

TOP DRAWER
PACKAGES

Best value ... trolley to trolley

Main Household Purchaser Package
October 2018



LEADS

47

kfm 94.5

CAPETALK
567AM

W N
EYEWITNESS NEWS

CRIME LINE 3211
SEND YOUR ANONYMOUS TIP-OFFS TO
SMS CHARGED AT R1

702





Main Household Purchaser Package

Thursday - Sunday

Increase that retail footfall by pre-empting the weekend splurge and add a frequency build in a relaxed Sunday night high indexed space

**Main Household Shoppers have been represented on the radio plan by the following demographic:-
Age 35+, working full / part time, married, widowed or divorced.**

Great Value

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00							
05:00-06:00				2	1	2	2
06:00 - 09:00				1	1	1	2
09:00 -12:00					1		
10:00-14:00						2	
12:00 - 13:00							
12:00-15:00				1	1		
14:00-18:00						2	2
15:00 - 19:00							
19:00 - 20:00							
18:00-21:00						*3	3
20:00-22:00							
21:00-24:00						*2	
22:00 - 23:59							

*No advertising on 947 & Kfm, Saturdays 18:00 -24:00

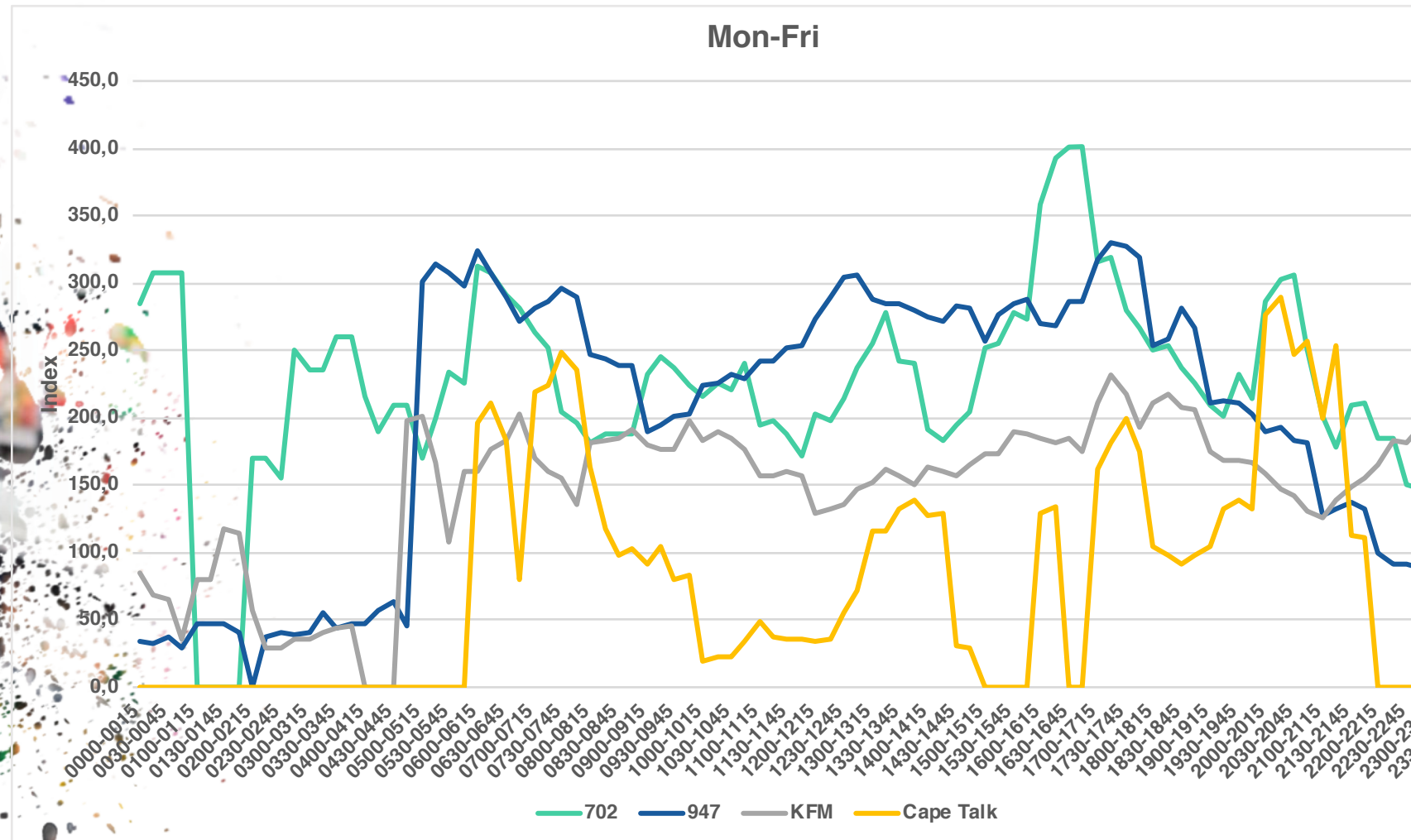
TERMS & CONDITIONS

- 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	29	24	24	29
Reach '000	117	240	137	12
Reach %	2.10%	4.40%	2.70%	0.20%
Ave. Frequency	2.76	3.05	2.6	5.31
Ratings	5.9	12.5	6.5	1.1
Media Value	R79,157	R122,875	R76,119	R25,493
Investment	R67,283.45	R104,443.75	R60,895.20	R19,119.75
Saving	R11,874	R18,431	R15,224	R6,373
CPP	R11,404	R8,356	R9,368	R17,382
CPT	R575	R435	R444	R1,593

