

thebreeze



Brand Profile



The Breeze - music of my generation

The playlist of your life - on random

Breeze is that warm fuzzy feeling that you get when good things happen, like singing along to a song on the radio that you haven't heard in years and knowing all the words.

We've programmed the Breeze to hit our listeners head on with songs that were chart toppers in listeners' formative years and those songs that were major influencers during their parent's generation. We grow up influenced by our parent's choice of music and it's those songs that hit memory recall when they come on the radio.

The 35-54 primary demographic for Breeze grew up listening to music from the 80's through to the 90's, with a strong 70's musical influence from their parents. The Breeze is all about five decades of music that paved the foundations of today's biggest hit makers. As Australia ages the Breeze reaches out to Generation X and Baby Boomers, secure in employment, home owners with two plus kids, owning two or three cars and planning their future, for retirement and travel.



“ It's jam packed with the songs that shaped your past and your future ”

Our People & Our Programs

“ The Breeze is definitely more music and less talk, so while the others are talking, we’re getting back to the music faster ”



Brekky with Dave Stretton

Weekdays 5am-10am

Like most successful people, the one thing that Dave Stetton swears by is making his bed before leaving for work each day. But when you start on air at 5am, that's a job that has now been passed on to his wife Kylie! Dave is The Breeze Breakfast Show host and is on air Monday to Friday from 5am-10am

After his family and radio, Dave's next big love is his sport.

"I am a real sports tragic and love sitting down in front of the big screen on the weekend to catch all the action . I played soccer , rugby league and a lot of rugby union (one real regret , I played in five Grand Finals in different sports and lost all of them)."

In the NRL Dave's a Roosters supporter and in the EPL a Manchester City fan since he was born. For his family, his Dad and his brothers, it's a family tradition.

Guilty Pleasure: Dave is a pro wrestling fan. "I still watch pro wrestling , have done since I was a kid. My all time faves are Hulk Hogan , Triple H and Stone Cold Steve Austin and yes , I know it's not real!"

Travel Dream: "I would love to travel more and eventually get to see Egypt and the pyramids and one day would like to visit Vegas again to play in the World Series of Poker , No Limit Hold 'Em , ten day championship. Need to save for the \$10,000 entry fee."

Favourite food: It's true, a way to a man's heart is through his stomach and to prove it Dave is his wife Kylie's biggest fan. "She's a great cook. Kylie's Asian Laksa is epic but my favourites are her Christmas Day Gravy and her Christmas Cake and Pudding , they are legendary."



Mornings with Donna Lynch

Weekdays 10am-3pm

When Donna is not hosting the morning show on the Breeze, she is planning and hosting events to raise money for charities. Nothing gives her a bigger thrill than raising money for great causes, especially the Children's Hospital.

Donna began her radio career in the Snowy Mountains of NSW and has also worked in Canberra and Brisbane, working in all areas of the media from TV and Press to Radio. She has hosted a children's TV show in Canberra, worked for Channel 9 in Brisbane as a reporter for a lifestyle program and was one of the original hosts on the Queensland edition of the Footy Show.

Donna has interviewed everyone from Phil Collins to Barry Gibb and Charlton Heston and Spike Milligan, TV stars and some of our biggest sporting stars. She's a keen rugby league supporter and spends a lot of time with family at the beach and planning that next getaway.

Best Night out. It's a tie: My 50th Birthday party where I made sure I had everyone that means so much to me there celebrating with me and a night out with girlfriends at a restaurant in New York that featured in Sex and The City.

Favourite Artist: John Farnham

Goal in Life: To always be happy and everyone around me the same

Something you don't know about me. Scared of heights



Drive with Chris Hull

Weekdays 3pm-7pm

Breeze Drive Announcer, Chris Hull is a mad sports fan, can't live without music, The Simpsons and wrestling which sometimes drives his wife crazy. He loves a good steak, a beer and a meat lover's pizza and if he wasn't working and won lotto he would probably be on a beach in Hawaii dreaming the day away. He loves a good comedy movie and rates Flying High and Monty Python's Life of Brian as two of the best movies ever made.

Chris signed up for a Channel 7 reality show "Beauty and the Geek" many years ago, but a bad case of the flu stopped him from reaching the final screening process to get into the show. He also was a champion ten pin bowler in his younger years as well.

Chris is living the good life each day and loves coming to work to share it all with you on the radio between 3 and 7 weekdays on The Breeze.

Best Night Out: Hanging out at home with my wife and our two boys, ordering takeout and watching a movie together

Favourite Artist: Bryan Adams

Goal in Life: To be the best dad and husband I could possibly be

Lives life by: Good things happen to good people and karma will always find you

Something you don't know about me: I played Dopey in a production of "Snow White and the Seven Dwarfs" for Johnny Young Talent School in Brisbane when I was 5. We used to perform on the Centre Stage of major shopping centres most weekends



Evenings with Murray Shoring

Weekdays 7pm-10pm

When Murray isn't behind the radio desk, he's busy working as a voiceover artist for radio, television and corporate gigs. (Murray is the 'message on hold' voice for Qantas Australia, USA, UK and New Zealand)

His long radio career started at 4GR in Toowoomba before moving back to his hometown of Brisbane and working most of his life there. Working previously for Network 10 and having hosted two Brisbane television shows many years ago, he still spends as much time as possible being involved in the film and television industry. Murray has acted in numerous films and television series, and more recently worked behind the scenes on a number of productions, including as 'Location Manager' on the production of a TV commercial.

