



# NATIVE FM OVERVIEW

808.877-5566 ■ 311 Ano St., Kahului, HI 96732 ■ [www.MauiRadioAdvertising.com](http://www.MauiRadioAdvertising.com)

**Station:** Native 92.5

**Format:** “Maui’s Island Music Station”

**Target Audience:** Adults 18-49

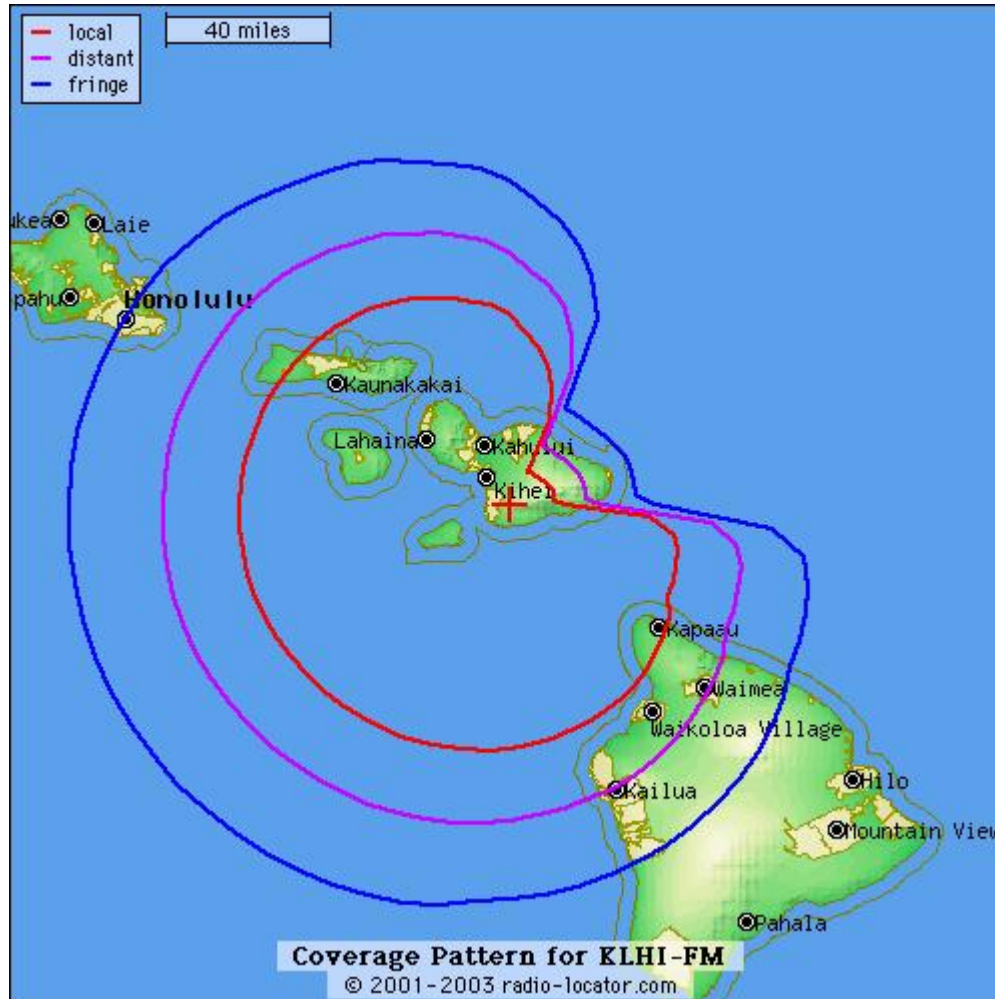
**Primary Listening Area:** Maui, Molokai, Lanai

- Maui’s Island Music Station serves the lifestyle of the Island’s active adults with primary emphasis on the 18-49 year old listener.
- Play list includes Ten Feet, The Mana’o Company, Natural Vibrations, Na Wai and Fiji.
- If you’re looking to reach adults 18-49, Native for work day or play day is the station.
- Programming lineup includes KawikaVeeka in the mornings, Miss Loke, Pito Javier, Chisa in the afternoon, Derick Sebastian, and Tony P.



# COVERAGE AREA

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# WHY ADVERTISE?

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- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.



# WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.

