



REBELFM
THE ROCK STATION

BRAND PROFILE

THE ONLY RADIO STATION THAT IS 100% ROCK

Rebel FM delivers up strong 30-64 age demographic, with some of the best rock music from around the world and Australia. The biggest songs and artists from Led Zeppelin, Deep Purple, Bowie and Iron Maiden to some of the big modern music monsters like the Foo Fighters, Stone Sour, The Offspring, Bullet For My Valentine Red Hot Chili Peppers and Muse. Add in some Indie Cool, Bloc Party, the Strokes, Radiohead and more music specials than MTV in 1989 and Rebel truly is a real music station for real rock music fans.

**“WE LIVE AND BREATHE
THE ROCK GENRE 24/7”**

Our team, both on air and off air, is committed to creating awareness of mental health and men's health issues and are actively involved in our community and charity projects. At the Rebel we believe in karma, so we really believe that if you put our good stuff into the community, it will come right back. For the past 20 years, we've built a strong company culture based around this ethos and all our staff are actively involved in raising funds for charities like Chance for Change, Friends with Dignity, Beyond Blue and more. We've raised over \$100,000 for our Feed the Farmers Appeal and raised over \$20,000 in our Steel Horse Rides, Moustache Ride for Movember and our rock mob promotions. If you want it loud and live, we deliver.



ON AIR

Our on air programs are designed to reach the average Jake and Jane living in suburban Australia, with two and a half kids, 2 cars including the work ute and love nothing more than getting together with family and friends at the weekend to celebrate their sports team's win around the family barbecue.



BROOKSY & JD

WEEKDAYS 5AM-9AM

Wake up to Brooksy & JD, weekday mornings from 5am on the Rebel FM Network - the station that plays real rock.

Start your day with a healthy dose of news, entertainment, light hearted banter, the biggest rock classics and the best rock songs of today.

JAMES BROOKS

James's love for radio started young, listening to some iconic radio duos in the car on the way to school. Later, his nights were spent listening to 'Spoonman' on Triple M before becoming obsessed with Hamish and Andy. After graduating uni and taking time off to work and travel James came back to his roots and got his first job handing out the icy cold cans of coke as a promo guy in Brisbane.

Passion: An unhealthy obsession with AFL

Family: Wife, young son, 2 dogs & 2 cats

Time out: A beer on the deck with test cricket on the TV.

JACOB DAVIS

Growing up in a musical household, Jacob's love for the arts started at an early age. He soon found himself playing in bands throughout school, and pursued a bachelor of music degree at QCGU. Working in radio was the next logical progression for Jacob, finally being able to combine his love of all things music with his inability to stop talking.

Favourite food: Ramen

Dislikes: Shepard avocados

Random Hobby: Bouldering



DAVO DRIVES YA HOME

WEEKDAYS 2PM-6PM

Davo is the prime example of a misspent youth gone right.

As a lad, his heroes were Bowie, Cobain, Salvador Dali & Hunter S Thompson. He's worked as a band manager, record label rep, journalist, photographer & everything in between. He's a strange dude & firmly believes the meaning of Xmas is ham.

A mad Hawthorn Hawks fan & although AFL isn't real footy, he's also a Rabbitoh's tragic!

Davo's wardrobe consists of black jeans black shirts & more black band shirts. When he's not collecting Vinyl Records or vintage & analogue studio gear he's daydreaming of buying a castle in France or preparing his Zombie apocalypse plans.

We asked him his favourite bands & songs & he gave us a 1000 word thesis. Safe to say the guy lives for music.

Buckle up for Davo driving ya home!



ALICE COOPER

MONDAY-THURSDAY 6PM-11PM

Exclusively broadcasting on the Rebel FM network in Australia.
Alice's Attic hosted by Alice Cooper is one of our most popular on air programs.

Alice Cooper broadcasts his program each weekday from his studios in Nevada and is broadcast via satellite to our stations across Queensland and New South Wales each week night from 6pm - 11pm.

