

# RATE CARD



**PRIMEDIA**  
BROADCASTING

CREATING CONNECTIONS

Valid until 30 June 2019

**94.7**

**702**

**kfm** 94.5

**CAPETALK**  
567AM

**W N**

**LEADS**

## DEAR BUSINESS PARTNER

It's been a busy year, with a lot of changes both on and off air. The exciting thing about change is that it brings new possibilities and fresh thinking and the team is invigorated and eager to work with you, our advertising partners to understand and solve your business needs.

In the spirit of partnership, we have reviewed our rates with meticulous attention to ensure we deliver the best value to you. Rather than taking a blanket increase, we have kept the rates flat across most dayparts, with a few reasonable increases in peak times, where the demand and audience warrant it. Taking these into account, the overall increase on the stations remains below 1,5%.

On 947, Anele's Breakfast Club is consistently in high demand and inventory is limited, which led to a 6% increase in the 06h00 – 09h00 time channel. The advertising demand to reach engaged workplace listeners has also proved popular and 09h00 to 12h00 on 947 has also increased by 6%.

A very similar pattern exists on 702 and both the breakfast show and Eusebius' show (09h00 to 12h00) have taken a 5% increase. The other space where commercial opportunities are exceedingly in high demand is The Money Show with Bruce Whitfield, and we are taking an 8% increase in this time channel. This also applies on CapeTalk where The Money Show is simulcast.

CapeTalk's weekday rates have all seen a small increase of 3,5%, with 5% on the busy mid-morning show. Kfm rates remain flat across the board.

While the rates remain stable, our offering continues to soar, and we are proud to deliver more and better for our commercial partners. We are already seeing positive responses to many of the changes that were made on our stations last year and we are now working with some of the biggest names in South African news and entertainment across our platforms.

Through their star quality, paired with world-class production and a focus on creative solutions and compelling content, we are connecting with audiences across multiple platforms, through numerous devices, at iconic events, and leaving lasting impressions for brands we partner with.

We look forward to taking your brand and clients to new heights and encourage you to call us with any ideas, queries and challenges – we'd love to help.

**From all of us at Primedia Broadcasting**



# ABOUT US

## CREATING CONNECTIONS

The home of big brands, big personalities and lucrative audiences, Primedia Broadcasting creates connections that achieve incredible results.

Driven by vision and purpose, Primedia Broadcasting strives for quality and excellence through premium radio platforms 947, 702, Kfm 94.5 and CapeTalk, its award-winning independent news service, Eyewitness News and social initiative, Lead SA.

Primedia Broadcasting offers advertisers 360 degree solutions across multiple channels that cover the radio, digital, content and events space. We employ the foremost experts in a variety of fields to ensure campaigns that are conceptualised with versatility, innovation, immediacy and flexibility.





947 has its finger on the pulse of Joburg, connecting to the heart of the city's energy, optimism, sense of adventure and diversity. 947 loves Joburg and is that fun friend that shows listeners how to do the city right, with hot music, fun content, well-known personalities and epic events.

The hot contemporary music station based in Johannesburg broadcasts to a lucrative LSM 7 – 10 audience, comprising listeners of all races between the ages of 25 – 54, living in Gauteng. 947 jams an eclectic music mix of international and local chart hits, with a huge helping of popular throwback tracks from the 90s and 2000s.

947 owns some of the hottest music and lifestyle event properties in Joburg, including Huawei Joburg Day and the Telkom 947 Cycle Challenge. Its connection to Joburg makes it the leading station to tap into the awesomeness of the city and its people.

**If you love Joburg, 947 loves you!**

## 947 EVENTS

### HUAWEI JOBURG DAY

It is one of Joburg's not-to-be-missed music events of the year, bringing some 20,000 people together for a day of South Africa's hottest acts on one stage. The massive event has also given birth to a bespoke family-style event, the Huawei Joburg Day in the Park.

### TELKOM 947 CYCLE CHALLENGE

It's the second largest timed cycling event in the Southern Hemisphere, with 30,000 cyclists taking over the streets of Joburg to conquer the 947km route through urban terrain. The Telkom 947 Cycle Challenge is an iconic Joburg event that is the ultimate test of endurance to tick off your bucket list.

