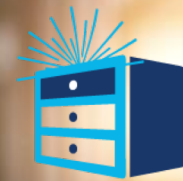


DINNER IS SERVED



TOP DRAWER
PACKAGES

Dinner Package

October 2018





Dinner Package

Did you know that 64% of people in LSM 7-10 are happy to pay more for quality foods when eating out?

Designed to drive the dinner time occasion, this package takes advantage of the long commute home and encourage listeners pull into their favorite fast food drive through, call for a delivery or encourage parents to bundle up the family for a special dinner treat out.

Source : TGISA 2017C

Great Value

15:00 – 22:00

	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							
15:00 - 19:00	2	2	2	2	2	2	2
19:00 - 22:00	*2	*2	*2	*2	*2	**2	2
22:00 - 23:59							

*Talk Stations schedule starts from 20:00 weekdays.
** No advertising on Music Stations on Saturdays between 18:00 and 24:00

TERMS & CONDITION

- Primedia Broadcasting reserves the right to 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.
- This excludes the 15 October – 15 December period.

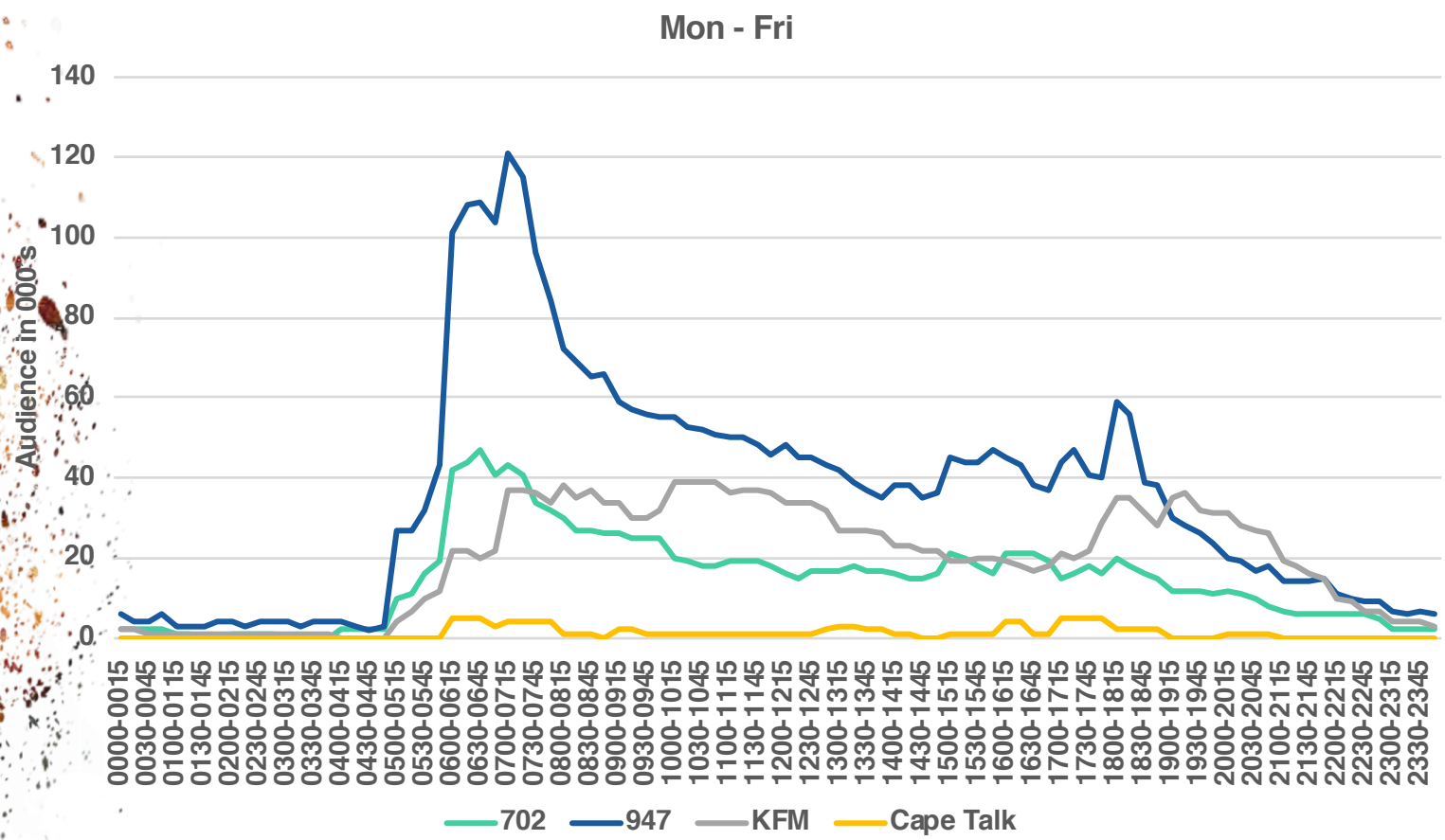
1 Week : Mon - Sun	947	702	Kfm	Cape Talk
Discount	40%	45%	50%	50%
No. Weeks	1	1	1	1
No. Spots	26	28	26	28
Reach '000	302	132	186	15
Reach %	6.3%	2.7%	3.8%	0.3%
Ave. Frequency	2.7	3.0	3.4	3.4
Ratings	17.50	8.00	13.10	1.10
Media Value	R136,986	R89,044	R96,476	R32,246
Investment	R82,191.60	R48,974	R48,238	R16,123
Saving	R54,794	R40,070	R48,238	R16,123
CPP	R4,697	R6,122	R3,682	R14,657
CPT	R272	R371	R259	R1,075