Throughout the program Alice plays his favourite rock songs, interviews various celebrities and plays requests from listeners.

The line-up of celebrities the Alice has had on the show include Brian Johnson of AC/DC, Ozzy Osbourne, Def Leppard, Meat Loaf, Rob Zombie and Joe Perry of Aerosmith. The show also features rare tracks from many classic rock artists, punk rock, blues and more.



HOUSE OF HAIR WITH DEE SNIDER

MONDAY, WEDNESDAY & FRIDAYS, 4AM-5AM
FRIDAY, 8PM-11PM

Dee Snider, the iconic lead singer and brilliant songwriter of the legendary rock band Twisted Sister, takes the helm as the host of "House of Hair" every Monday, Wednesday, and Friday morning on Rebel FM and every Friday from 8pm after Sammy Hagar's Top Rock Countdown.

With a signature shock of hair and a voice that can shatter glass, Snider emphasises the essence of rock 'n' roll rebellion. His radio show is a sonic journey through the annals of hard rock and heavy metal, a thrilling ride through classics and hidden gems.

Get ready to rock out with the one and only Dee Snider, as he brings the House of Hair to life, celebrating the timeless power of rock 'n' roll!

Snider's gravelly voice and infectious passion make each episode a headbanging celebration, cementing his status as a beloved figure in the temple of rock legends.



SAMMY HAGAR'S TOP ROCK COUNTDOWN

TUESDAY & THURSDAYS, 4AM-5AM
FRIDAY, 6PM-8PM

Sammy Hagar, former frontman of Van Halen and Chickenfoot, takes the reins as the host of "Sammy Hagar's Top Rock Countdown", airing on Rebel FM every Tuesday & Thursday morning and immediately after Davo Drives Ya Home from 7 on Fridays.

Each week, Sammy Hagar serves up a unique countdown. Whether he's featuring his party anthems, shedding light on bands yet to receive recognition from the Rock & Roll Hall of Fame, or diving into some of the best rock tracks from the last 30 years, Sammy delivers a rich and diverse musical experience for the Rebel audience.



ASH & JAKE

SATURDAYS 6AM-11AM

SUNDAYS 6AM-12PM

The boys are back on air and weekend mornings are now next level.

Ash and Jake first teamed up 6 years ago, before Jake left to pursue his career and start a family.

Now, the friends have decided to get back together and bring something new to weekends for our Rebel listeners.

Saturday and Sunday is packed with more ways to win cash and prizes, heaps of great rock music and of course the blokes next door repartee that made Ash & Jake a huge success.

Get your weekend off to great start with Ash & Jake, back on air every Saturday and Sunday from 6am



THE SPORTS SHOW

SATURDAYS 11AM-1PM

Brooksy, Cleggy & Joel serve up a blend of banter, bravado and a lot of B.S in our weekly sports round up - the Sports Show.

News, views and top notch interviews with sports stars from Queensland, Australia and around the world of sport.

Lighthearted segments such as The GOAT Cup and Guess the GOAT celebrate the stars of sport, past and present, from the eyes of three obsessed sporting has-beens!

The Sin Bin and Legend of the Week put sporting characters in their rightful places during the breaks from the awesome Rock music playing throughout the show.

Catch the boys every Saturday from 11am on Rebel FM.



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 Rebel FM. 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 giveaways to create colour and excitement. Outside activations are available 7 days a week.

If you want an eye opening event, live and loud, talk to Rebel FM.



THE ROCK STATION THAT DELIVERS REAL ROCK MUSIC 24/7

REBEL FM IS AUSTRALIA'S REAL ROCK STATION PLAYING THE BEST ROCK CLASSICS AND TODAY'S BIGGEST HITS EVERY DAY.

