

TOP DRAWER
PACKAGES

Perfectly Professional

October 2018



LEADS

47

kfm 94.5

CAPETALK
567AM

W N
EYEWITNESS NEWS

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

702



A hand holding a smartphone, with a blue waveform overlay on the left side of the image.

Professional Business Package

Runs Monday to Sunday

Business Professionals are not only listening to the most obvious drive time channels. CPM and Index stats show that they can be effectively reached on Saturday and Sunday in later time channels, and in the early morning and this scheduling contributes to delivering increased frequency at low rates

In order to track listenership across the demographic of the following Occupations:- Executive / Senior management (Company, Finance), CA, Legal (Lawyer), Medical / Dental (Doctor) and Self Employed on the BRC report, the defining demographic variables have been used as follows :- Age 40-60, HHI R 40K+ Univ /Post grad

Great Value

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

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.

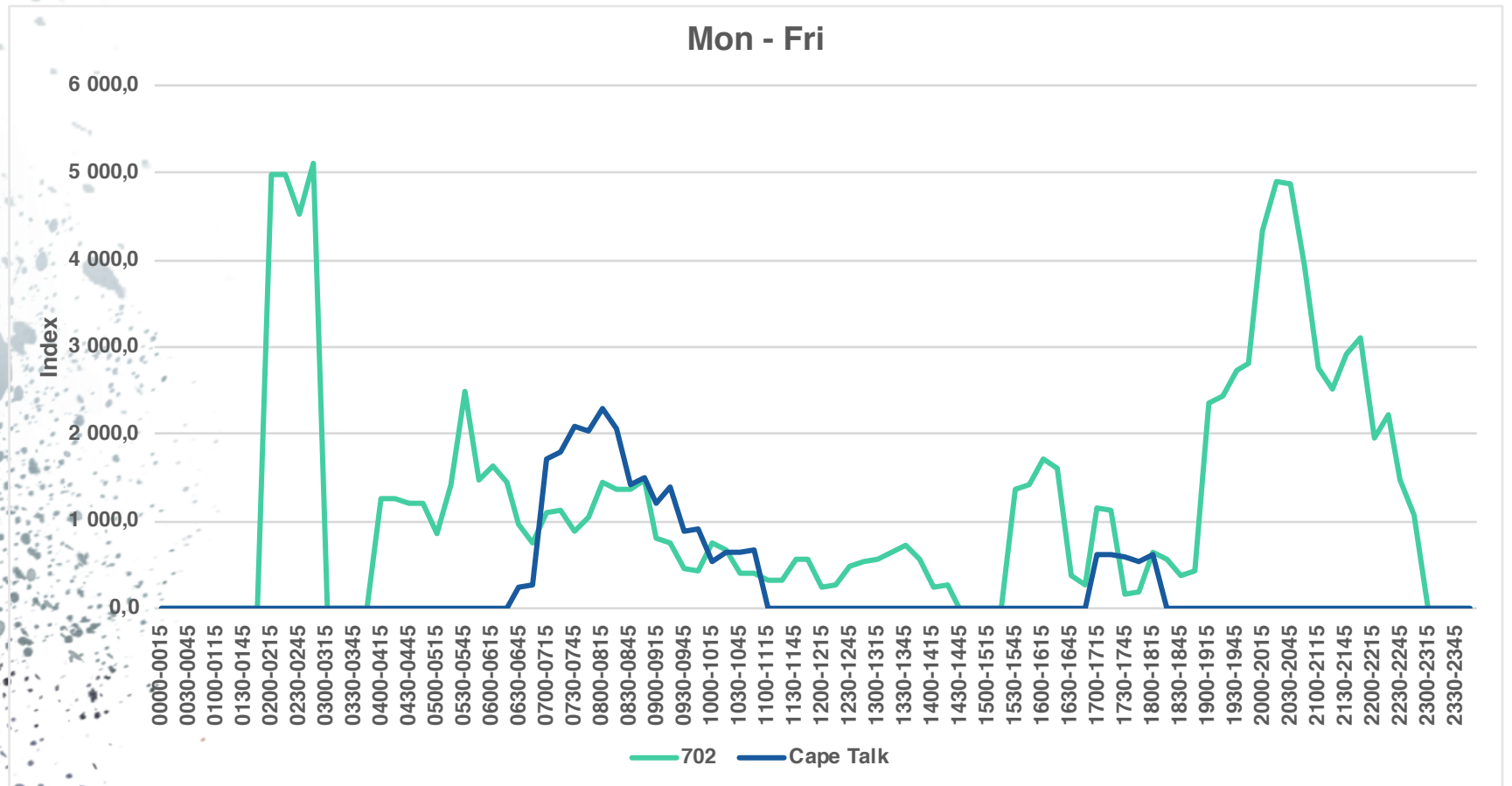
1 Week : Mon - Sun	702	Cape Talk
Discount	10%	15%
No. Weeks	1	1
No. Spots	26	26
Reach '000	26	3
Reach %	9.80%	1.10%
Ave. Frequency	3.22	6.41
Ratings	31.5	7.3
Media Value	R101,864	R33,197
Investment	R91,677.60	R28,217
Saving	R10,186	R4,980
CPP	R2,910	R3,865
CPT	R3,526	R9,406

