specifically tailored for the local businesses, charities, organisations and projects, fellow locals can sponsor a show and get involved into the station life, or just do some paid ads on air.

When you advertise with The Most FM, you're not just spreading your message; you're actively contributing to our vibrant local tapestry of our region. Join us now and be part of our team who supports local radio and our local Taranaki.

We broadcast from our 'modern retro' station, nestled in the vibrant heart of New Plymouth's CBD, The Most FM thrives with a team of four dedicated staff members, supported by an active group of nine trustees and over 50 enthusiastic volunteers.

Our dynamic space encompasses a versatile 50-80 person capacity venue, set to soon feature live-to-air performances, capturing the electric energy of the moment. As a station deeply rooted in the community, Most FM operates under the umbrella of a charitable trust, which was established back in 2008.

Our Listeners

Listenership Profile:

- Local Taranaki residents form the core of our audience, complemented by dedicated followers who regularly tune in through our livestream.
- A balanced 50/50 split between male and female listeners signifies our broad appeal across genders.
- Embracing inclusivity, our audience spans an age range from 30 to 75 years, reflecting our commitment to welcoming all demographics without discrimination.

Socioeconomic Characteristics:

- Primarily situated in the middle to high-income bracket, our audience comprises individuals who appreciate quality and value in their experiences.
- They are educated and prominent in their community through their workplace or they are business owners.
- Homeownership and car ownership are prevalent among our listeners, indicative of stability and an inclination towards quality living.

Culinary and Lifestyle Preferences:

- Enthusiastic patrons of dining out, our audience appreciates diverse culinary experiences, showcasing a penchant for exquisite food and beverages.
- Demonstrating free-thinking and independence, our listeners treasure the unique lifestyle that Taranaki offers, reflecting an appreciation for individuality while embracing the community spirit.

Engagement and Activities:

- Active lifestyles define our audience, individuals who have lived through their youth and now prioritise health, wellness, and outdoor activities as part of their daily routines.
- Among our listeners, a substantial number are business owners and influencers, showcasing their drive and influence within their community spheres.
- Exploration is a common thread among our listeners, who frequently embark on travelling for pleasure and to attend concerts, events, and shows, seeking diverse experiences and cultural engagements.

Passions and Cultural Affinity:

- A deep-rooted love for music, art, and culture resonates within our audience, reflecting a shared passion for creative expressions and local talent.
- The community-mindedness is evident as is their dedication to fostering regional growth and development.

Our audience aren't just listeners; they are active supporters of the Taranaki community, deeply committed to championing local organisations, businesses and initiatives, they know the value in contributing to the region's growth and

prosperity.

“They are the backbone of our station, embracing and embodying the spirit of Taranaki with unwavering loyalty and dedication.”

**Source: Most FM ‘Friends of the Most’ database 2018*

How we connect with our listeners

Broadcasting 24/7 on 100.4 FM, The Most FM blankets Taranaki from Mokau to Maxwell, delivering continuous content. Our robust signal extends to Oakura on 107.4 FM, ensuring a strong reach. Additionally, our global presence streams live online at www.mostfm.com, or on the Tune In radio app. Efforts are underway to enhance our broadcasting shadow from Okato to Manaia, to provide coverage across the whole region.

Engaging actively on social media platforms like Facebook and Instagram, our channels boast a combined following of over 7000 individuals. We maintain a direct line of communication with our audience, interacting through radio, social media platforms, phone calls, emails, and personal interactions every day.

The Most FM has cultivated a fiercely loyal listener base. Our audience holds a strong affinity for RNZ as their secondary station. And we estimate over 10,000 listeners tuning in regularly from various corners of Taranaki.

At The Most FM, we prioritise loyalty to our sponsors, typically avoiding hosting competing businesses within the same sector. Many of our advertisers have established long-term partnerships with us, demonstrating the value and success of our collaborative efforts.

Our flagship show, The Most FM Breakfast with Crez, stands as a testament to our connection with the Taranaki music and wider community. Weekly, we feature interviews with district mayors, MPs, sports figures, representatives from WITT and the Chamber of Commerce, as well as local musicians, artists, and community groups. No other Taranaki radio station offers an authentic voice to our leaders and groups to showcase the diverse voices of our region.

We would love the opportunity to collaborate with you, leveraging our platform to promote your organisation, business or community message to our dedicated and loyal Taranaki audience.

Let's explore how we can work together to develop your ideas and share your message with our community.

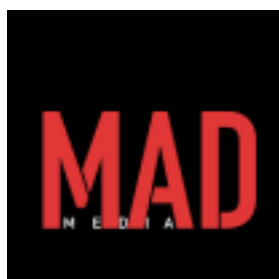
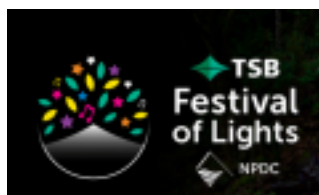
Our Key Partners:



Te Kaunihera-ā-Rohe o Ngāmotu
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Feel free to contact us:

The Most FM, 06 758 5012 or come and visit us at the station 27 Liardet Street, New Plymouth

Advertising call Olena 021 71 7878 or email olena.williams@gmail.com