REBEL FM LISTENERS

#1
STATION FOR
TRADIES



55%
MALES



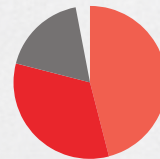
45%
FEMALES

#1
STATION FOR
MALES AGED
25-54

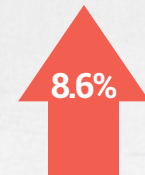
14%	19%	25%	22%	12%	8%
18-24	25-34	35-44	45-54	55-64	65+



82% of
Australians listen
to Commercial
Radio



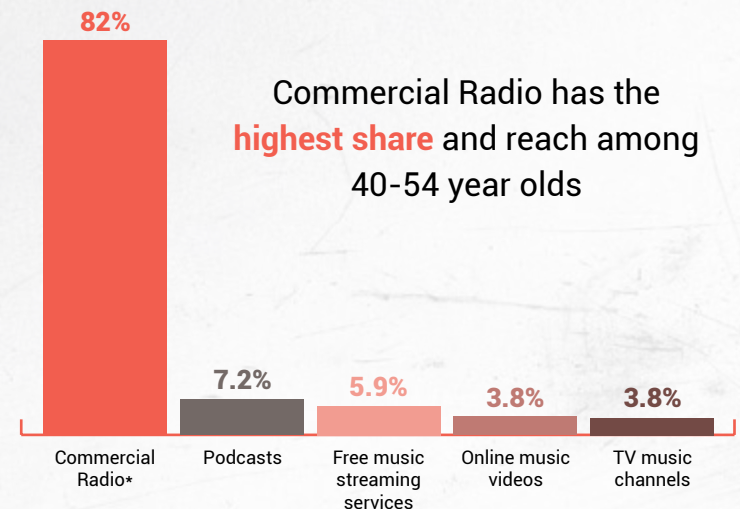
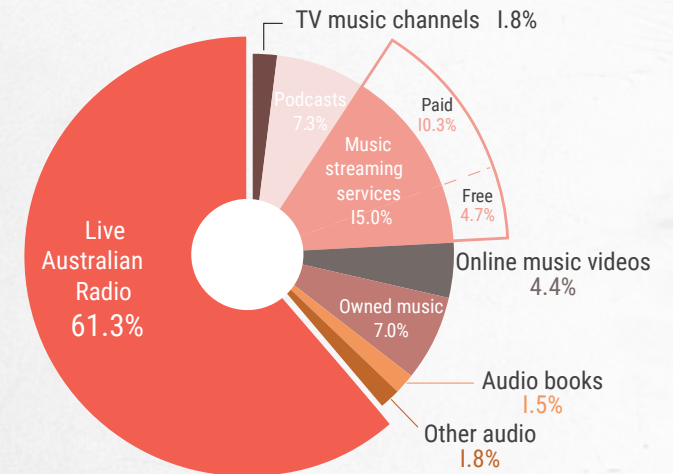
46.36% at home
33% in car
20.34% at work



8.6% YOY
increase in
weekly listeners
aged 10+

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 spend listening to live Australian Radio