Murray loves his music, especially The Carpenters, Eagles and Fleetwood Mac and just wishes he had been able to see the Carpenters' Brisbane concert back in 1972.

Married with two children (one living in New York, and the other constantly travelling), his family also includes two much loved, huge, Maine Coon cats (Kanati and Sebastian) and two rescue Golden Retrievers (Gus and Mortimer).

Favourite artists: Carpenters, Eagles and Fleetwood Mac

Something you don't know about me: He is a big duck lover, but doesn't own one!



Weekends with Jodie Shepherd

Saturdays 6am-12pm

With a radio career spanning over two decades, Jodie has accumulated extensive experience in the industry. Although she was born in Tasmania, she grew up embracing the coastal lifestyle of North Queensland. While she adores the summertime, the one silver lining of winter for her is the opportunity to wear stylish boots, as she confesses her love for shoes.

Jodie also spent a considerable amount of time in the outback, exclaiming "Giddy up!" However, she is thrilled to have returned to the coastal region, where she can joyfully wiggle her toes in the warm sand. In her leisure time, she finds solace in engaging in creative art projects. Her beloved companions are her two cherished ladies, La La and Gigi, who are her sole dependents.

Transitioning from her role as a Promotions Manager, which served as her initial foray into the world of radio, Jodie subsequently hosted her own breakfast show for an impressive decade. Recently, she made the exciting decision to switch from Rebel FM to join the Breeze team



Outside Activations

We bring the Rock n Roll to your event

Put some serious rock n roll into your next event with a live broadcast activation with the Breeze. Our promotions department will put together a tailor made campaign to promote your sale, opening or event that includes personalities on site, radio commercials, games and give-aways to create colour and excitement.

Outside activations are available 7 days a week and are subject to staff availability. Please contact our sales team for more information about packages and availability.



The music that is the soundtrack of your life

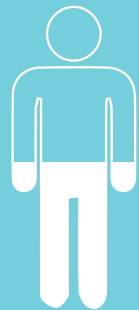
The Breeze is the music of my generation delivering the greatest hits and memories from the 60's through to today's biggest chart toppers.

The Breeze Listeners

#1
station for women aged 25-64



55%
FEMALES



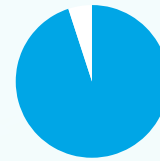
45%
MALES

10%	21%	17%	21%	20%	11%
18-24	25-34	35-44	45-54	55-64	65+

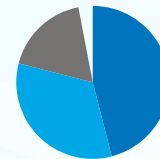
Source: GfK Australian Share of Audio©2019 - Share of commercial listening (%). Average time spent listening (h:mm), Daily Cume %, Mon-Sun 12mn-12mn *Commercial Radio has been calculated by adjusting Live AU Radio to take into account the proportion of listening done to ABC stations

Radio Dominates the Audio Landscape in Australia

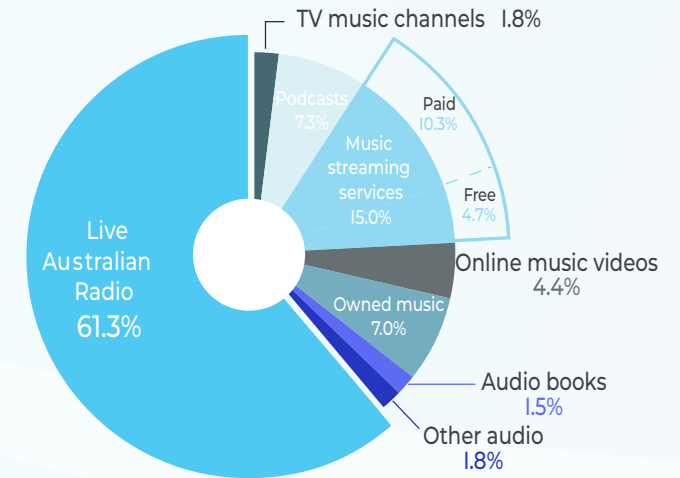
Australians spend an average of 3 hours 28 minute minutes listening to audio every day, 2 hours and 7 minutes of that is spent listening to live Australian Radio



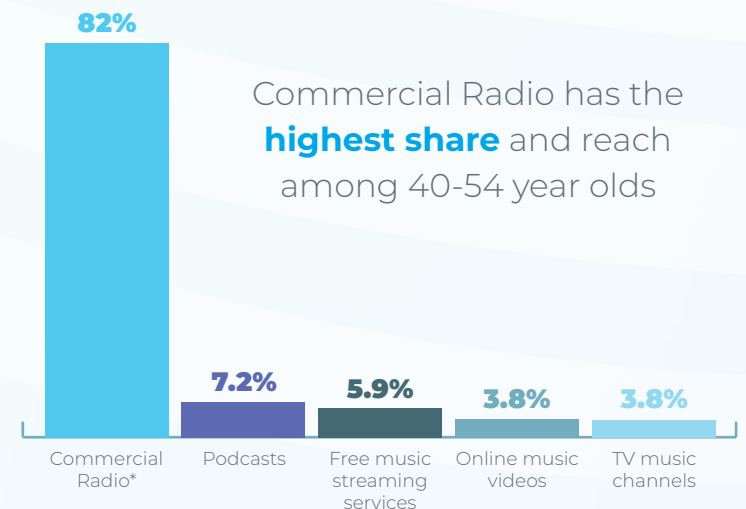
82% of Australians listen to Commercial Radio



