



# THE GOLD COAST'S OWN 94.1FM MEDIA KIT 2022

COVERING  
SOUTH BRISBANE/GOLD COAST/ TWEED COAST

## ABOUT 94.1FM

94.1FM targets the Gold Coast's baby boomers and the top end of Gen X - that's everyone who did the 'twist' right through to the 'YMCA' and have still "got the moves" and are 'enjoying life to the max'.

We provide the Gold Coast with alternative programming targeting and entertaining the 50+ community.

94.1FM is a music station playing mainly music from the **80's**, selected music from **TODAY** sprinkled with **60's & 70's** Classic Hits. There is no doubt we have the biggest variety of music with a number of feature programs.

## AUDIENCE FIGURES UP TO 135,000 WEEKLY

**LISTENING TO 94.1FM GOLD COAST** • 79,000\*  
**ESTIMATED TWEED/TWEED COAST AUDIENCE** • 56,000#

\*Listener survey Gold Coast December 2019 prepared for CBAA (Community Broadcasting Assoc. of Australia) by McNair Yellowsquares Pty Ltd.

## LOCAL - COMMUNITY ENGAGEMENT

### COMMUNITY • ENGAGEMENT • LOCAL ISSUES

941FM provides music, news, sport and weather, local events, general community engagement and communication of information that is relevant to our Gold Coast/Tweed Coast listeners.

We have thousands of locals who are group support members, sponsors, ambassadors and volunteers.

## TUNE IN TODAY AND HAVE A LISTEN

*#The Tweed/Tweed Coast numbers aren't included in the CBAA survey results. But through our own internal surveys and those of businesses/groups from that region we estimate a figure of 51,000 – 56,000 Listeners.*



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[941FM.COM.AU](http://941FM.COM.AU)



07 55 383 941



[@941FMGOLDCOAST](https://www.facebook.com/941FMGOLDCOAST)

94.1FM has attracted some of the best professional radio voices in Australia. Many have been involved in radio and media in some capacity for most of their working lives. **Our announcers are engaging, intelligent and most of all fun.** They love the Gold Coast and they love what they do every day.

### MONDAY - FRIDAY



**BREAKFAST  
5AM – 9AM  
RICHARD FOWLER**

Gold Coast's Number 1 Breakfast Announcer  
The Gold Coast Bulletin calls him "The King of Gold Coast Radio"

**MORNING  
9AM – Noon  
RHONDA SHARRATT**

TV Logie Award Winning Personality  
Former 4GG Gold Coast Morning Presenter  
Gold Coast NRTV Host



**AFTERNOON  
Noon – 3PM  
JOHN PIERCE**

Sydney & Brisbane/Gold Coast Radio & Music Guru  
Brisbane Radio Program Director

**DRIVE  
3PM – 7PM  
MARK IRVINE**

3XY Melbourne & MMM Brisbane  
"Shirl & Irvine" 3 years on-air with  
Shirley Strachan of  
Skyhooks



### **WEEKENDS AND NIGHTS INCLUDE FEATURE PROGRAMS**

- Monday – Jazz & Blues
- Tuesday – Local Gold Coast Artist/Comedy Show
- Wednesday – Classic Album/Music From The Movies
- Thursday – Rock'n'Roll
- Friday – Kerr's Country
- Saturday – 90's& 00's Countdown/The Best Disco In Town
- Sunday – 60's 70's 80's Countdown  
– Beatles Magical Mystery Tour

**All Feature Programs are produced at 94.1FM Studios Gold Coast**

**“ONLY SUNSHINE COVERS THE COAST MORE THAN 94.1FM...”**

Bar & Seaway Reports  
Fishing & Boating with 7's Paul Burt  
Gold Coast City Council Lifeguard Beach Reports  
Dive & Snorkeling Reports  
John Neilsen Surf Reports



### **THE GOLD COAST'S “OWN” - 94.1FM...**



Major businesses on The Coast have recognised the reach of 94.1FM from their own internal customer surveys, including **Grand Motors Toyota** and **Wahlstrom Financial Services** who have been associated with the station for over 6 years and sponsor our 3 Station vehicles which cover the Gold Coast every day.

2023 will see 94.1FM celebrate 10 years broadcasting to the Gold Coast Community. Many businesses including the major Harvey Norman Bundall outlet plays the station throughout their store. Small business operators have discovered 94.1FM sponsorship is affordable and effective. All 94.1FM sponsors are on our website with links to their own sites.

#### **CONTACT**

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Web & Social Media  
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