### BESPOKE EVENTS

947 is the go-to event partner, delivering world-class events tailored to elevate your brand and connect you to your customers in an interactive way. Get in touch with our events team to amplify your events with 947.

### WE'VE GOT TALENT

Add a touch of awesome to your event or product with our hot 947 personalities. Whether you need an MC, DJ, voice artist or endorsement, PrimeTalent has you covered. Contact [talent@primetalent.co.za](mailto:talent@primetalent.co.za) for rates and bookings.



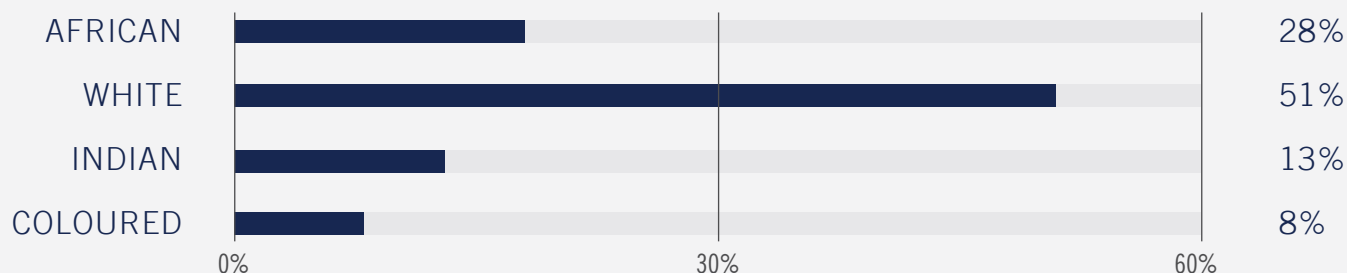
# COMMUNITY

947

947 has the highest percentage of listeners who tune in to the radio in the car. The station's lucrative audience is engaged, on the move and ready to respond to advertising triggers.

LSM: 7–10

## ETHNICITY

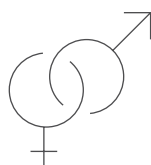


## GENDER



MALE

53%



FEMALE

47%

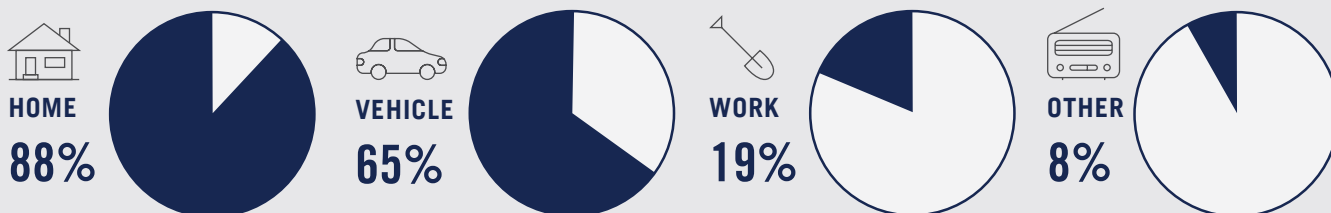


AGE: 25–54

## COMMUNITY SIZE



## LISTENING LOCATION



## PURCHASE DECISION



87%



of listeners are mainly or partly responsible for household shopping.



**Afternoon Drive with  
Greg & Lucky**



**The 947 Breakfast Club with Anele**

## WEEKDAYS

<b>01:00-05:00</b>	Essential 947
<b>05:00-06:00</b>	Alex Caige
<b>06:00-09:00</b>	947 Breakfast Club with Anele, Frankie, Thembekile, Alex and Cindy
<b>09:00-10:00</b>	947 Beats @ Work
<b>10:00-15:00</b>	Ayanda MVP
<b>15:00-16:00</b>	947 Beats @ Work
<b>16:00-19:00</b>	Afternoon Drive with Greg and Lucky
<b>19:00-22:00</b>	Monday-Thursday: The Night Show with Zweli and Mantsoe
<b>22:00-01:00</b>	Mac G
<b>19:00-01:00</b>	*Friday: Bloc Party with Mac G