46.36% at home
33% in car
20.34% at work



8.6% YOY increase in weekly listeners aged 10+



Commercial Radio has the **highest share** and reach among 40-54 year olds

Our Network at a Glance

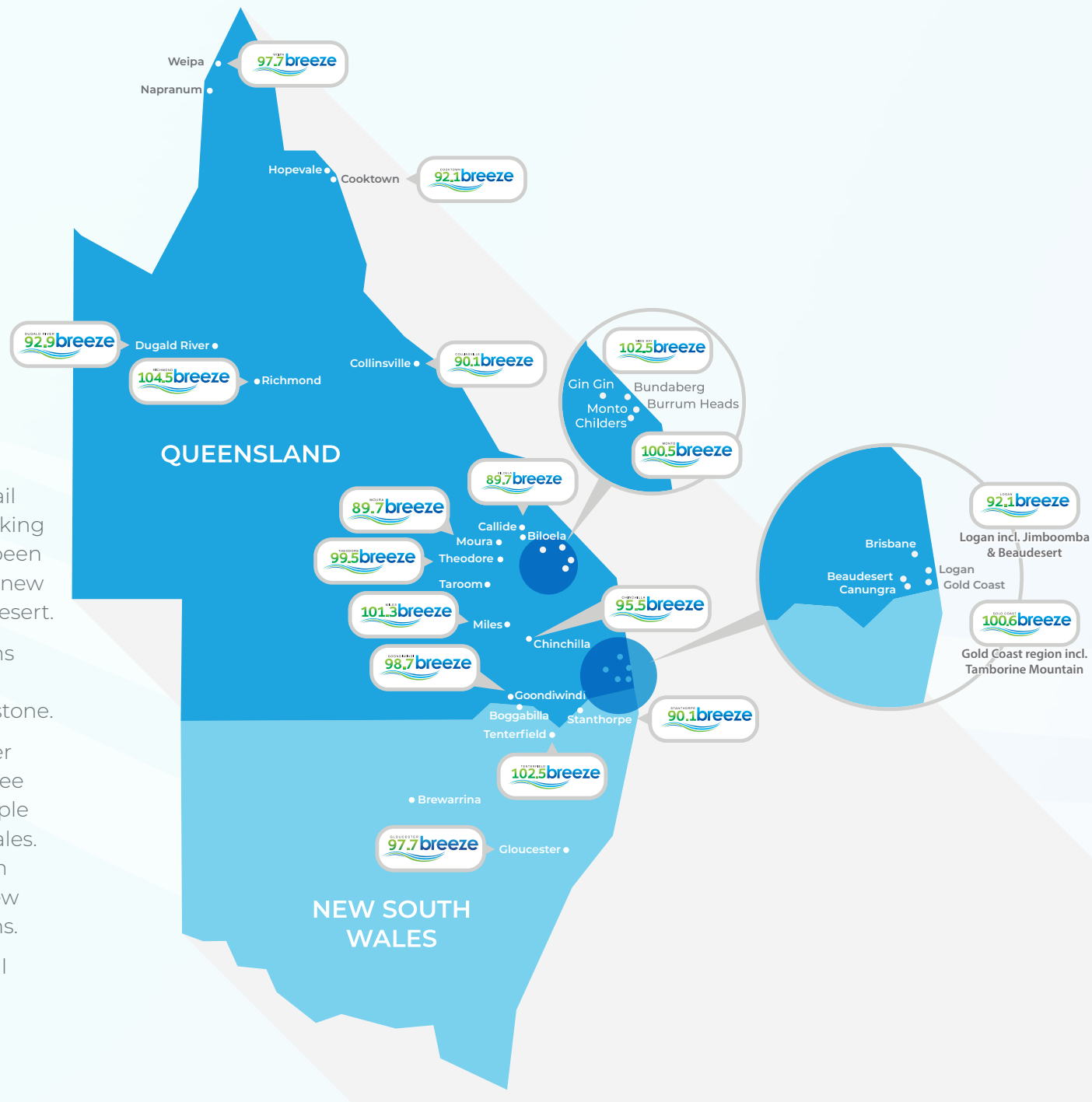
The Rebel Radio Network market is home to some of the fastest growing regional markets in Australia.

Our network markets are home to major mining and rail projects like the Inland Rail Project, a freight rail line linking the port of Melbourne to the port in Brisbane. It's also been responsible for the Bromelton Estate and the start of a new city development of around 50,000 people near Beaudesert.

The Surat Basin Coal Seam Gas project and gas line runs through Dalby, Chinchilla, Miles, Wandoan then on to Gladstone to deliver Coal Seam Gas to the port in Gladstone.

The Alpha Coal Project and Greenfield Railway to deliver coal through to Gladstone has commenced in the Galilee Basin in Queensland. These projects have brought people and money to regional Queensland and New South Wales. The demand for services like housing, education, health care and entertainment has opened a flood gate for new and existing enterprises in what were once sleepy towns.

Visit rebelconnect.com.au to get all our market regional coverage maps and market statistics.



