

TOP DRAWER  
PACKAGES

## On-Peak Retail Package

October 2018





# On-Peak Retail Package

Prime the market and build awareness into the busy retail weekend with this great package, designed to drive feet into store.

When can I use this package?

1. The first and last week of every month
2. Over the high retail season between 15<sup>th</sup> October and 15<sup>th</sup> December.

Chose from two options:

1. A schedule that runs from Wednesday to Saturday
2. A schedule that run from Thursday to Saturday

1

Wed-Sat

2

Thur-Sat



# Great Value

Wednesday - Saturday

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							
04:00 - 06:00			1	1	1	1	
06:00 - 09:00			1	1	1	2	
09:00 -12:00			1	1	1	1	
12:00 - 15:00			1	1	2		
15:00 - 19:00			1	1	2		
19:00 - 22:00			1	1	1		
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.
- Bookings are subject to inventory availability and station approval at the time of booking.
- This offer is applicable in the first and last week of every month, and over the high retail season between 1 October and 15 December

1 Week : Wed - Sat	947	702	Kfm	Cape Talk
Discount	15%	15%	20%	25%
No. Weeks	1	1	1	1
No. Spots	24	24	24	24
Reach '000	408	172	198	15
Reach %	8.5%	3.6%	4.1%	0.3%
Ave. Frequency	2.9	2.6	3.0	2.6
Ratings	24.10	9.30	12.20	0.80
Media Value	R196,364	R115,099	R128,816	R39,914
Investment	R166,909.40	R97,834	R103,053	R29,936
Saving	R29,455	R17,265	R25,763	R9,979
CPP	R6,926	R10,520	R8,447	R37,419
CPT	R409	R569	R520	R1,996

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

# Great Value

Thursday - Saturday

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

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1 Week : Thur - Sat	947	702	Kfm	Cape Talk
Discount	15%	15%	20%	25%
No. Weeks	1	1	1	1
No. Spots	18	18	18	18
Reach '000	376	156	182	15
Reach %	7.8%	3.2%	3.8%	0.3%
Ave. Frequency	2.4	2.2	2.5	2.1
Ratings	18.40	7.10	9.30	0.70
Media Value	R143,021	R84,599	R93,719	R29,455
Investment	R121,567.85	R71,909	R74,975	R22,091
Saving	R21,453	R12,690	R18,744	R7,364
CPP	R6,607	R10,128	R8,062	R31,559
CPT	R323	R461	R412	R1,473

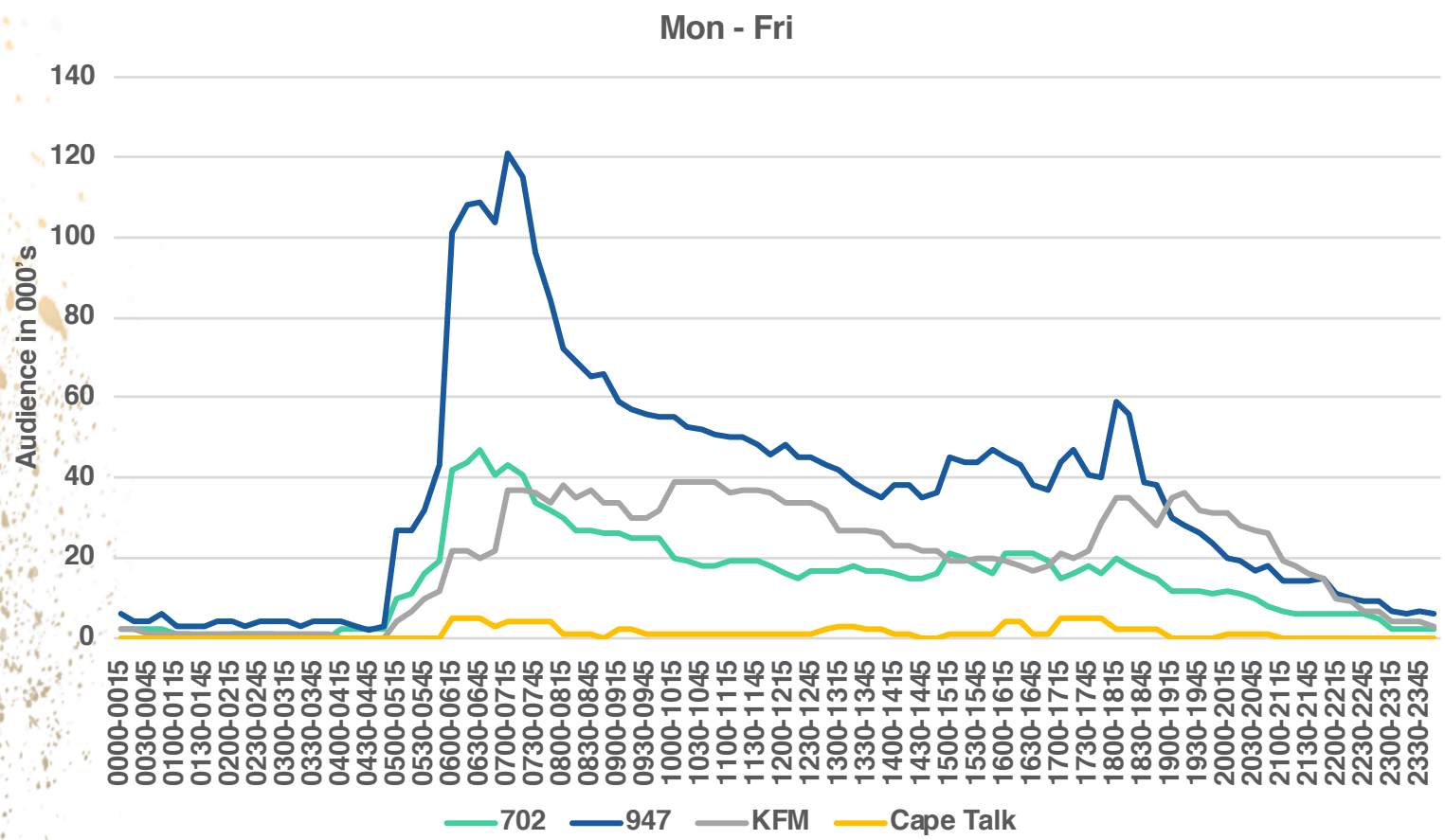
Market: GP/WC , Age 25-54, LSM 7-10.