OUR NETWORK AT A GLANCE

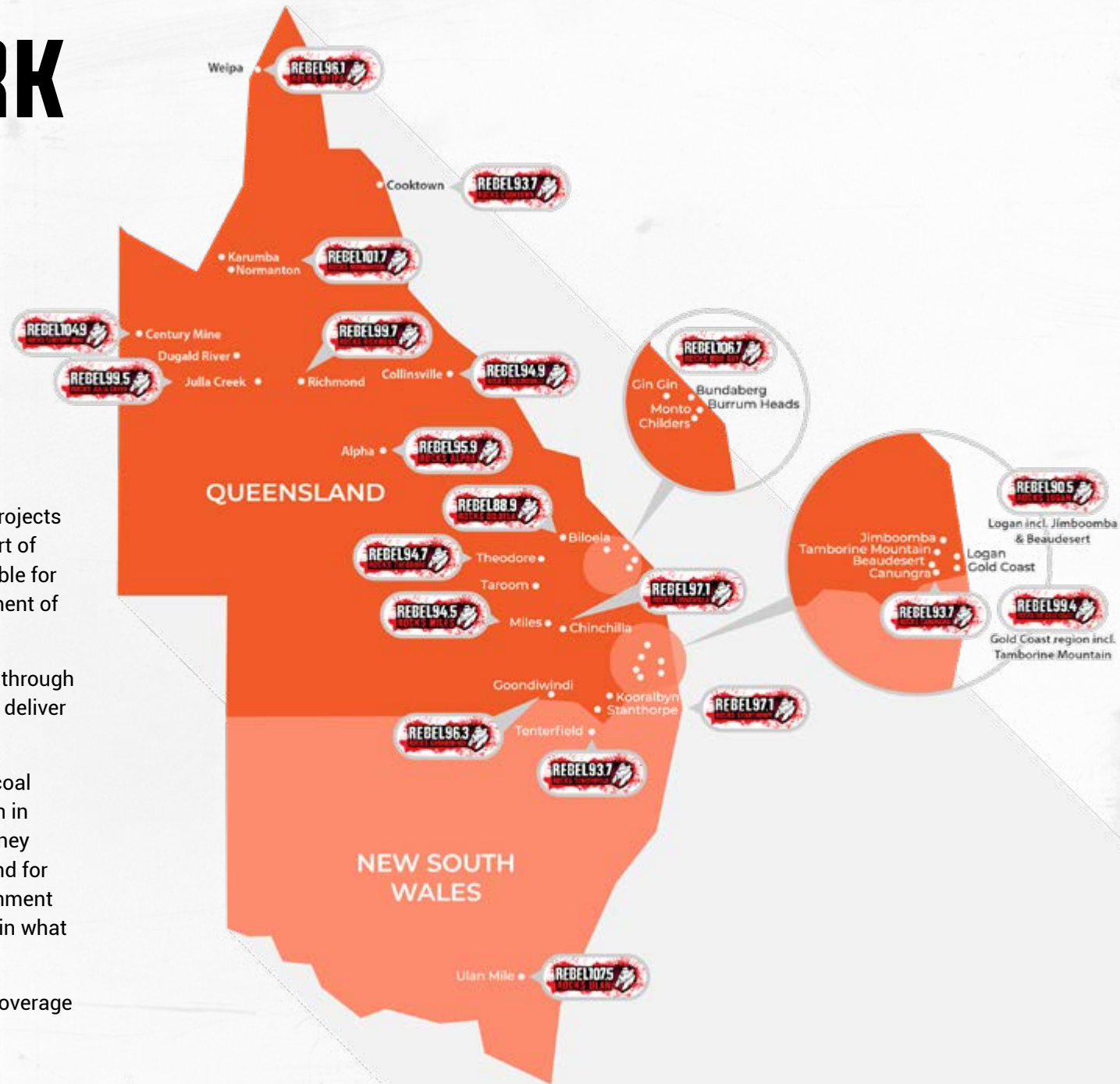
THE REBEL RADIO NETWORK MARKET IS HOME TO SOME OF THE FASTEST GROWING REGIONAL MARKETS IN AUSTRALIA.

