



Te Hononga Whakapaoho Māori  
Māori Media Network

# MEDIA KIT

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# Nau mai, haere mai!

**Welcome to the Māori Media Network – Media Kit. Inside you will find introductory information on the unique services that Māori Media Network can offer you and your organisation.**

Please don't hesitate to contact us for more information, media advice, or an obligation-free quote. We look forward to working with you in the future to deliver quality Māori communications.

Māori Media Network - a total solution to reach the Māori market, providing information, ideas, and expertise, whilst reflecting kaupapa Māori values and business ethics.

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# Who is Maori Media Network

**Māori Media Network Limited** is a national advertising bureau that specialises exclusively in Māori media and communications targeting Māori.

We currently represent 22 Māori Radio Stations nationwide as well as several Māori print publications.

Māori Media Network is a one-stop-shop solution for agencies, clients, and advertisers who need to reach a Māori audience.

## Logo

Māori Media Network's logo is a contemporary representation of the Pūtātara (conch shell), historically used as a communication device among Māori.

The image was designed to depict both kotahitanga (unity) as well as individuality and diversity of Iwi.

This forms from the centre of the koru, flowing out to the different paths or frequencies. The subtle image of the fern can also be seen.

Natural colours of the sea and earth have been chosen as essential elements which bind the whenua (land).



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## Why work with us ?

- **Save time** – Whether you need advertising placement on 6 stations or 22, full ad production, translation, a Māori music bed – it takes just one call to Māori Media Network to deal with it all.
- **Get results** – Our experience in designing focused campaigns in Māori and English ensures you reach a Māori audience in the most effective and appropriate way for the best possible outcome.
- **Maximise value** – Close relationships with member stations keep us up-to-date with programming, and help us to identify added value opportunities for your campaign.
- **Gain insights** – Access information to help you better understand the audience. Find out why so many Māori tune-in to Iwi Radio, where and who they are.
- **Quality Assured** – Experience and expertise at every level. We use only licensed translators and our Account Managers have a combined experience of 30 years in the media industry.
- **Book with confidence** – We are accountable. All stations provide us with affidavits for every campaign.
- **Quick turnaround** – We understand “urgent” and pride ourselves on getting the job done quickly and efficiently – without compromising quality.
- **Satisfaction** – Become one of our many satisfied clients who come back again and again. See our *Testimonials* page for more on what they have to say.
- **We’re approachable** – If you don’t know your ‘keke’ (cake) from your ‘kēkē’ (armpits) – we can guide you through! We are dedicated to ensuring your experience with Māori Media Network is pleasant, painless, and productive.

# Services

- **Media Planning** – Use our expert knowledge of Māori Radio to provide you with a no-obligation proposal for the ideal placement of your campaign. We can advise on the best time zones to use, the most appropriate ad format, number of ad placements required, which stations you'll need and the programmes which best suit your audience.
- **Media Placement** - MMN is a centralized booking agency for 22 Māori Radio stations throughout Aotearoa. A single point of contact for the whole network. Ask us about booking Māori print publications too.
- **Bi-lingual Voice Talent** – Fluent Māori and English voice talent across a range of ages and delivery styles can be matched to your requirements, ensuring your campaign connects with just the right audience
- **Translation** – For translation of the highest standard we use only licensed translators and interpreters. Whether you want a literal word-for-word translation or an interpretation of the essence of your message - we can deliver. Our rates are reasonable and our turn-around prompt.
- **Māori Music/Sound Beds** – To give your campaign the right “flavour” we can negotiate rights for use of Māori music from a network of local Māori musicians, recording artists, and producers.
- **Audio Production** – We offer reasonably priced studios/sound engineers producing quality work (in tight time frames if required).



# Why Maori Radio?

- Results from Massey University's last Māori Radio survey show that 53% of the Māori population listen to Māori radio. This translates to approx 279,965 Māori listeners nationwide.
- Māori Radio caters for the whole whanau, providing various functions including community/information, entertainment, and education.
- Of particular importance to many listeners is the broadcast of linguistic features unique to their region; dialect and style, words and proverbs, idioms and phrases.
- A number of stations overlap allowing access to more than one station. The major determining factor in deciding which station listeners in these areas tune into is tribal affiliation.
- The majority of Māori Radio listeners are not fluent in Te Reo Māori. Māori Radio, therefore, caters for a range of competency levels and incorporates programming in both Māori and English.
- Radio personnel identify with their listeners and lifestyles, and are often well known, with local profiles. These factors contribute to stations' community presence and make them approachable and Māori friendly.
- Stations often broadcast live from local marae, hui, and events. Listeners are kept up-to-date with what's happening in their tribal area, including essential Māori messages, eg: tangihanga, panui, etc.
- The community function of Māori Radio is acknowledged as a major factor for listeners tuning in. This important communication role is often performed exclusively by Māori radio, and in many areas the station is the biggest Māori communication medium.
- Māori listeners are passionate about their stations. Many consider the stations to be "life lines" that keep them in touch with the Māori world.