# Quarter Hour Listening

## Mon-Fri



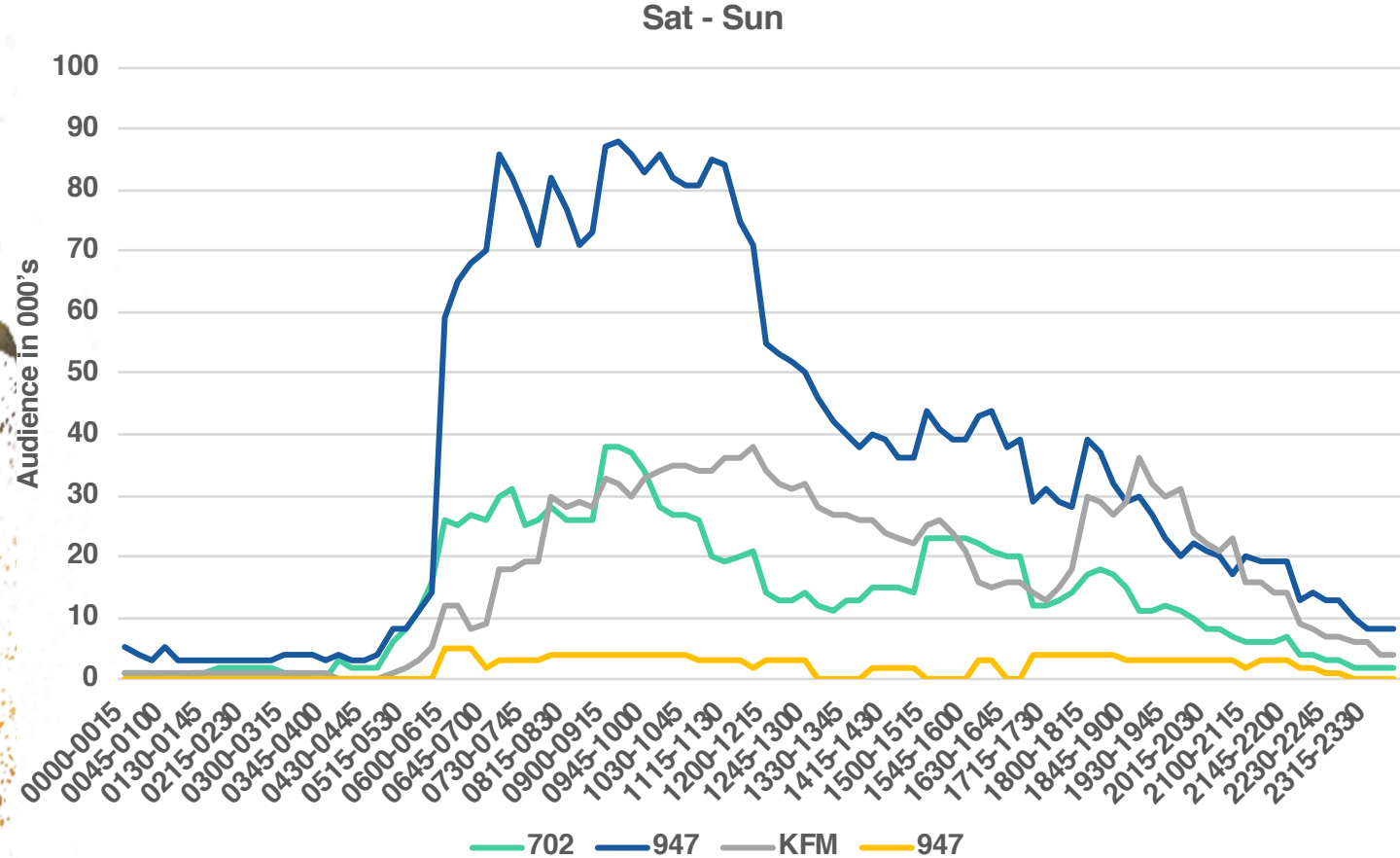
Source: BRC RAM (Jan-Jun 18)

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.





# 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



Come in  
WE'RE  
OPEN

[www.primediabroadcasting.co.za](http://www.primediabroadcasting.co.za)