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

Rebel FM 25-54 age demographic 270,989 people

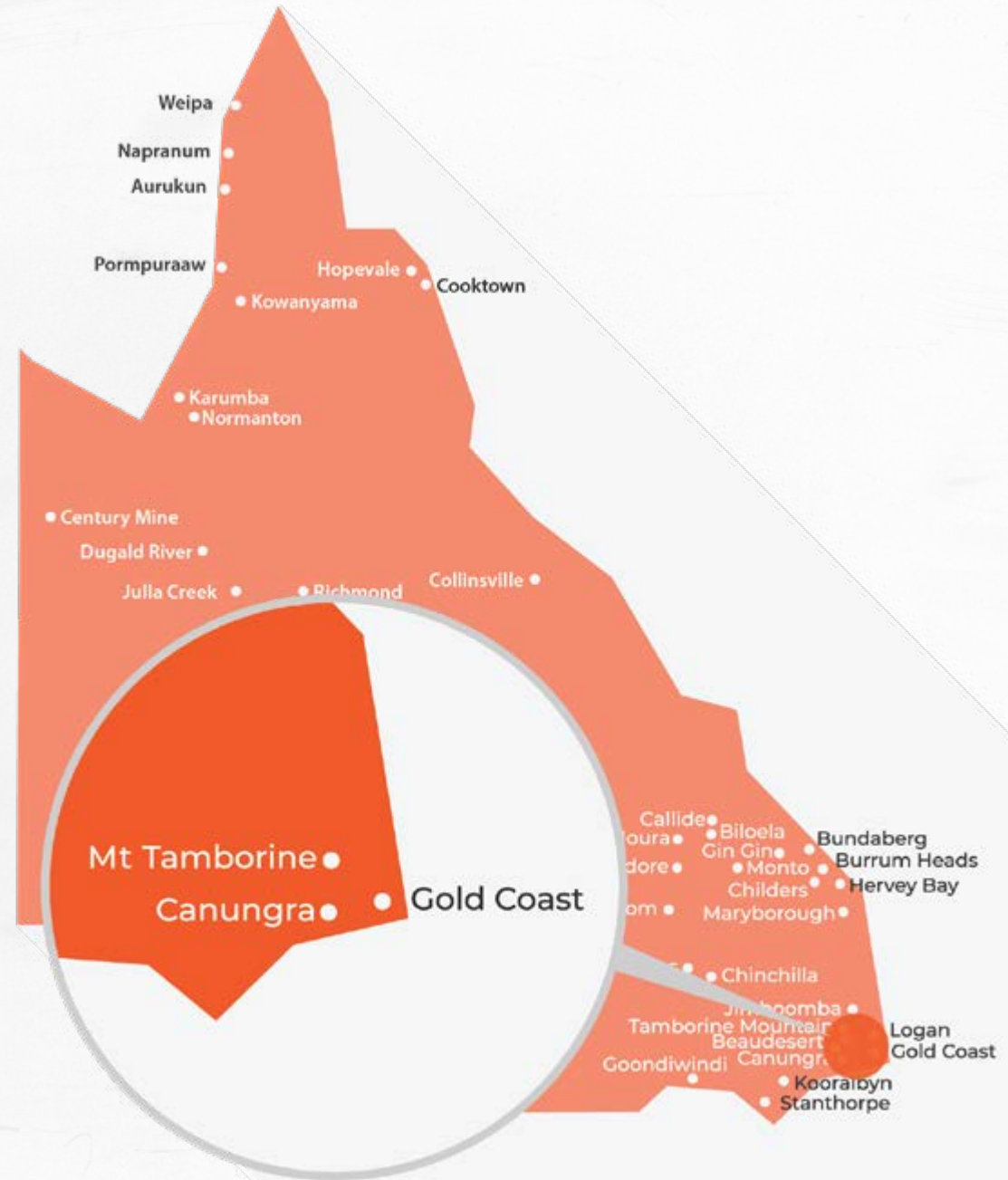
Combined Reach

25-64 age demographic people 337,300 people

All people 10+ age demographic 500,582 people

Markets

- Gold Coast
- Canungra