## SATURDAYS

<b>06:00-10:00</b>	Weekend Breakfast with Rob Vember
<b>10:00-14:00</b>	Coca Cola Top 40 with Zweli and Mantsoe
<b>14:00-18:00</b>	Ayanda MVP
<b>18:00-21:00</b>	947 Bloc Party
<b>21:00-01:00</b>	947 Bloc Party with Mac G

## SUNDAYS

<b>06:00-10:00</b>	Weekend Breakfast with Rob Vember
<b>10:00-18:00</b>	947 Sunday Music: Love Sundays
<b>18:00-20:00</b>	eUnite with Euphonik
<b>20:00-22:00</b>	Karabo Ntshweng

# RATES

VALID UNTIL 30 JUNE 2019



GENERIC											
MONDAY-FRIDAY	00:01-04:00	R298	SATURDAY	00:01-04:00	R222	SUNDAY	00:01-04:00	R199			
	04:00-06:00	R3,791		04:00-06:00	R547		04:00-06:00	R199			
	06:00-09:00	R20,967		06:00-10:00	R5,613		06:00-10:00	R5,054			
	09:00-12:00	R8,386		10:00-14:00	R7,028		10:00-14:00	R6,292			
	12:00-15:00	R7,776		14:00-18:00	R2,486		14:00-18:00	R2,287			
	15:00-19:00	R9,758		18:00-21:00	R1,750		18:00-21:00	R1,605			
	19:00-22:00	R2,665		21:00-23:59	R743		21:00-23:59	R663			
	22:00-23:59	R743									

DURATION	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
MULTIPLY BY	0.6	0.7	0.8	0.9	1	1.17	1.33	1.5	1.67	1.83	2

## TAKE YOUR BRAND PLACES

Elevate your brand by taking advantage of our converged deals that connect you with more lucrative audiences.

947 + Kfm = **15% OFF**

947 + 702 = **10% OFF**

947 + 702 + Kfm + CapeTalk = **20% OFF**



SPONSORSHIPS								
MONDAY-FRIDAY	00:01-04:00	R373	SATURDAY	00:01-04:00	R278	SUNDAY	00:01-04:00	R249
	04:00-06:00	R4,739		04:00-06:00	R684		04:00-06:00	R249
	06:00-09:00	R26,209		06:00-10:00	R7,016		06:00-10:00	R6,318
	09:00-12:00	R10,482		10:00-14:00	R8,785		10:00-14:00	R7,865
	12:00-15:00	R9,720		14:00-18:00	R3,108		14:00-18:00	R2,859
	15:00-19:00	R12,198		18:00-21:00	R2,188		18:00-21:00	R2,006
	19:00-22:00	R3,331		21:00-23:59	R929		21:00-23:59	R829
	22:00-23:59	R929						

- Includes news, traffic and weather reports.
- Each report sponsorship includes a 10-word live opening billboard and a 30" closing recorded commercial.

## POWER SPOTS

Power Spots are branded-content moments on-air showcasing your product, brand or initiative, which is delivered by our presenters in their own authentic tone and style.  
Rate: 60" Live Read Rate + 25% loading. Terms and Conditions Apply.

The following Terms and Conditions apply to Generic, Combined and Sponsorship rates:

**Live Reads:** There is a 50% surcharge on all Live Read commercials.

**Preferential Spots:** Preferred time booked within a specific hour is subject to a 25% loading (in the hour only).

**Saturdays Only:** No advertisements during 18:00 – 00:00 on 947 and KFM – Uninterrupted Music Sweep.

South Africa's leading talk station, 702 sets the pace for bold, fearless and insightful debate on current affairs and topics that matter.

702 broadcasts from Gauteng to a diverse group of listeners in the LSM 8 – 10 market, with simulcast shows on sister station, CapeTalk in the Western Cape. The station's listeners range between the ages of 30 and 65, they are high income earners and educated.

The station provides a platform for listeners to have robust conversations with 702's forthright and knowledgeable presenters. No subject is left unscrutinised from what is making the headlines to the best wine pairing with food, 702 satisfies a variety of interests.