OUR MARKETS

Gold Coast Region inc. Tamborine Mountain and Canungra QLD

Potential Reach

The Breeze 35-64 age demographic 222,048 people

Combined Reach

25-64 age demographic people 337,300 people

All people 10+ age demographic 500,582 people

Markets

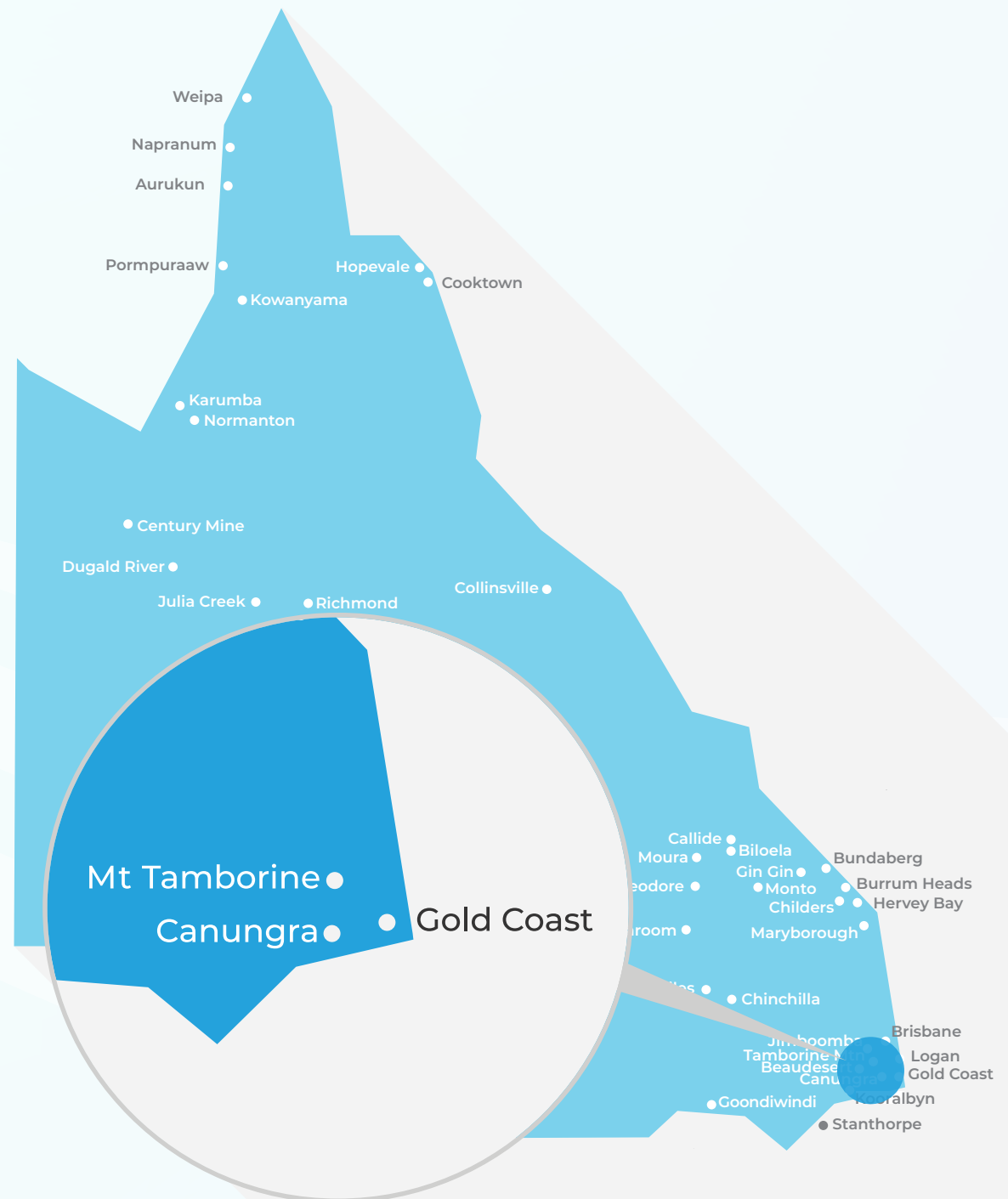
- Gold Coast
- Canungra
- Tamborine Mountain

Reach and Frequency

Rebel FM and the Breeze are included in the Gold Coast survey, but results are not released. To calculate reach and frequency we have used available GFK survey results for the Gold Coast to develop cost per thousand, reach and frequency figures for our market.

Based on a guess-timate of a combined reach of 12% (Rebel and Breeze at 6% each) the following figures apply based on population of all people 10+ (500,582 people based on 2016 Census).

- Average Persons 60,070
- Unique listeners 8,127
- Impressions (based on a schedule of 60 spots per month) 487,647
- Cost per thousand \$6.09 (based on spot rate of \$49.50)
- Estimated Reach 58,586
- Frequency 8



OUR MARKETS

Logan and the Scenic Rim QLD

Market Notes

Beaudesert is booming with the construction of the new inland freight rail line connecting Queensland and southern states with the Port of Brisbane. It's benefiting from the push south from Brisbane with new land developments like Yarrabilba, and Springfield Lakes. Logan is Queensland's third largest city outside Brisbane and the Gold Coast.