- Tamborine Mountain



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

Rebel FM 25-54 age demographic 128,031 people

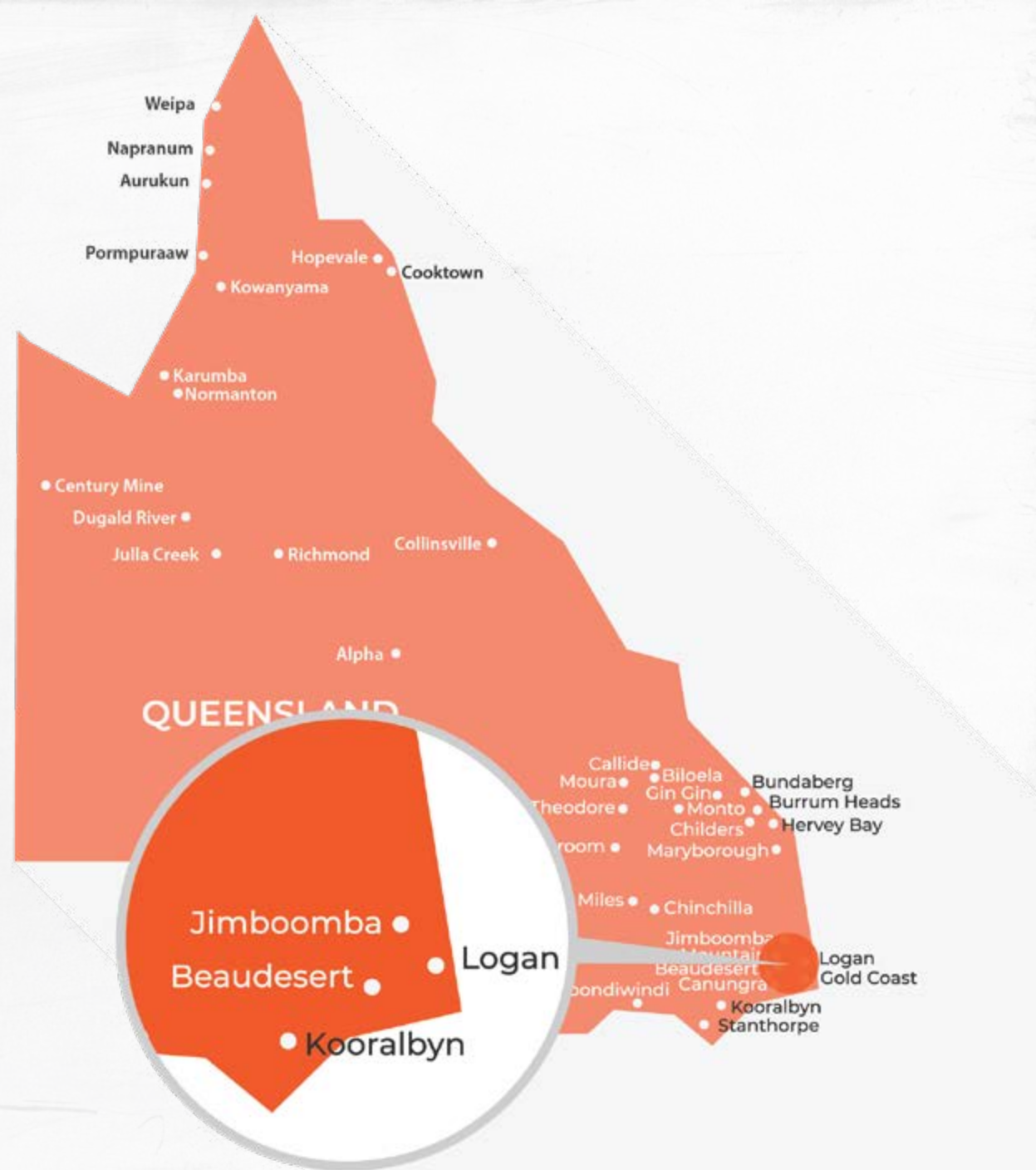
Combined Reach

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. Rebel FM 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

