



TOP DRAWER  
PACKAGES

# Cheers! TO THE FREAKIN' Weekend

## Weekend Package

October 2018



PRIMEDIA  
BROADCASTING

CREATING CONNECTIONS





# Weekend Package

**Weekends Only**

**04:00 Saturday – 24:00 Sunday**

**Weekends are a typically undervalued listening period, delivering enormous value for advertisers.**

**Take advantage of this great offer, designed to build awareness and drive feet in store over the heavy retail weekend periods.**

# Great Value

	MON	TUE	WED	THU	FRI	SAT	SUN
00:01 - 04:00							2
04:00 - 06:00						2	2
06:00 - 10:00						2	2
10:00 -14:00						2	2
14:00 - 18:00						2	2
18:00 - 21:00						*2	2
21:00 - 23:59						*2	2

**\*\*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 – 15 December is excluded from this offer.

1 Week : Sat-Sun	947	702	Kfm	Cape Talk
<b>Discount</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>
No. Weeks	1	1	1	1
No. Spots	22	26	22	26
Reach '000	356	150	162	14
Reach %	7.4%	3.1%	3.4%	0.3%
Ave. Frequency	2.4	2.5	2.4	3.4
Ratings	17.4	7.6	8.0	1.0
Media Value	R63,946	R48,752	R40,884	R15,968
<b>Investment</b>	<b>R38,367.60</b>	<b>R26,814</b>	<b>R20,442</b>	<b>R7,984</b>
<b>Saving</b>	<b>R25,578</b>	<b>R21,938</b>	<b>R20,442</b>	<b>R7,984</b>
CPP	R2,205	R3,528	R2,555	R7,892
CPT	R108	R179	R126	R570

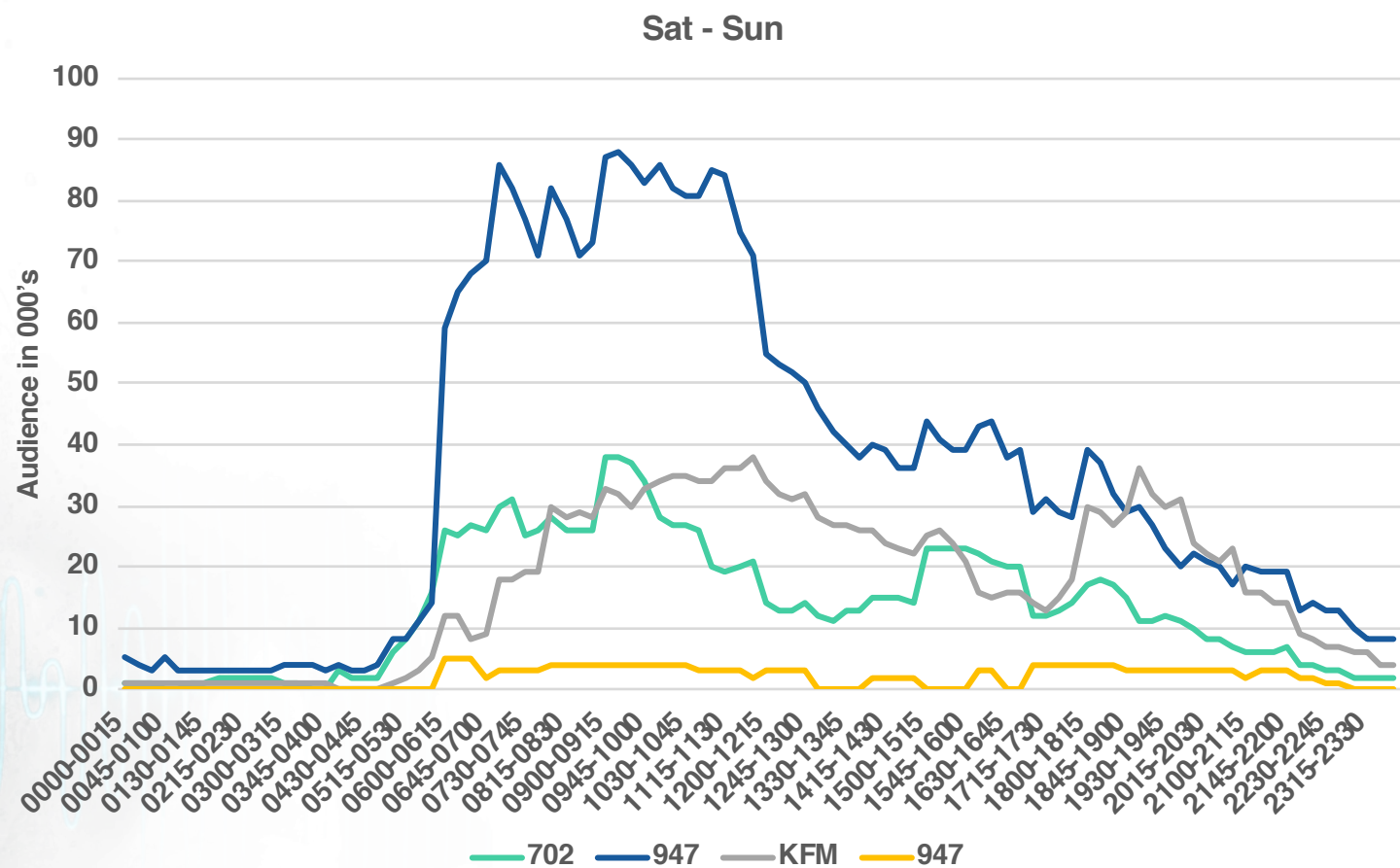
Market: GP/WC , Age 25-54, LSM 7-10.





# 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  
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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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We look forward to telling your story