On weekends, the station takes a breather from hard news with a soulful mix of music and lifestyle content. 702 is for the ambitious and for those who want to be in the know.

**702 – For the Curious!**



## 702 EVENTS

### MTN WALK THE TALK

Every year in July 50,000 people take over the streets of Joburg for the iconic MTN 702 Walk the Talk. Whether they are walking for a purpose or for good health, families, company teams and groups of friends are drawn to this event year after year.



### THOUGHT LEADERSHIP EVENTS

The Nedbank Business Accelerator breakfasts and the Sage Small Business Awards are just two of 702's unique events aimed at helping businesses to achieve success. 702 is uniquely positioned to help brands conceptualise and execute sophisticated thought leadership events that elevate them far and beyond their competition.



### BESPOKE EVENTS

Events are an effective way for you to connect with your clients and business partners. 702's prestige coupled with years of experience is perfectly positioned to offer you a tailored solution to make your brand stand out.



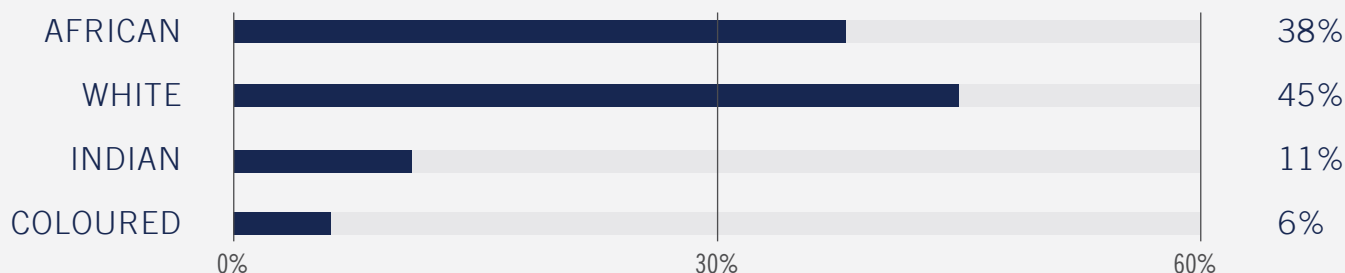
### WE'VE GOT TALENT

Let 702's personalities bring their wealth of knowledge and expertise to your event. Whether you need speakers on tech and business trends or facilitation of panel discussions, we've got the right personality for you. Contact [talent@primetalent.co.za](mailto:talent@primetalent.co.za) for rates and bookings.

702 delivers purchasing power with listeners earning the highest household income in Gauteng. Our listeners are educated and informed, delivering the lowest rate of unemployment and the highest propensity to have completed some level of tertiary education in the province.

## LSM: 8–10

### ETHNICITY

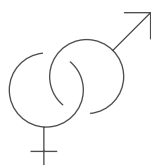


### GENDER



MALE

42%



FEMALE

58%

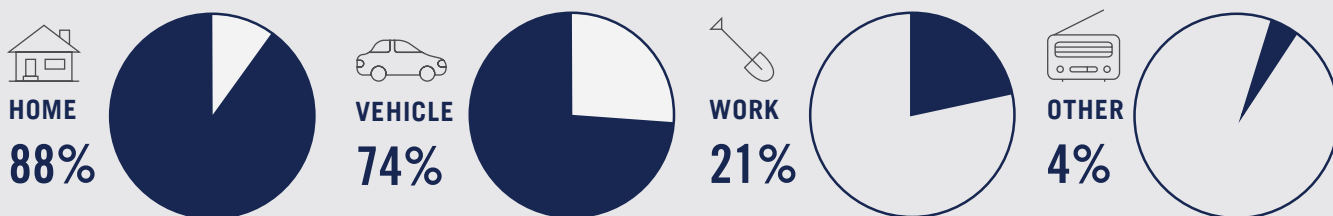


## AGE: 30–65

### COMMUNITY SIZE



### LISTENING LOCATION



### PURCHASE DECISION



95%



of listeners are mainly or partly responsible for household shopping.

