



**TOP DRAWER
PACKAGES**

Lunch Time Package

October 2018



PRIMEDIA
BROADCASTING

CREATING CONNECTIONS



A glass jar filled with a healthy salad, including quinoa, spinach, avocado, tomatoes, and a wooden fork leaning against it. The background is white with blue and grey splatters and a blue wavy line on the left.

Lunch Time Package

11:00 – 14:00 weekdays

Trigger the craving and give listeners a solution to their lunchtime munchies and roaring hunger pangs.

Take advantage of our easy-to-use Lunch Time Package to reach your market at a key moment of receptivity.

Great Value

1 spot per hour, over lunch from 11:00 - 14:00, Weekdays

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

* Talk stations carry one spot in the Midday Report between 12:00 - 13:00 (702 & Cape Talk).

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 – 15 December is excluded from this offer.
- 11:00-12:00 includes preff pot loading
- 12:00-14:00 includes preff spot loading

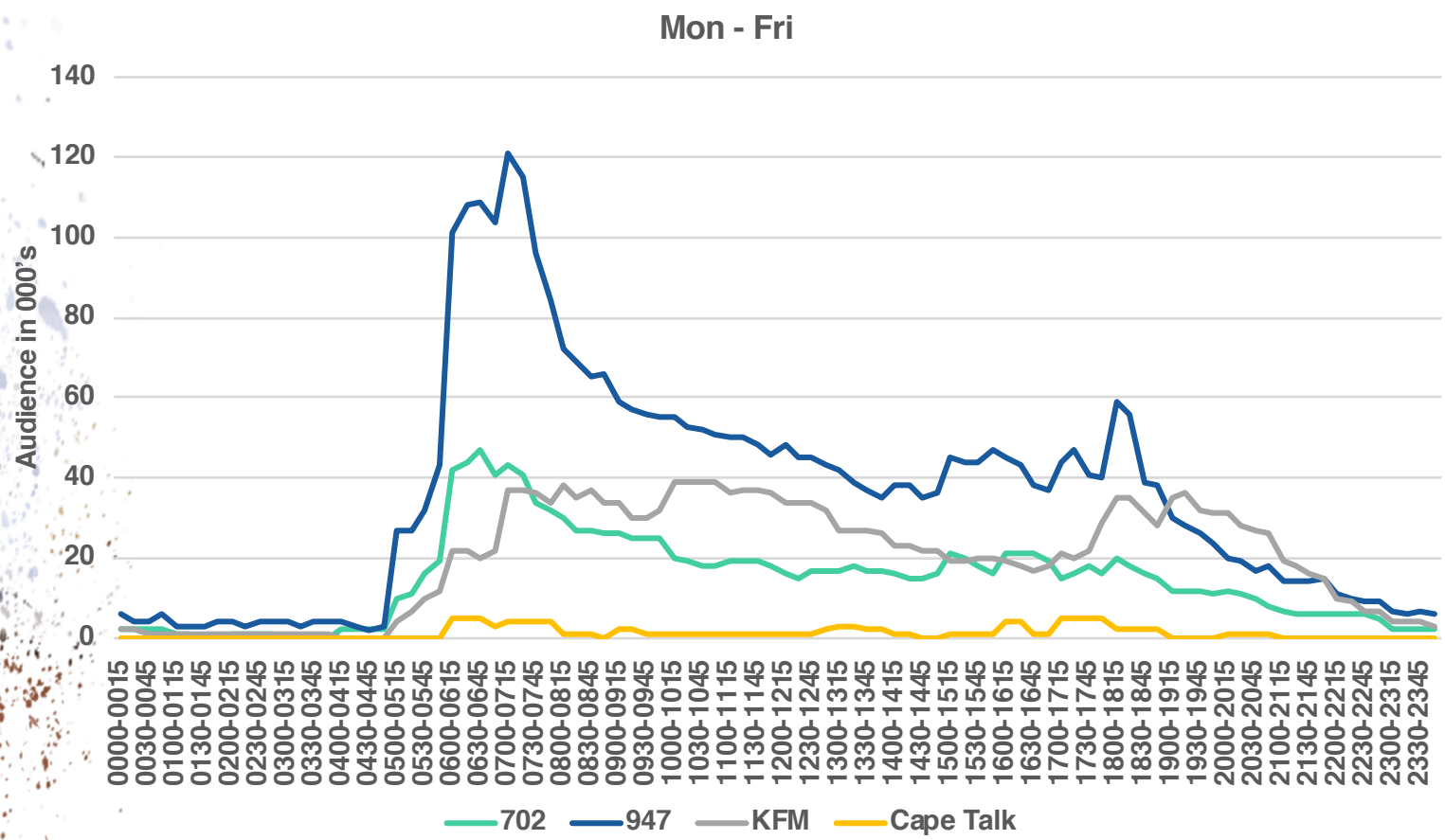
1 Week : Mon - Fri	947	702	Kfm	Cape Talk
Discount	40%	45%	50%	50%
No. Weeks	1	1	1	1
No. Spots	15	15	15	15
Reach '000	257	98	128	9
Reach %	5.3%	2.0%	2.6%	0.2%
Ave. Frequency	2.5	2.7	3.5	2.6
Ratings	13.82	5.60	9.44	0.50
Media Value	R119,690	R73,645	R98,615	R26,985
Investment	R71,814.00	R40,505	R49,308	R13,493
Saving	R47,876	R33,140	R49,308	R13,493
CPP	R5,196	R7,233	R5,222	R26,856
CPT	R279	R413	R385	R1,499

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

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

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