Potential Reach

The Breeze 35-64 age demographic 118,733 people

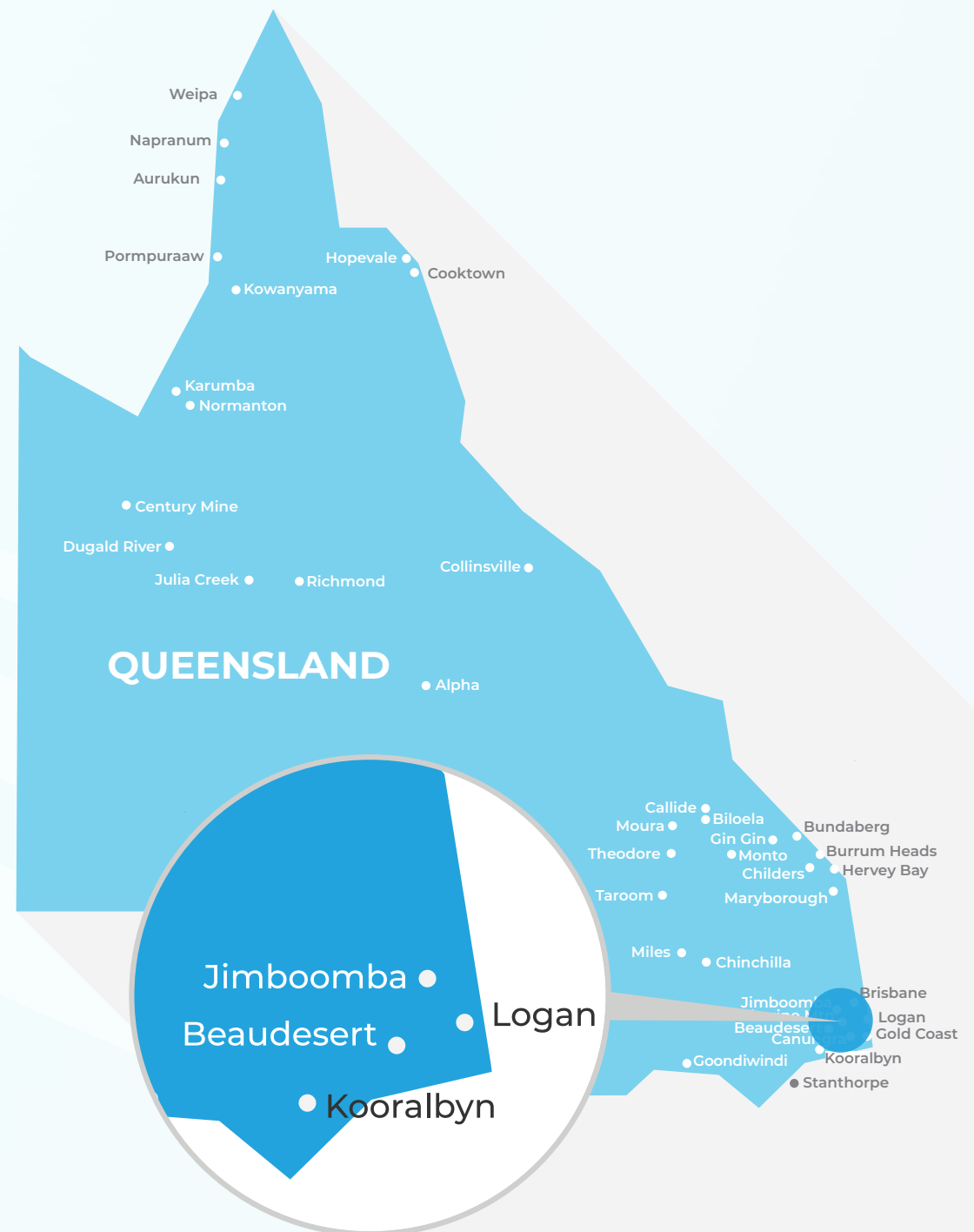
Combined Reach

25-64 age demographic people 162,829 people

All people 10+ age demographic 268,597 people

Markets

- Logan City
- Jimboomba
- Logan Village
- Yarrabilba
- Beaudesert
- Kooralbyn



OUR MARKETS

Darling Downs & Border QLD

Market Notes

Goondiwindi has one of the highest average weekly incomes in Queensland. In fact it's nearly \$200 more than the average weekly income on the Gold Coast. The Breeze is one of only two Queensland commercial radio stations that broadcast to this Queensland border town. You can also hear Moree station in Goondiwindi, but for half the year, they're in daylight savings time. Stanthorpe too has one of the oldest median age in Queensland. While the median age in Australia is 38, Stanthorpe's median age is 47.