# 702



**Joanne Joseph**



**Bongani Bingwa**

## WEEKDAYS

00:00-04:00	Late Night Talk with Aubrey Masango
04:00-06:00	Early Breakfast with Relebogile Mabotja
06:00-09:00	Breakfast with Bongani Bingwa
09:00-12:00	The Eusebius McKaiser Show
12:00-13:00	The Midday Report
13:00-15:00	The Azania Mosaka Show
15:00-18:00	Afternoon Drive with Joanne Joseph
18:00-20:00	The Money Show with Bruce Whitfield
20:00-22:00	Karima Brown Show
22:00-00:00	Night Talk with Gugu Mhlungu
18:00-19:00	FRIDAY: The Money Show with Bruce Whitfield
19:00-20:00	FRIDAY: Sports Talk with Marc Lewis
20:00-23:00	FRIDAY: Night Talk with Gugu Mhlungu
23:00-03:00	FRIDAY: Night Talk with Gushwell Brooks

## SATURDAYS

06:00-10:00	Weekend Breakfast with Phemelo Motene
10:00-13:00	702 Music with Kenny Maistry
13:00-16:00	702 Music with Nonn Botha
16:00-18:00	This is Africa with Richard Nwamba
18:00-21:00	The House Party with Tshego Modisane
21:00-00:00	The Jukebox with Benjy Mudie

## SUNDAYS

06:00-10:00	Weekend Breakfast with Phemelo Motene
10:00-13:00	Soulful Sundays with Kenny Maistry
13:00-16:00	Soulful Sundays with Paul Mtirara
16:00-18:00	Soulful Sundays with Nonn Botha
18:00-21:00	Sports Talk with Marc Lewis
21:00-00:00	Night Talk with Gushwell Brooks

# RATES

VALID UNTIL 30 JUNE 2019

**702**

GENERIC								
MONDAY-FRIDAY	00:01-04:00	R262	SATURDAY	00:01-04:00	R258	SUNDAY	00:01-04:00	R238
	04:00-06:00	R1,691		04:00-06:00	R389		04:00-06:00	R238
	06:00-09:00	R11,047		06:00-10:00	R4,481		06:00-10:00	R3,735
	09:00-12:00	R5,559		10:00-14:00	R3,736		10:00-14:00	R3,425
	12:00-13:00*	R5,731		14:00-18:00	R2,343		14:00-18:00	R2,147
	12:00-15:00	R4,585		18:00-21:00	R1,013		18:00-21:00	R929
	15:00-19:00	R5,927		21:00-23:59	R889		21:00-23:59	R813
	18:00-20:00**	R8,002						
	19:00-22:00	R1,691						
	22:00-23:59	R905						

DURATION	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
MULTIPLY BY	0.6	0.7	0.8	0.9	1	1.17	1.33	1.5	1.67	1.83	2

## TAKE YOUR BRAND PLACES

Elevate your brand by taking advantage of our converged deals that connect you with more lucrative audiences.

$$702 + 947 = \boxed{10\% \text{ OFF}} \quad 702 + \text{CapeTalk} = \boxed{10\% \text{ OFF}} \quad 702 + 947 + \text{Kfm} + \text{CapeTalk} = \boxed{20\% \text{ OFF}}$$



SPONSORSHIPS								
MONDAY-FRIDAY	00:01-04:00	R328	SATURDAY	00:01-04:00	R323	SUNDAY	00:01-04:00	R298
	04:00-06:00	R2,114		04:00-06:00	R486		04:00-06:00	R298
	06:00-09:00	R13,809		06:00-10:00	R5,601		06:00-10:00	R4,669
	09:00-12:00	R6,948		10:00-14:00	R4,670		10:00-14:00	R4,281
	12:00-13:00*	R7,164		14:00-18:00	R2,929		14:00-18:00	R2,684
	12:00-15:00	R5,731		18:00-21:00	R1,266		18:00-21:00	R1,161
	15:00-19:00	R7,409		21:00-23:59	R1,111		21:00-23:59	R1,016
	18:00-20:00**	R10,002						
	19:00-22:00	R2,114						
	22:00-23:59	R1,131						

- Includes business, news, traffic, sport and weather reports.
- Each report sponsorship includes a 10-word live opening billboard and a 30" closing recorded commercial.

