



Te Hononga Whakapaaho Māori
Māori Media Network

MEDIA KIT

Māori Media Network Ltd
PO Box 2705, Wellington 6140
Ground Floor, PSA House, 11 Aurora Terrace, Wellington 6011
Phone: 04 4963330, Fax: 04 4963332, Email: info@maorimedia.co.nz
Website: www.maorimedia.co.nz



Nau mai, haere mai

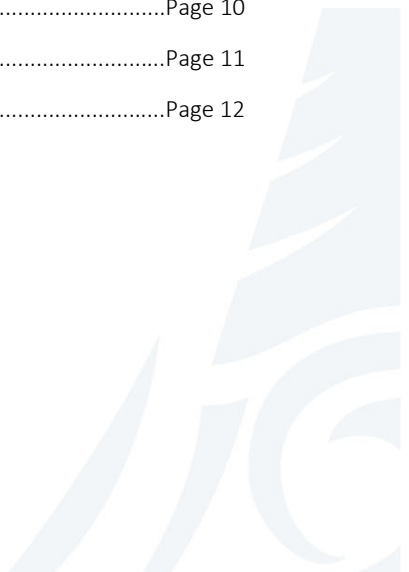
Welcome! Māori Media Network - a total solution to reach the Māori market, providing information, ideas and expertise, whilst reflecting kaupapa Māori values and business ethics.

Inside this media kit 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.

Contents

Who is Māori Media Network?	Page 03
Our Logo.....	Page 03
Why work with us?	Page 04
Services	Page 05
Why Māori Radio?	Page 06
Our Coverage	Page 07
Radio Map.....	Page 08
Integrated Activity	Page 09
Māori Publications	Page 10
Testimonials	Page 11
Contact us	Page 12



Who is Māori Media Network ?

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

We currently represent 23 Māori Radio Stations on-air and online nationwide as well as 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).



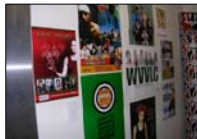


Why work with us?

- **Save time** – Whether you need advertising placement on 6 stations or 23, 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 centralised booking agency for 23 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 Māori Radio?

- Results from TNS Māori Audience Survey 2016 show that 39% of Māori aged 15+ listened to Māori Radio in the past year.
- 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

- **Atiawa Toa FM** – Lower Hutt (100.9FM, 94.9FM)
- **Awa FM** – Whanganui (91.0FM, 93.5FM, 100.0FM)
- **Kia Ora FM** - Palmerston North (89.8FM)
- **Maniapoto FM** - Te Kuiti (91.8FM, 92.7FM, 99.6FM, 106.2FM)
- **Moana Radio** - Tauranga (1440AM, 98.2FM)
- **Ngā Iwi FM** - Paeroa (92.2FM, 92.4FM, 92.7FM, 92.8FM, 99.6FM, 105.1FM)
- **Ngāti Hine FM** - Whangarei (99.1FM, 99.6FM)
- **Radio Kahungunu** - Napier (765AM, 94.3FM)
- **Radio Ngāti Porou** - Ruatoria/East Coast (585AM, 89.3FM, 90.5FM, 98.5FM, 105.3FM, 106.5FM)
- **Radio Tainui** – Ngaruawahia/Waikato (95.4FM, 95.7FM, 96.5FM, 106.4)
- **Radio Waatea** - Auckland (603AM)
- **Raukawa FM** - Tokoroa (90.6FM, 93.2FM, 95.7FM)
- **Tahu FM** – Kaikoura (90.7FM), Christchurch (90.5FM), Timaru (89.1FM), Dunedin (95.0FM), Invercargill (99.6FM), Sky Digital 423
- **Tautoko FM** - Mangamuka Bridge (97.2FM, 97.5FM, 99.5FM, 105.3FM)
- **Te Arawa FM** - Rotorua (88.7FM, 88.9FM, 91.8FM, 93.9FM)
& The Heat – Rotorua (99.1FM)
- **Te Hiku o Te Ika** - Kaitaia (97.1FM)
& Tai FM – Kaitaia (106.7FM) [Rangatahi]
- **Te Korimako o Taranaki** - New Plymouth (94.8FM, 97.6FM, 98.4FM)
- **Te Ūpoko o Te Ika** - Wellington (1161AM)
- **Tumeke FM** - Whakatane (96.9FM)
- **Turanga FM** - Gisborne (91.7FM, 95.7FM, 98.1FM)
- **Tūwharetoa FM** - Turangi (89.4FM, 92.0FM, 95.1FM, 97.6FM, 100.6FM)

Radio Map



Integrated Activity

Māori Media Network provides integrated solutions to effectively promote messages to Māori audiences on-air, online and out in the community.

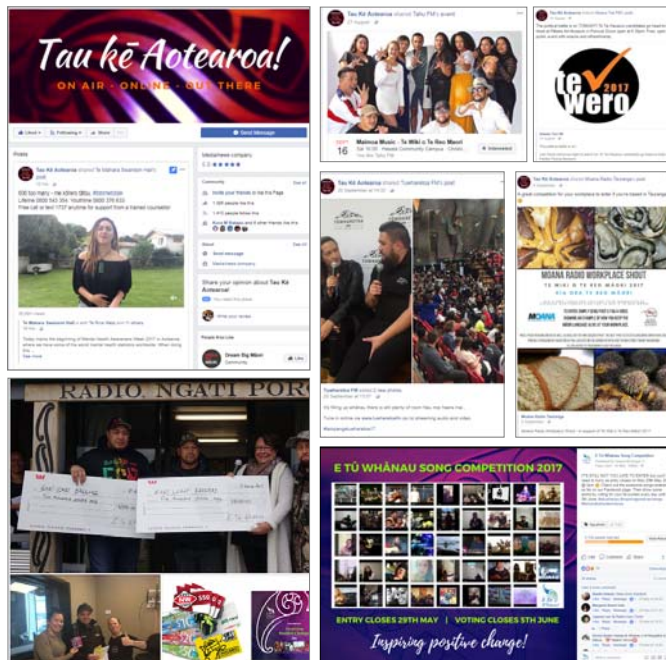
Each of the 23 Māori Radio Stations has their own local Facebook page with a combined total of approx 170K+ followers nationally.

Māori Media Network's national facebook page "Tau Kē Aotearoa" also highlights the awesome mahi, people, events, competitions and music happening via Māori Radio Stations throughout Aotearoa.

The website of national Māori radio news provider www.waateanews.com receives approx 30K+ visitors per month.

Opportunities exist at key Māori events for advertiser interactions and partnerships including MC promotions, giveaways, stall sites, audio and video livestream sponsorship etc.

Utilising these strong Māori social networks, we deliver direct connections to Māori communities, with an authentic tone and generate audience engagement.



Māori 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.

- **Pipiwharaura**, Gisborne (Turanganui)
- **Spasifik**, Auckland (National)
- **Te Karaka**, Christchurch (Ngai Tahu)





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

Ground Floor, PSA House
11 Aurora Terrace, Wellington
PO Box 2705, Wellington 6140

Phone: 04 496 3330

Fax: 04 496 3332

Email: info@maorimedia.co.nz

Website: www.maorimedia.co.nz

For more information, media advice, or an obligation-free quote please don't hesitate to contact our Account Managers:



Jacqui McVie

Mobile: 027 249 3766

Email: jmcvie@maorimedia.co.nz



Teresa McGregor

Ngāti Raukawa

Mobile: 027 207 5016

Email: tmcgregor@maorimedia.co.nz