Potential Reach

The Breeze 35-64 age demographic 23,660 people

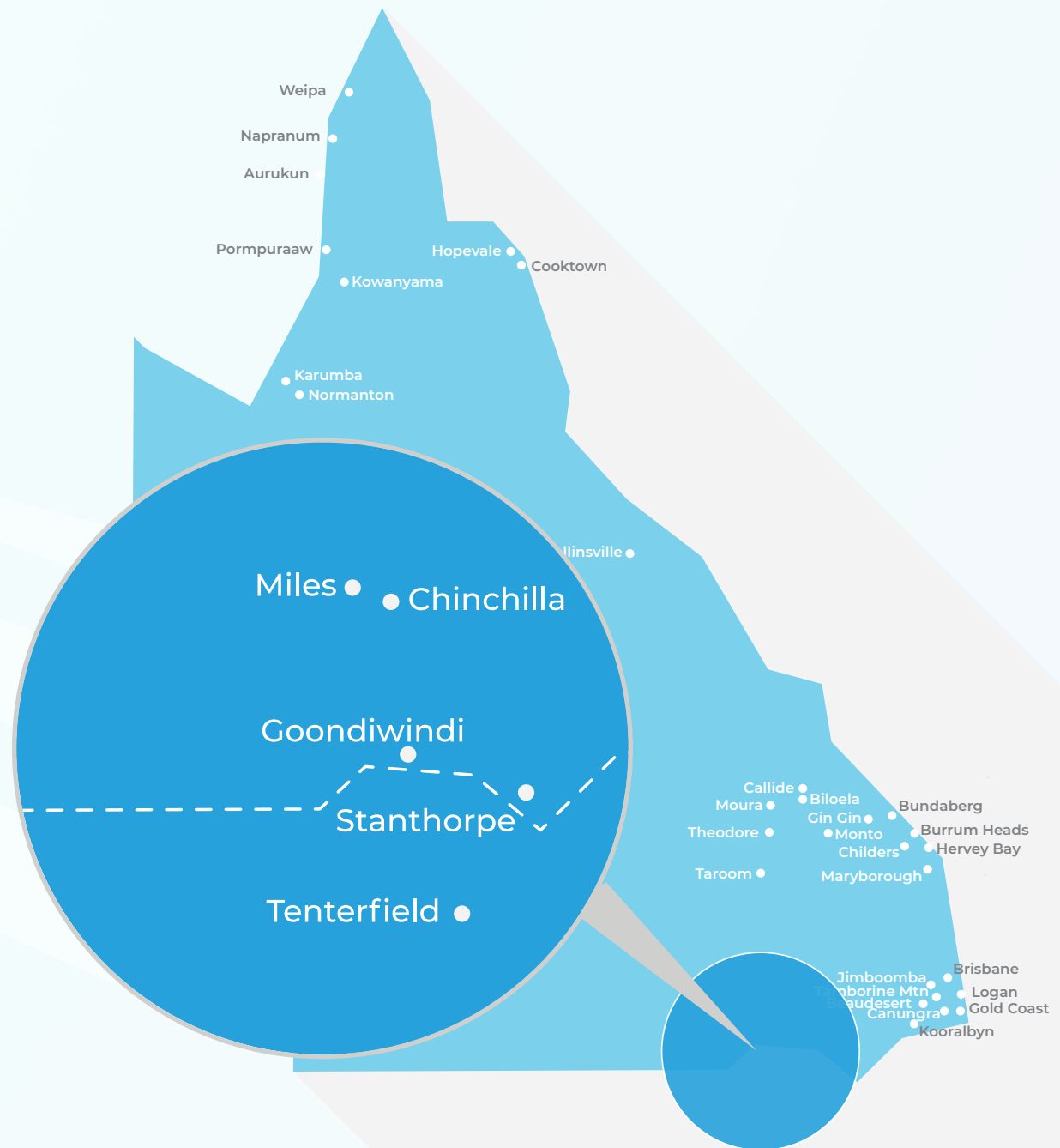
Combined Reach

25-64 age demographic 30,366 people

All people 10+ age demographic 54,585 people

Markets

- Chinchilla
- Miles
- Stanthorpe
- Goondiwindi
- Tenterfield (NSW)



OUR MARKETS

Wide Bay

Market Notes

The Wide Bay area of Queensland which takes in the major cities of Bundaberg, Hervey bay and Maryborough has exceeded Queensland's area population growth over the past 20 years and is forecast to grow to more than 430 000 by 2031. The area is a popular destination for people wanting to retire due to the easy going lifestyle in the region. The median age of people in the regions is 47 years of age with people over the age of 65 years making up over 23% of the population.

The sheltered waters between Hervey Bay and Fraser Island provide a unique playground for migrating humpback whales which has lead to the region being dubbed as the whale watching capital of Australia