Age 35+, working full / part time, married, widowed or divorced.

Ave. Quarter Hour Listening

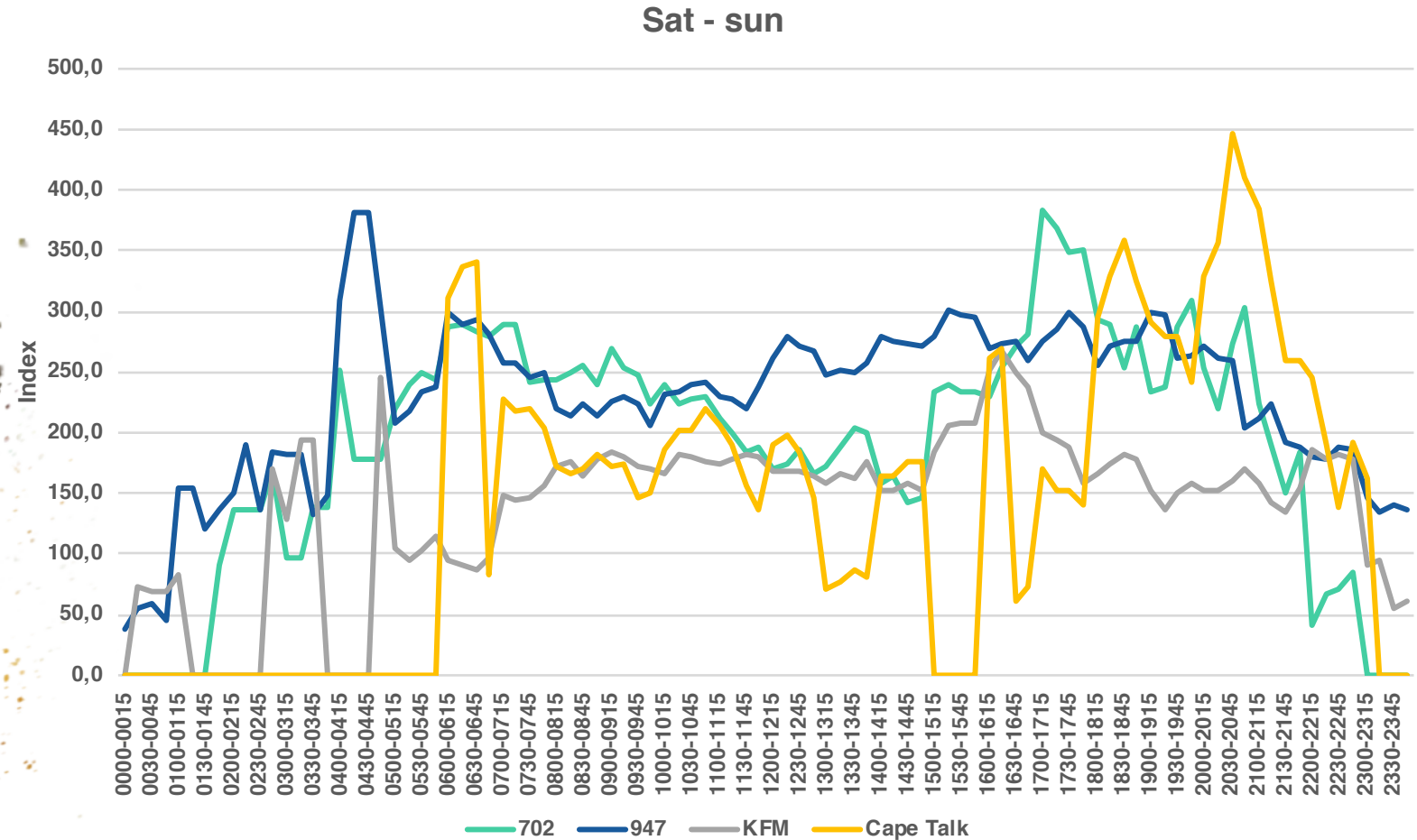


Source: BRC RAM (Jan -Jun 18)

Age 35+, working full / part time, married, widowed or divorced.



Ave. Quarter Hour Listening



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Age 35+, working full / part time, married, widowed or divorced.

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**