

TAUPO | RUAPEHU | WHANGANUI

Today's Hit Music



TARGETING 18-44 YEAR OLDS,
including a significant volume
of domestic travellers.

LOCALS

94,927
Permanent population reach*

VISITORS

Up to
32,000
Visitors per day*

ONLINE LISTENERS

41,038
Average Monthly
Online Listenership

UNIQUE ONLINE IMPRESSIONS

616,667
Jan 2021 - Oct 2021

74.7% Domestic tourism
18.3% From Wellington**

SKI FM is the only mainstream media network to provide coverage to the **entire Ruapehu region, plus Taupo, Whanganui and environs**. We reach an all year round adventure playground with supersized winter and summer population spikes (predominantly built from metropolitan origin).

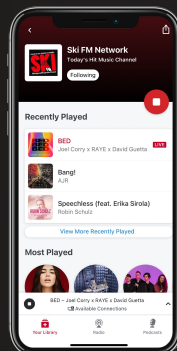
ABOUT US

We're an energetic **entertainment platform** and a **regional information powerhouse**. Forming a unique marketing vehicle with opportunities for brand reinforcement, direct response and call to action components. SKI FM is the perfect platform for targeting domestic F.I.T's (Free Independent Travellers).

LISTENER PSYCHOGRAPH

Young professionals, singles, and young families with medium to high disposable incomes. Brand conscious and socially active. This includes a significant volume of domestic visitors all year round.

LIVE & NATIONWIDE ON
iHeartRADIO



**1 Million +
Registered NZ
users on the
iHeartRADIO App**

**144 Million
Registered
Users Globally**

STREET TEAM

The SKI Street Crew are frequently out and about in all our markets. Along with having a strong and visible presence at some of the biggest events in the Central North Island.

NUMBERS (PER YEAR)

Ruapehu average visitors: 1.38 million, staying for an average of 2.4 nights (81% domestic). Taupo average visitors: 3.4 million, staying for an average of 3.1 nights (75% domestic).

* iSitestats.govt.nz 2019

** NZ Regional Tourism Forecasts 2018-2019

Lake Taupo RTO & Ruapehu RTO

Ministry of Economic Development

WHAT WE KNOW

**85% of visitors to SKI's website
are new visitors**

**People listen online for an average
of 58:08 minutes**

**72% of online engagement
happens on Mobile Devices**

**30.92% of our online reach
comes from Auckland**

@SKIFM



@SKIFMNZ



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