Potential Reach

The Breeze 35-64 age demographic 76,263

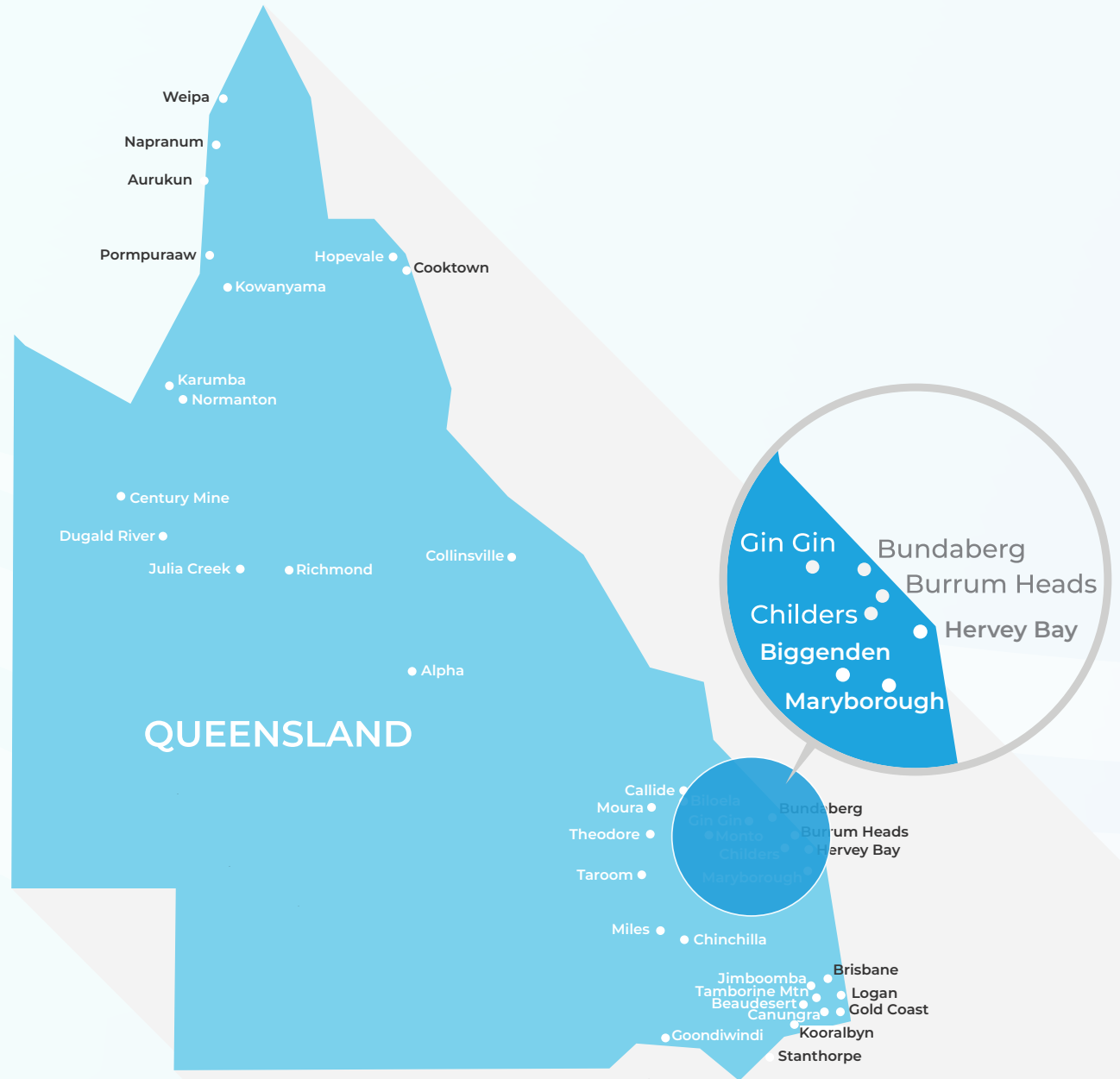
Combined Reach

25-64 age demographic 95,625 people

All people 10+ age demographic 128,753 people

Markets

- Bundaberg
- Maryborough
- Biggenden
- Hervey Bay
- Childers
- Gin Gin



OUR MARKETS

Central & Far North QLD

Market Notes

People play harder in the Far North with a high disposable income available to FIFO workers in Weipa, they are spending up big in Brisbane, Gold Coast and larger provincial towns like Cairns in Queensland. Cape York and the Gulf are also big on tourism with the area a popular destination for hunting, fishing and 4WD adventures. Central Queensland is central to two main Inland rail projects, Alpha Coal project and the Callide Valley coal region.