# Our Coverage

Māori Radio stations cover an area from Te Hiku o Te Ika (Cape Reinga) to Te Waipounamu (South Island). Listeners can tune-in to stations on the following frequencies or listen online at [www.maorimedia.co.nz](http://www.maorimedia.co.nz)

- **Awa FM** – Whanganui/Taumaruni (100FM, 91FM, 93.5FM)
- **Kia Ora FM** - Palmerston North (89.8FM)
- **Moana AM** - Tauranga (1440AM)
- **Ngā Iwi FM** - Paeroa (99.5FM, 92.2FM)
- **Radio Kahungunu** - Napier (765AM, 94.3FM)
- **Radio Maniapoto** - Te Kuiti (91.8FM, 92.7FM, 96.5FM, 99.6FM)
- **Radio Ngāti Hine** - Whangarei (99.5FM, 96.4FM)
- **Radio Ngāti Porou** - Ruatoria/East Coast (585AM, 88.2FM, 93.3FM, 98.1FM)
- **Radio Tainui** – Ngaruawahia/Waikato (95.4FM, 96.3FM)
- **Radio Te Arawa** - Rotorua (89FM)
- **Radio Waatea** - Auckland (603AM)
- **Raukawa FM** - Tokoroa (90.6FM, 95.7FM, 93.2FM)
- **Sun FM** - Whakatane (96.9FM)
- **Tahi FM** - Tauranga (98.2FM) [Rangatahi]
- **Tahu FM** - Christchurch, Dunedin, Invercargill, Kaikoura (90.5FM, 95FM, 99.6FM, 91.1FM), Sky Digital 105
- **Tautoko FM** - Mangamuka Bridge (90.8FM, 98.2FM, 92.8FM)
- **Te Hiku o Te Ika** - Kaitia (94.4FM) **Tai FM** - Kaitia (99.2FM) [Rangatahi]
- **Te Korimako o Taranaki** - New Plymouth (94.8FM)
- **Te Upoko o Te Ika** - Wellington (1161AM)
- **Turanga FM** - Gisborne (91.7FM, 95.5FM, 98FM)
- **Tūwharetoa FM** - Turangi (97.6FM, 95.1FM, 100.6FM)

MMN does not currently represent Atiawa Toa FM (Lower Hutt) or Mai FM stations.



# Maori Publications

Established primarily to service the Māori market, these publications are driven by tribal issues and concerns, and cover issues from a Māori perspective.

Māori publications are specifically targeted, and while print runs may not be as high as mainstream, they are well circulated within Māori families with an exceptionally high pass-on rate.

- **Mana**, Auckland (National)
- **Ngā Kohinga**, Ruatoria (Ngati Porou)
- **Pipihwharauoa**, Gisborne (Turanganui)
- **Pū Kāea**, Whakatane (Mataatua)
- **Te Karaka**, Christchurch (Ngai Tahu)
- **Spasifik**, Auckland (National)
- **Tū Mai & Koha**, Wellington (National)





# Testimonials

- "Extremely efficient and professional ... Ngā mihi nui ki a kōrua mō tā kōrua mahi whakahirahira rawa atu! ..."  
(NZ Fire Service)
- "Thank you for your excellent service, which made our recent Iwi radio talkbacks such a success ... The advertising campaign you undertook for us ensured that our talkback reached a wide audience ... It was a pleasure to work with you ..."  
(Crown Forestry Rental Trust)
- "Account Managers are efficient and deliver a professional service. We receive excellent advice and feedback about schedule and placement ..."  
(Māori Television)
- "Placement and number of spots was value for \$ ... Great production quality ... Māori Media Network always meet tight deadlines without compromising on quality. Quick, efficient turnaround ..."  
(Creative NZ)
- "Māori Media Network is offering a professional media service, with a real dedication to customer service. They work hard to add value to the planning process and they provide real assistance in turning around campaigns in a rush ..."  
(Graham Strategic)
- "Māori Media Network provided Learning Media with a tailor-made promotional campaign within budget and that exceeded our expectations. Advertising on Māori Radio gave us direct contact with local communities ... Bonus ads and air-time due to booking with Māori Media Network were added value"  
(Learning Media Ltd)
- "Māori Media assisted us to achieve one of our main goals – to get the best people for the jobs ... 30% of whom were Māori"  
(Department For Courts)

# Contact Us

## **MĀORI MEDIA NETWORK LTD**

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