



TOP DRAWER
PACKAGES

SHAKE THINGS UP!



On-peak Alcohol Package

October 2018



PRIMEDIA
BROADCASTING

CREATING CONNECTIONS





On-peak Alcohol Package

Clear the stock, drive special offers and build awareness into the busy retail weekend with this great awareness package, designed to drive feet in store.

Designed around the ARA regulations, this preset package ensures you are always on top of your game.

Available over the 1st and last week of every month from the 15th of October to the 15th of December.

Great Value

Wednesday - Sunday

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00							
06:00 - 09:00							
09:00 -12:00							
12:00 - 15:00				*1	*1	4	4
15:00 - 19:00				2	2	4	4
19:00 - 22:00			3	3	3	*2	2
22:00 - 23:59			2	2	2	*2	2

ARA Restrictions; weekdays no advertising 6am - 9am, 2pm – 5pm and weekends no advertising between 8am - 12pm.

*Advertising is allowed between 9am – 2pm weekdays.

**No advertising on music stations between 18:00 and 24:00 on Saturdays

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.
- Applicable over the 2nd, 3rd week of every month excluding the peak period and between 1 - 30 November.

1 Week : Wed - Sun	947	702	Kfm	Cape Talk
Discount	40%	45%	50%	50%
No. Weeks	1	1	1	1
No. Spots	41	45	41	45
Reach '000	412	147	197	17
Reach %	8.5%	3.0%	4.1%	0.4%
Ave. Frequency	3.3	3.8	4.5	4.2
Ratings	28.43	11.67	18.61	1.57
Media Value	R159,935	R86,063	R112,494	R27,495
Investment	R95,961.00	R47,335	R56,247	R13,748
Saving	R63,974	R38,728	R56,247	R13,748
CPP	R3,376	R4,057	R3,022	R8,757
CPT	R233	R322	R285	R809

Market: GP/WC , Age 25-54, LSM 7-10.

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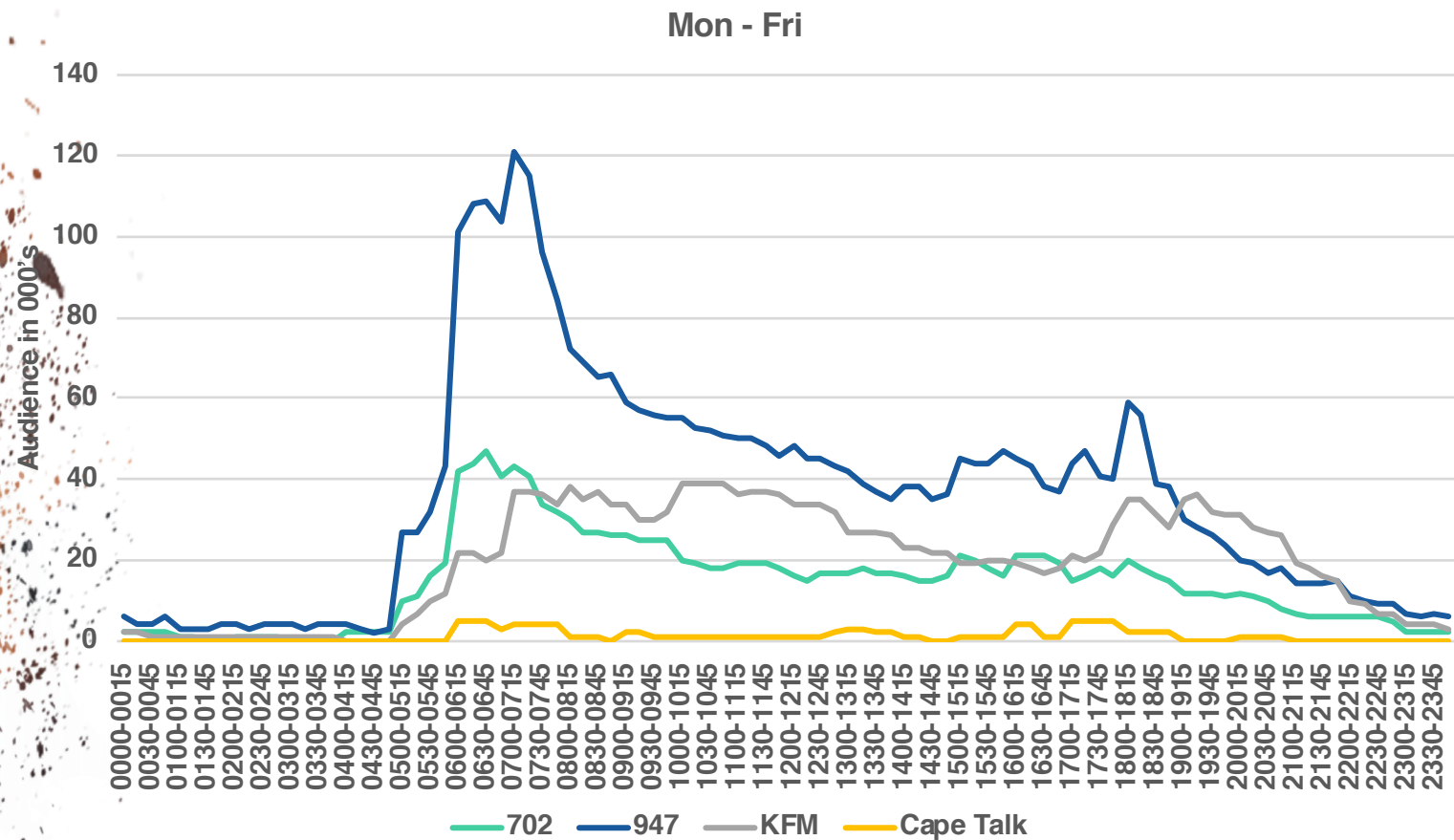
1 Week : Thur - Sun	947	702	Kfm	Cape Talk
Discount	15%	15%	20%	25%
No. Weeks	1	1	1	1
No. Spots	36	40	36	40
Reach '000	399	145	189	17
Reach %	8.3%	3.0%	3.9%	0.4%
Ave. Frequency	3.2	3.5	4.4	4.2
Ratings	26.80	10.80	17.00	1.50
Media Value	R150,454	R100,536	R105,978	R33,920
Investment	R127,885.90	R85,456	R84,782	R25,440
Saving	R22,568	R15,080	R21,196	R8,480
CPP	R4,772	R7,913	R4,987	R16,960
CPT	R321	R589	R449	R1,496