Potential Reach

The Breeze 35-64 age demographic 44,265 people

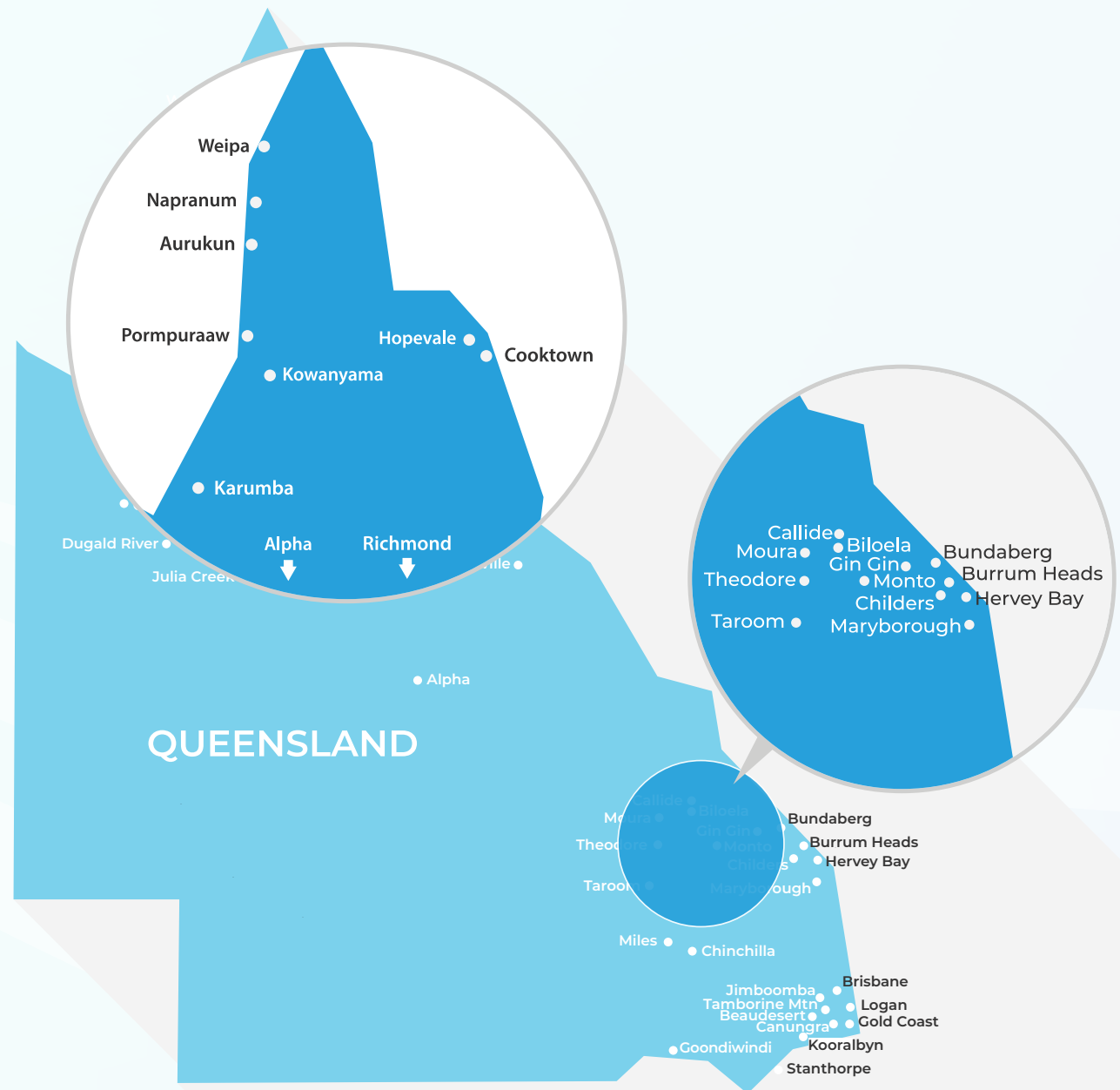
Combined Reach

25-64 age demographic 57,096 people

All people 10+ age demographic 101,780 people

Markets

- Biloela
- Monto
- Moura
- Cooktown
- Weipa
- Normanton
- Alpha
- Karumba
- Richmond
- Julia Creek
- Collinsville



OUR MARKETS

Gloucester NSW

Market Notes

Gloucester just a few hours drive from Newcastle and the coastal cities of Foster Tuncurry (Great Lakes district) is home to the Barrington Tops National Park and is a tree change destination. Gloucester has a population of over 3000 and 69.8% of the population is over 35 years of age. The median age in Gloucester is 54, which is considerably older than the national average. The Breeze is the only local radio station in Gloucester providing a soft adult contemporary format.

Potential Reach

The Breeze 35-64 age demographic 1,092 people

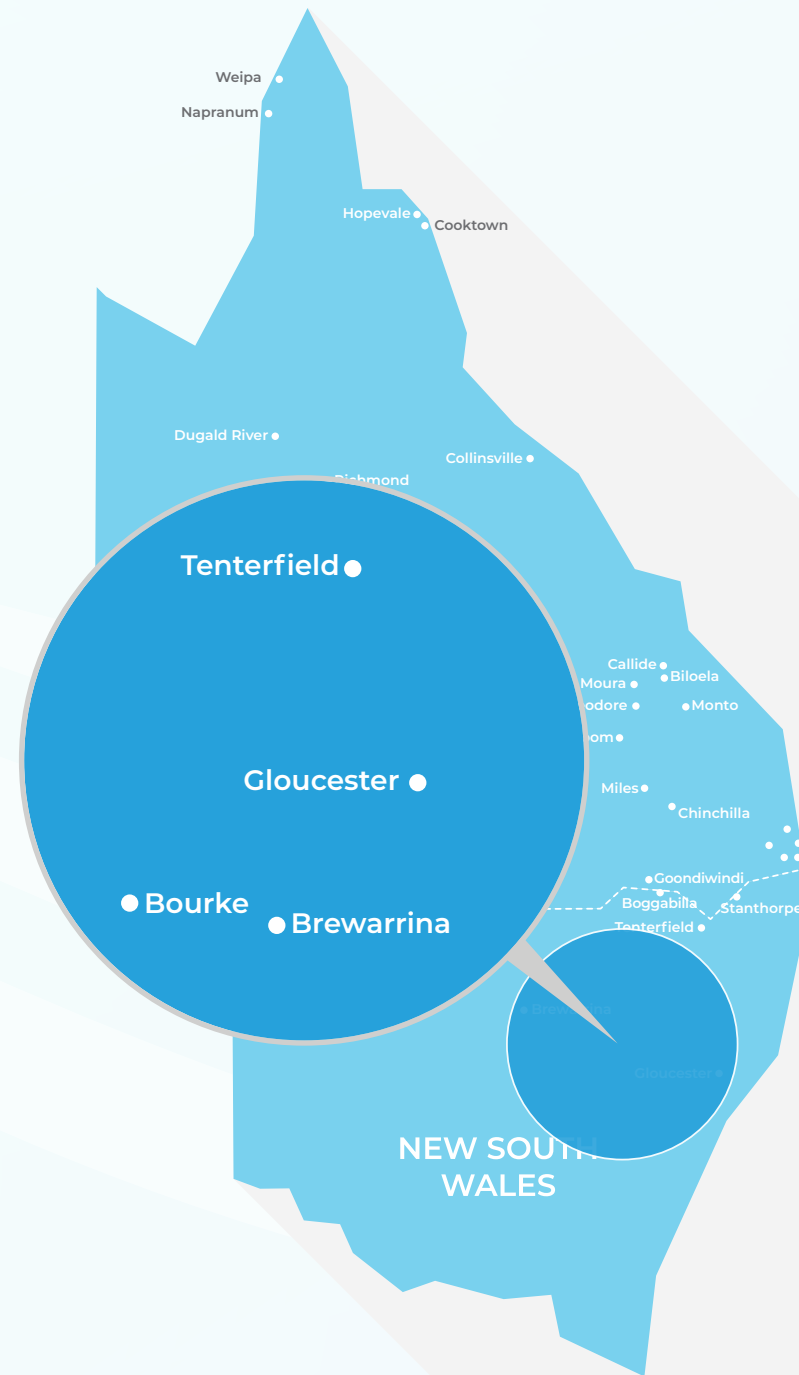
Combined Reach

25-64 age demographic 1,323 people

All people 10+ age demographic 2,839 people

Markets

- Gloucester



the breeze



www.thebreeze.com.au