Rebel FM 25-54 age demographic 21,608 people

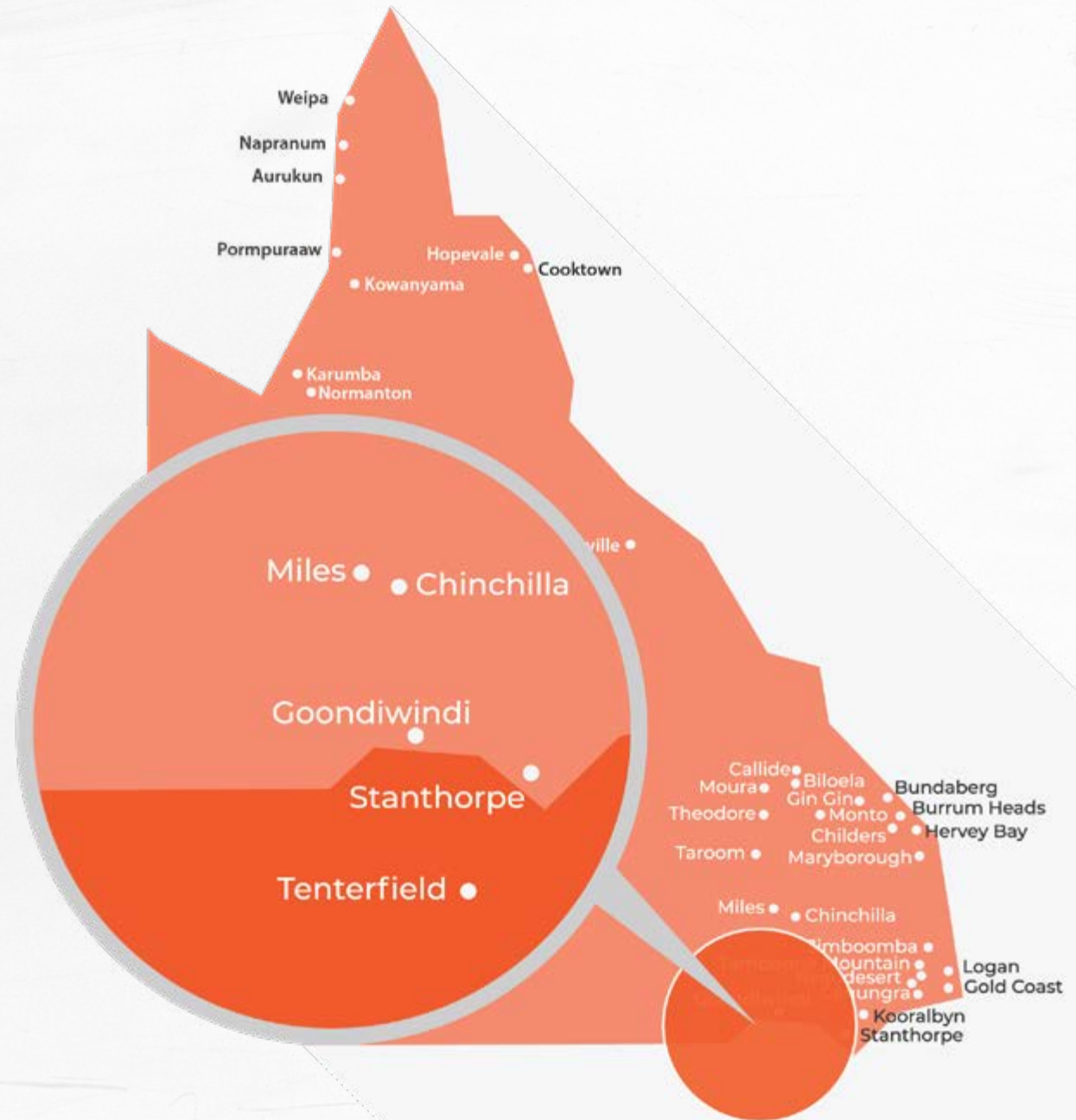
Combined Reach

25-64 age demographic 30,366 people

All people 10+ age demographic 54,585 people

Markets

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



OUR MARKETS

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

Rebel FM 25-54 age demographic 41,331 people