Market: GP/WC , Age 25-54, LSM 7-10.



Quarter Hour Listening

Mon-Fri



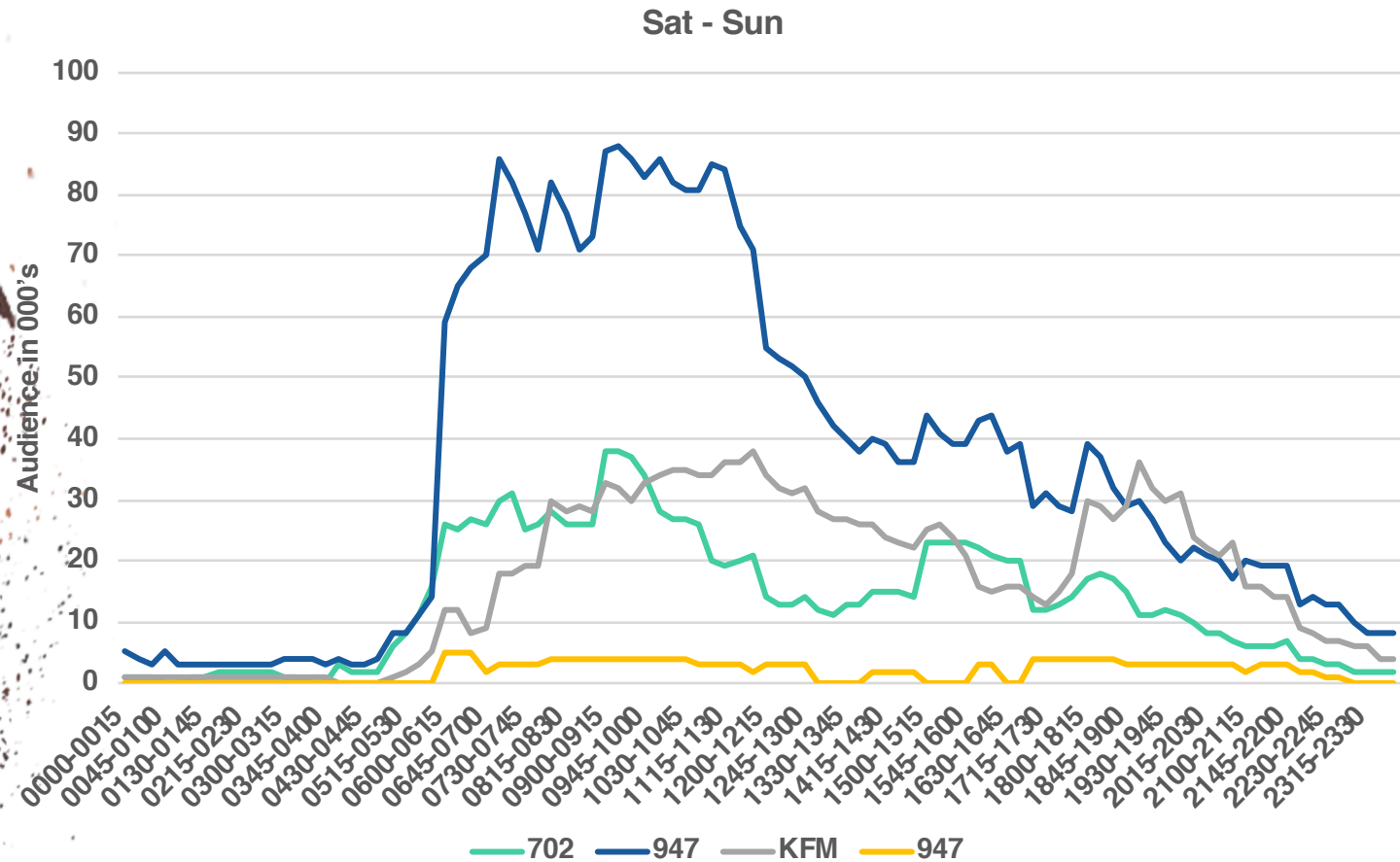
Source: BRC RAM (Jan-Jun 18)

Age 25-54, LSM 7-10, GP/WC



Quarter Hour Listening

Sat - Sun



Source: BRC RAM (Jan-Jun 18)

Age 25-54, LSM 7-10, GP/WC

Easy Planning

Preplanned Schedules

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

telmar nielsen
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Easy Planning

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