Age 40-60, HHI R 40K+ Univ /Post grad

Executive / Senior management (Company, Finance), CA, Legal (Lawyer), Medical / Dental (Doctor), Self Employed on the BRC report the defining demographic variables have been used:- Age 40-60, HHI R 40K+ Univ /Post grad

Ave. Quarter Hour Listening

Executive / senior management (Company, Finance (CA – Occupation, Legal (Lawyer) ,Medical / Dental (Doctor), Self Employed -



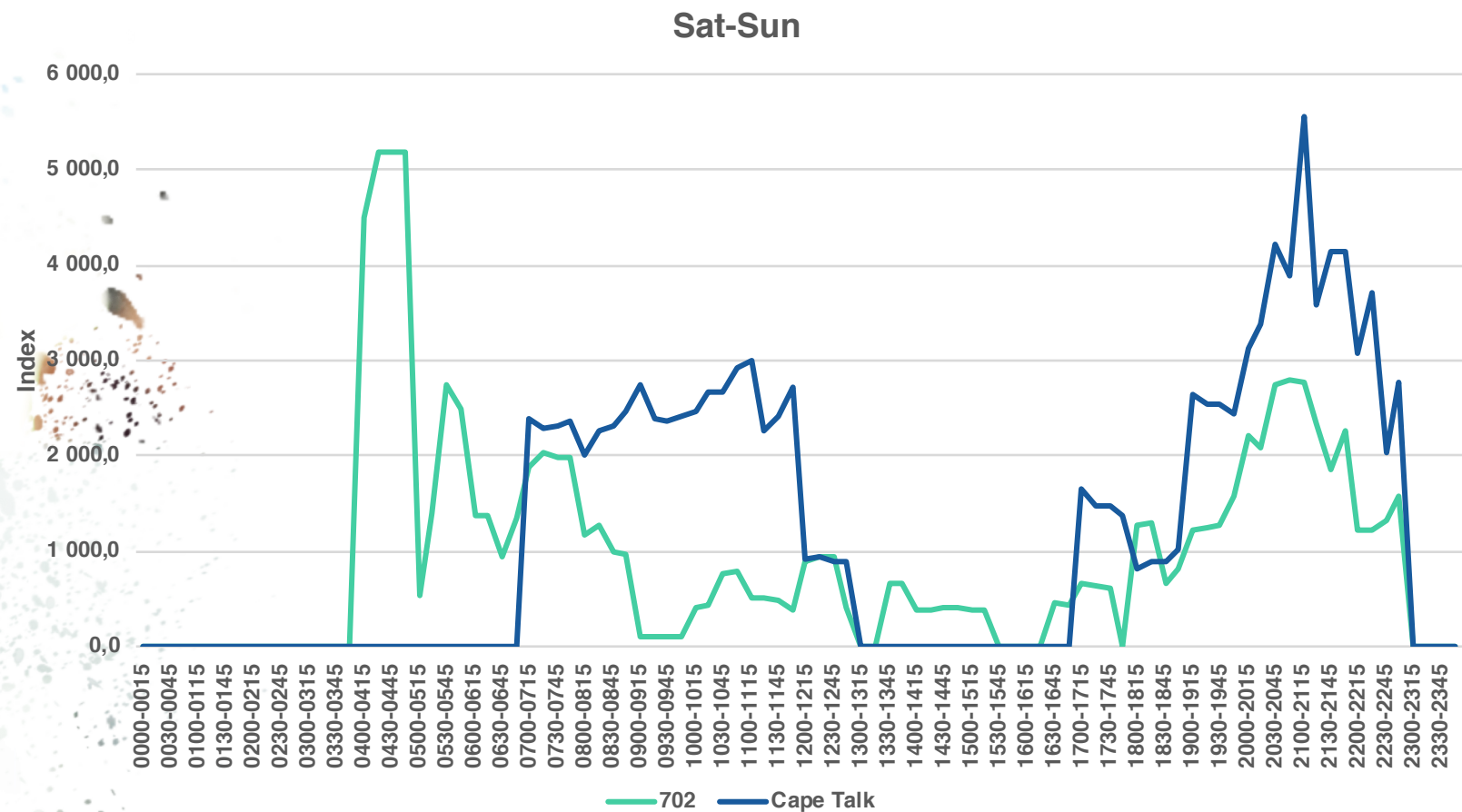
Source: BRC RAM (Jan - Jun18)

Age 40-60, HHI R 40K+ Univ /Post grad



Ave. Quarter Hour Listening

Executive / senior management (Company, Finance (CA – Occupation, Legal (Lawyer) ,Medical / Dental (Doctor) , Self Employed



Source: BRC RAM (Jan-Jun 18)

Age 40-60, HHI R 40K+ Univ /Post grad

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



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