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



Quarter Hour Listening

Mon-Fri



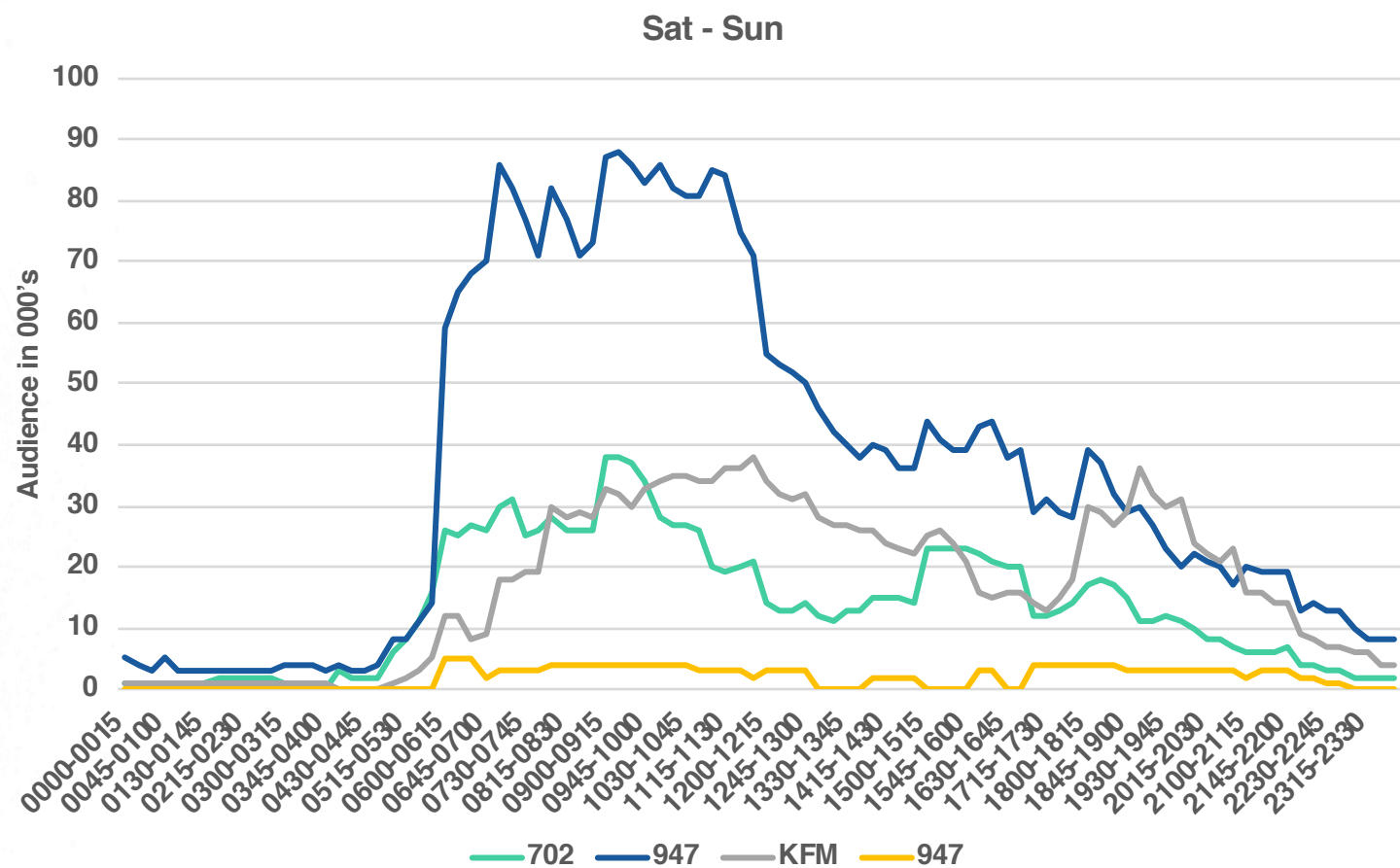
Source: BRC RAM (Jan-Jun 18)

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
.....

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

