



FUEL

STATION KIT



The station that brings together the pace and diversity of Joburg, 947 plugs into the common attitudes of the people of the city and amplifies the energy of this remarkable place.

With over 1,2 million listeners and audiences of many more on multiple content platforms, the station connects through presenters with big personalities, music that rocks and promotions that are memorable, exciting and entertaining.

Warm, authentic, ambitious and optimistic, 947 reflects the all or nothing philosophy that runs through Joburg's streets and keeps the city and its citizens constantly in motion.



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OUR LISTENERS

The Movers and Shakers of the Country



The 947 listener epitomises many of the best things of the democratization of the country – they are young, class mobile and optimistic about the country's future and their own.

They are well educated and 7 in 10 live in racially mixed areas. An above average come from racially mixed households. 947 listeners are social media savvy. Interacting with devices and apps on a variety of platforms plays an important role in their lives.

They are also actively engaged as citizens, being conscious of the need to help and make a difference. They see themselves as happy, positive people. They are financially responsible and are conscious about not getting into debt.

All this makes for a listenership that is conscious of their social and digital worlds and active participants in their society, striving to better their lot and that of others.



QUICK FACTS



- **Male** 51%
- **Female** 49%



- **LSM 9 – 10** 54%
- **LSM 7 – 8** 29%
- **LSM 5 – 6** 15%



- **25 – 34** 28%
- **35 – 49** 31%
- **50+** 15%



- **Coloureds** 7%
- **Whites** 45%
- **Blacks** 39%
- **Indians** 9%



OPPORTUNITIES FOR ADVERTISERS

Radio, Digital and Social working together



Primedia Broadcasting

Radio | Digital | Content

Primedia Broadcasting is a media brand with courage, vision and purpose.

The home of premium radio stations: 947, 702, KFM, and CapeTalk, award-winning news from EWN, as well as social initiatives: Lead SA and Crime Line, Primedia Broadcasting represents big brands, big personalities and attracts lucrative audiences.

In addition to their world-class radio properties, Primedia Broadcasting has evolved into a multi-platform content-creating business with expertise and capacity to deliver response through converged campaigns.

Relevant, immediate and versatile, Primedia Broadcasting offers clients and audiences meaningful connections that deliver.



AUDIENCE

1.237m listeners over a 7 day period

RAMS Oct to Mar 2015



RACE

	Coloureds	Whites	Blacks	Indians
000s	82	558	486	110
%	7	45	39	9

GENDER

	Female	Male
000s	600	637
%	49	51

AGE

	15 - 24	25 - 34	35 - 49	50 - 64	65+
000s	273	341	387	190	45
%	22	28	31	15	4

WORK STATUS

	Work Full Time	Work Part Time	Housewife	Student	Retired	Unemployed
000s	655	97	82	195	68	140
%	53	8	7	16	5	11



AUDIENCE

1.237m listeners over a 7 day period

RAMS Oct to Mar 2015

Cume by Daypart



Mon-Fri Week Cume

Daypart	(000)'s	%
0000-2400	1141	100
0100-0400	52	5
0400-0600	178	16
0600-0900	736	65
0900-1200	487	43
1200-1500	514	45
1500-1900	692	61
1900-2200	262	23
2200-2500	94	8

Saturday Day Cume

Daypart	(000)'s	%
0000-2400	533	100
0100-0400	14	3
0400-0700	106	20
0700-1000	272	51
1000-1400	257	48
1400-1800	229	43
1800-2200	103	19
2200-2500	39	7

Mon-Fri Day Cume

Daypart	(000)'s	%
0000-2400	638	100
0100-0400	17	3
0400-0600	69	11
0600-0900	354	55
0900-1200	197	31
1200-1500	198	31
1500-1900	286	45
1900-2200	91	14
2200-2500	37	6

Sunday Day Cume

Daypart	(000)'s	%
0000-2400	371	100
0100-0400	18	5
0400-0700	69	19
0700-1000	186	50
1000-1400	142	38
1400-1800	175	47
1800-2100	76	20
2100-2400	21	6