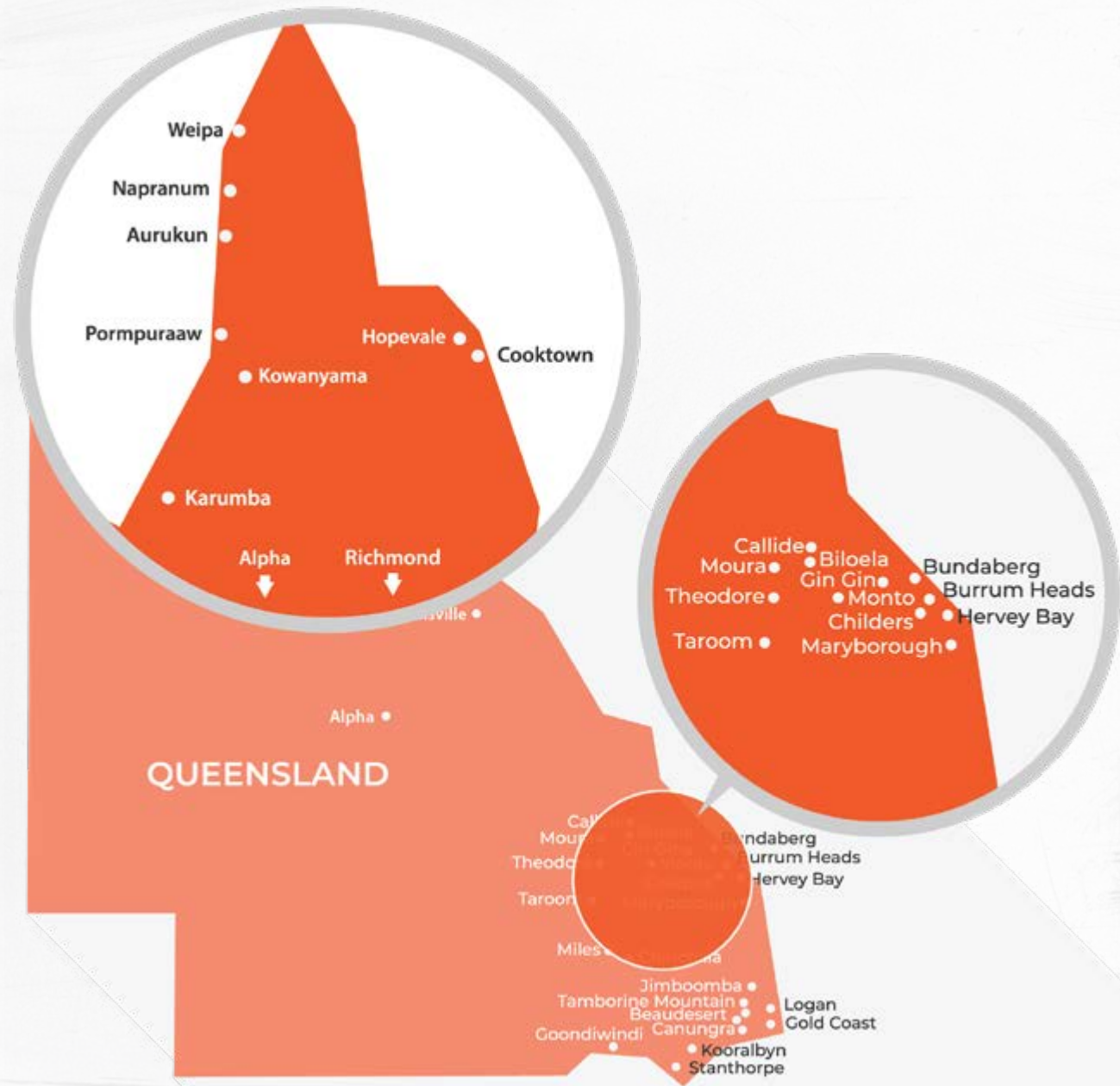
Combined Reach

25-64 age demographic 57,096 people

All people 10+ age demographic 101,780 people

Markets

- Biluela
- Monto
- Moura
- Cooktown
- Weipa
- Normanton
- Wide Bay Region including Bundaberg, Childers, Maryborough, Gin Gin
- Karumba
- Richmond
- Julia Creek
- Alpha
- Collinsville





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