

Affluent Market Package

October 2018



LEADS 



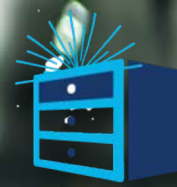
kfm 94.5

CAPETALK
567AM


EYEWITNESS NEWS

SEND YOUR
ANONYMOUS
TIP-OFFS TO
CRIME LINE 3221
SMS CHARGED AT R1

702



**TOP DRAWER
PACKAGES**





Affluent Market Package

Monday to Sunday

No diamonds in the rough here...just pure gold. If you need to target a discerning luxury purchase buyer then this multiple spot plan and channel choice provides the most cost efficient way of reaching this market.

Great Value

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00	1	1	1	1			
05:00-06:00							2
06:00 - 10:00	1				1	2	2
09:00 -12:00		2	2				
10:00-14:00						1	1
12:00 - 13:00							
12:00-15:00							
14:00-18:00						2	
15:00 - 19:00	2	2	2				
19:00 - 20:00							
18:00-21:00							
20:00-22:00			1				
21:00-24:00							
22:00 - 23:59			1				

TERMS & CONDITIONS

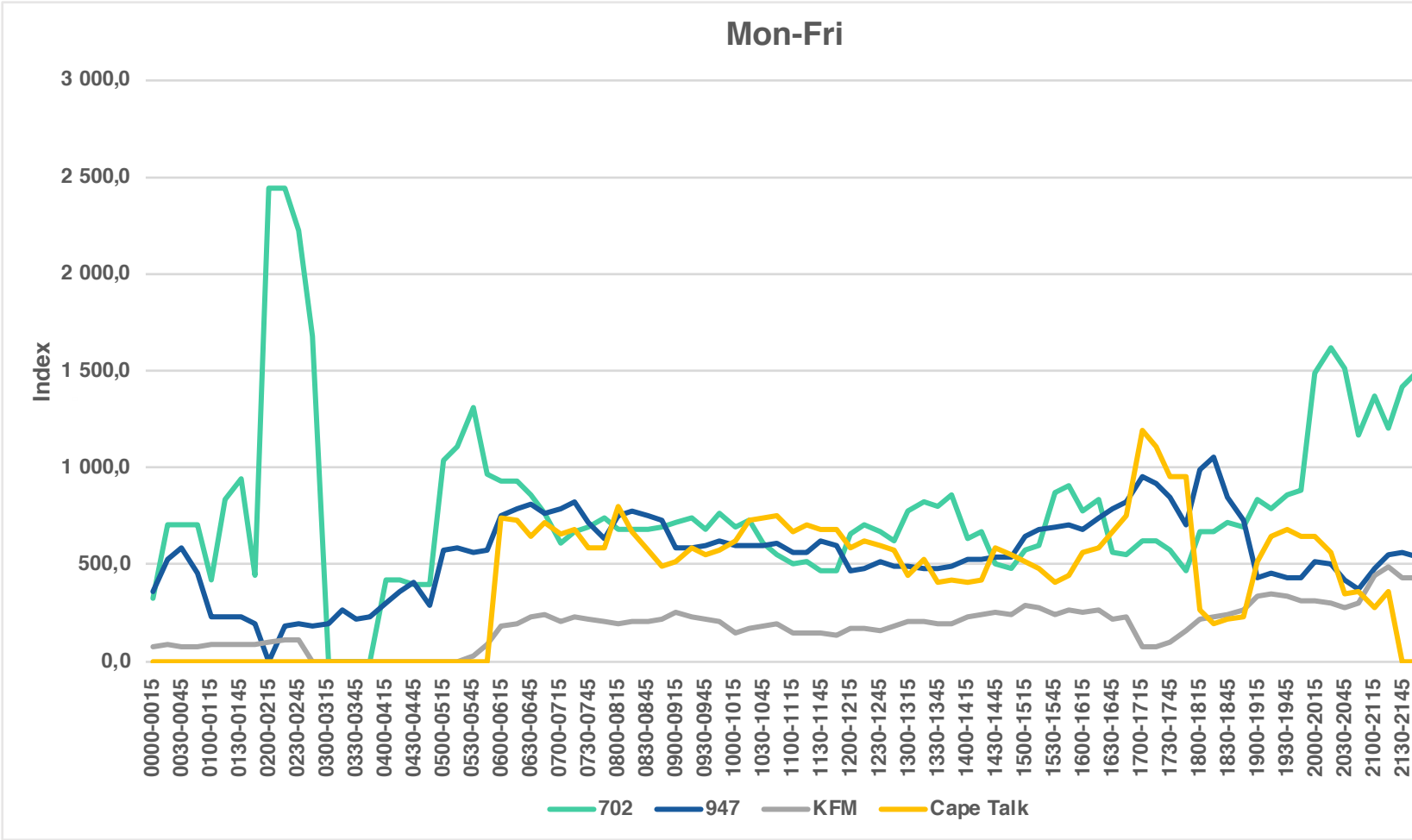
- Primedia Broadcasting reserves the right amend or remove this offer from market at any time.
- No more than 24 weeks can be purchased by a single brand over a 12 month period.
- The period between 15 October – 30 November is excluded from this offer.

