

Cheers! TO THE FREAKIN'
Weekend



STUD

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.



SHOP

Your Value & Performance

SPOT PLAN

	MON	TUE	WED	THU	FRI	SAT	SUN
Saturday							
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 advertsing on 947 & Kfm, Saturdays 18:00 -24:00*

TERMS & CONDITIONS

- Primedia Broadcasting reserves the right to amend or remove this offer 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.

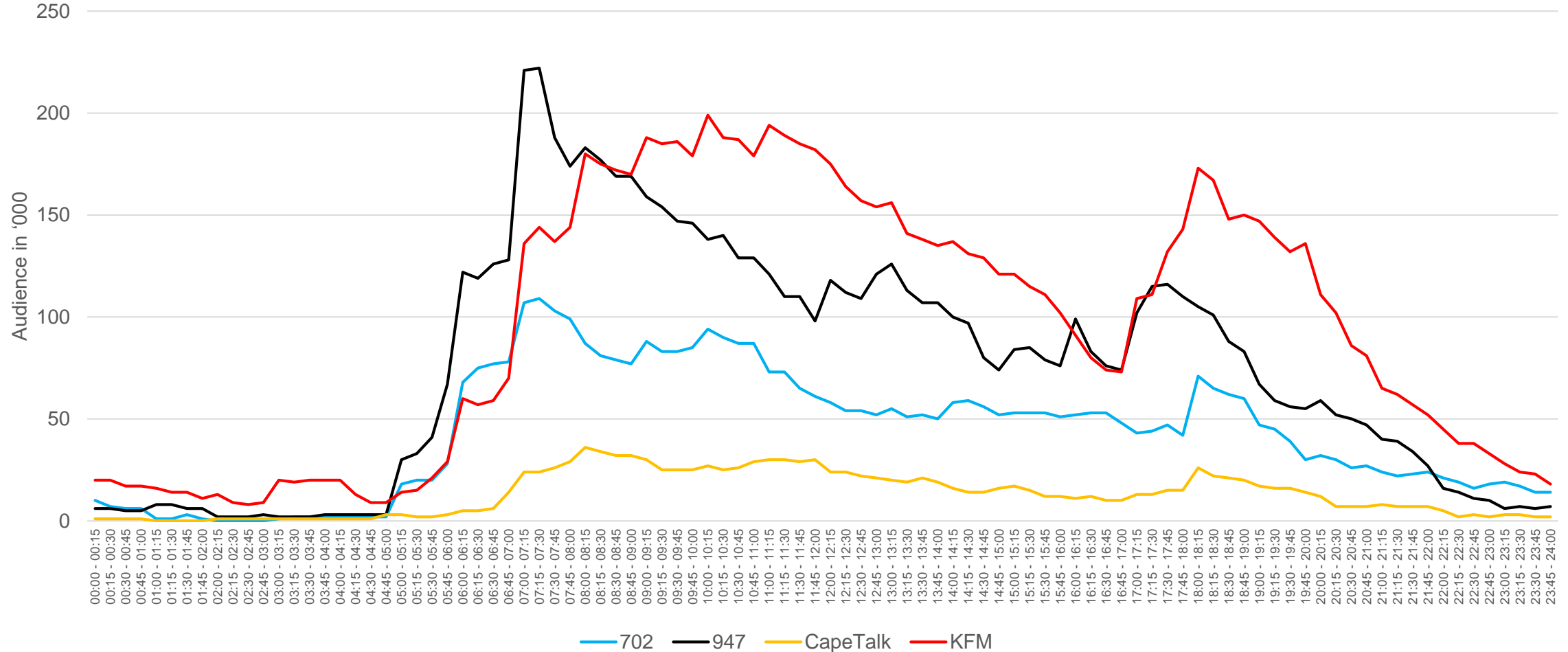
PERFORMANCE

1 Week : Sat - Sun	947	702	Kfm	Cape Talk
Discount	40%	45%	50%	50%
No. Weeks	1	1	1	1
No. Spots	22	26	22	26
Reach '000	291	153	445	54
Reach %	4%	2%	5%	1%
Ave. Frequency	2.1	2.5	3.0	3.4
Ratings	7.30	4.60	16.20	2.20
Media Value	R63,946	R48,752	R40,884	R15,968
Investment	R38,368	R26,814	R20,442	R7,984
Saving	R25,578	R21,938	R20,442	R7,984
CPP	R5,256	R5,829	R1,262	R3,629
CPT	R132	R175	R46	R148

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

Quarter Hour Listening

Weekend Listening Pattern Sat-Sun 04:00-21:00



Source : BRC RAMS, Oct 2016 – Mar 2017



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Weekend



Night-shift



Lunch Time



Dinner

Retail



Off-Peak



On-Peak



Main HH
Purchaser

Segments



Business



Youth

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- and more...