947 – Monday-Friday Week Cume by Daypart

RAMS Oct to Mar 2015 June release

	0100-0400		0400-0600		0600-0900		0900-1200		1200-1500		1500-1900		1900-2200		2200-2500	
	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%	(000)'s	%
Total	52	100	178	100	736	100	487	100	514	100	692	100	262	100	94	100
15-24	15	29	33	19	134	18	102	21	112	22	163	24	79	30	33	35
25-34	8	15	47	26	198	27	144	30	163	32	182	26	70	27	24	26
35-49	20	38	61	34	254	35	153	31	147	29	217	31	76	29	26	28
50-64	8	15	33	19	127	17	74	15	75	15	106	15	30	11	10	11
65+	0	0	4	2	22	3	14	3	17	3	25	4	8	3	1	1
Men	30	58	99	56	388	53	242	50	256	50	366	53	142	54	57	61
Women	22	42	79	44	347	47	245	50	259	50	326	47	120	46	37	39
Blacks	40	77	78	44	258	35	186	38	176	34	250	36	134	51	64	68
Coloureds	1	2	13	7	59	8	30	6	25	5	37	5	18	7	3	3
Indians	1	2	15	8	68	9	43	9	37	7	60	9	15	6	3	3
Whites	10	19	73	41	350	48	228	47	275	54	345	50	96	37	26	28
LSM 1-4	1	2	0	0	7	1	14	3	11	2	17	2	12	5	4	4
LSM 5-6	23	44	32	18	80	11	53	11	61	12	79	11	51	19	28	30
LSM 7-8	18	35	59	33	235	32	184	38	180	35	218	32	92	35	27	29
LSM 9-10	9	17	88	49	414	56	236	48	262	51	379	55	107	41	36	38
Up to R7999 HH	28	54	34	19	97	13	85	17	92	18	118	17	62	24	28	30
R8000-R10999 HH	3	6	11	6	55	7	35	7	27	5	33	5	29	11	4	4
R11000-R19999 HH	5	10	25	14	145	20	116	24	95	18	142	21	45	17	20	21
R20000+ HH	15	29	109	61	438	60	251	52	300	58	399	58	127	48	43	46



GENERIC RATES

Effective 1 July 2015 to 30 June 2016

Please contact us for sponsorship, traffic or live read rates



MONDAY TO FRIDAY

00:01 - 04:00	R 337
04:00 - 06:00	R 4,283
06:00 - 09:00	R 22,348
09:00 - 12:00	R 8,938
12:00 - 15:00	R 8,786
15:00 - 19:00	R 11,024
19:00 - 22:00	R 3,011
22:00 - 23:59	R 839

SATURDAY

00:01 - 04:00	R 251
04:00 - 06:00	R 618
06:00 - 10:00	R 6,342
10:00 - 14:00	R 7,940
14:00 - 18:00	R 2,809
18:00 - 21:00	R 1,977
21:00 - 23:59	R 839

SUNDAY

00:01 - 04:00	R 225
04:00 - 06:00	R 225
06:00 - 10:00	R 5,710
10:00 - 14:00	R 7,109
14:00 - 18:00	R 2,584
18:00 - 21:00	R 1,813
21:00 - 23:59	R 749

Generic Airtime Conditions

The above rates are based on a 30 second recorded commercial and EXCLUDE VAT.

Cancellation period: 28 days written notice prior to broadcast date, regardless of date of application.

There is a 50% surcharge on all "LIVE READ" commercials.

Preferred time booked within a specified hour is subject to a 25% loading.

SATURDAYS ONLY: No advertisements during 18:00 - 00:00 on 947 - Uninterrupted Music Sweep

All commercials booked within The Money Show / The Midday Report carry a 25% loading over and above the following rates:

The Midday Report 12:00 – 13:00 Monday to Friday Rate per Simulcast spot: R8,850

The Money Show 18:00 – 20:00 Monday to Thursday Rate per Simulcast spot: R11,585

The Money Show 18:00 – 19:00 Friday Rate per Simulcast Spot: R11,585

Added value is calculated off the investment amount excluding VAT and based on rate card value.

Duration :	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Calculation :	0.75	0.8	0.8	1	1	1.1667	1.3333	1.5	1.6667	1.8333	2

Note: Durations of 60 seconds or more need to be approved by each station prior to booking and broadcast.