1 Week : Mon - Sun	702	947	KFM	Cape Talk
Discount	15%	15%	20%	25%
No. Weeks	1	1	1	1
No. Spots	28	28	28	28
Reach '000	129	237	31	15
Reach %	8.70%	16.00%	2.10%	1.00%
Ave. Frequency	2.59	2.6	4.19	4.15
Ratings	22.6	41.4	8.8	4.1
Media Value	R100,306	R163,729	R101,120	R30,791
Investment	R85,260	R139,169.65	R80,896	R23,093
Saving	R15,046	R24,559	R20,224	R7,698
CPP	R3,773	R3,362	R9,193	R5,633
CPT	R661	R587	R2,610	R1,540

HH Income R40+



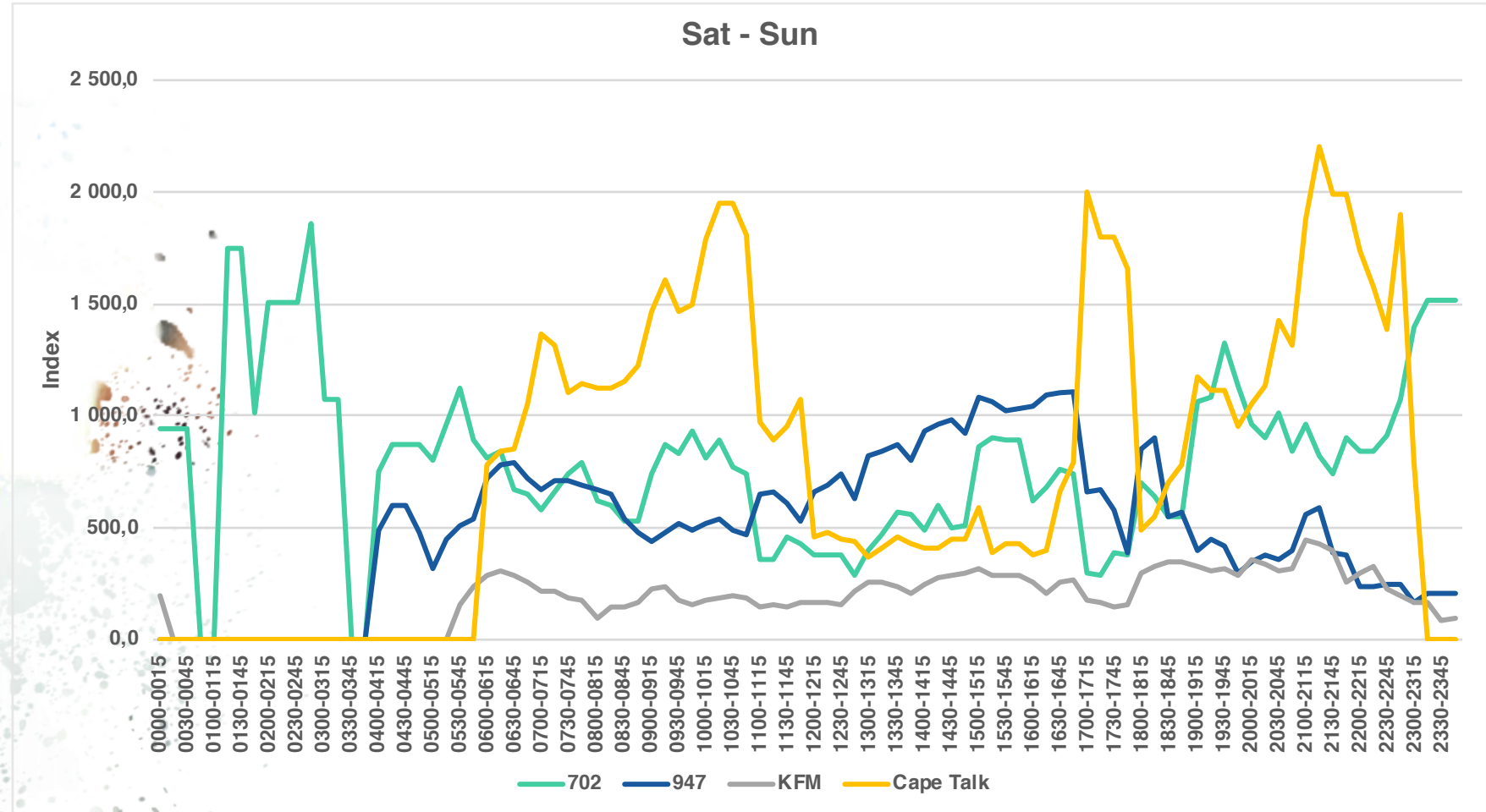
Ave. Quarter Hour Listening



Source: BRC RAM (Jan-Jun 18)

HH Income R40K+

Ave. Quarter Hour Listening



Source: BRC RAM (Jan-Jun 18)

HH Income R40K+

Easy Planning

Preplanned Schedules

**Select any one our fixed Top Draw packages on Telmar's RadioMax /
RBP
or Nielsen's IMS radio planning systems.**



The Portfolio

Day-Parts



Lunch



Dinner



Nightshift



Weekend

Retail



Off-peak Retail



On-peak Retail



Off-peak Alcohol



On-peak Alcohol

Segments



Business



Affluent



Main Shopper



Youth



www.primediabroadcasting.co.za

Visit our website to find Audience profiles, footprints, case studies and more. We look forward to telling your story