\*The Midday Report – Monday to Friday, 12:00 – 13:00 (Simulcast on 702 and CapeTalk)

\*\*The Money Show – Monday to Thursday, 18:00 – 20:00 and Friday, 18:00 – 19:00 (Simulcast on 702 and CapeTalk)

**Power Spots** are branded-content moments on-air showcasing your product, brand or initiative, which is delivered by our presenters in their own authentic tone and style. Rate: 60" Live Read Rate + 25% loading. Terms and Conditions Apply.

The following Terms and Conditions apply to Generic, Combined and Sponsorship rates:

**Live Reads:** There is a 50% surcharge on all Live Read commercials.

**Preferential Spots:** Preferred time booked within a specific hour is subject to a 25% loading (in the hour only).

Come home with Kfm 94.5 where you'll find the most music, larger-than-life personalities, compelling content that connects with the Western Cape community across the station's terrestrial and digital platforms.

Kfm 94.5 is an adult contemporary music station based in Cape Town, connecting with LSM 7 – 10 listeners between the ages of 25 and 49.

The station plays a mix of rhythmic music that covers current popular hits, including old favourites from the 80s, 90s and 2000s. After all, at Kfm 94.5 music saves the day, every day!

Kfm 94.5 is known for its strong connection with the community that is, in turn, highly engaged and responsive. When there is a need, Kfm is there. Listeners know and trust that the station is their de facto 'can do' station in the Cape.

**Kfm 94.5. The Most Music. Feel Great.**



## KFM EVENTS

### HUAWEI K-DAY

Huawei K-Day is the hottest feel-great music event in Cape Town, bringing the cream of Mzansi's artists to a massive crowd of people for a fiesta of live music and fun.



### OUTSurance GUN RUN

Every year, over 20,000 runners descend on Cape Town to participate in the annual OUTsurance Kfm 94.5 Gun Run. Whatever their fitness level, the Gun Run offers an easy 5km, intermediate 10km and a challenging 21km route to get runners' blood pumping.



### BESPOKE EVENTS

Kfm 94.5 is known for bringing the vibe to any event and no challenge is too big for the team to find a solution and bring your brand event to spectacular life.



### WE'VE GOT TALENT

Looking for a super cool personality to add a huge dollop of awesome to your event? The Kfm 94.5 jocks are perfect to endorse your product or MC at your event. Contact [talent@primetalent.co.za](mailto:talent@primetalent.co.za) for rates and bookings.

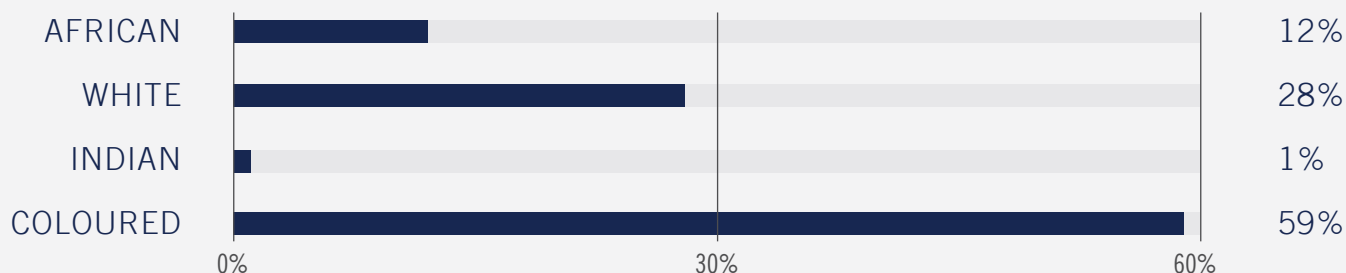
# COMMUNITY

**kfm** 94.5

Kfm 94.5 is the most representative radio station in the Western Cape with a reception footprint that includes the Cape Town metro, and key towns across the Western Cape. The Kfm listeners are actively involved and receptive to the 'can do' spirit of the station.

**LSM: 7–10**

## ETHNICITY

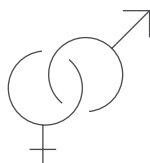


## GENDER



MALE

**51%**



FEMALE

**49%**

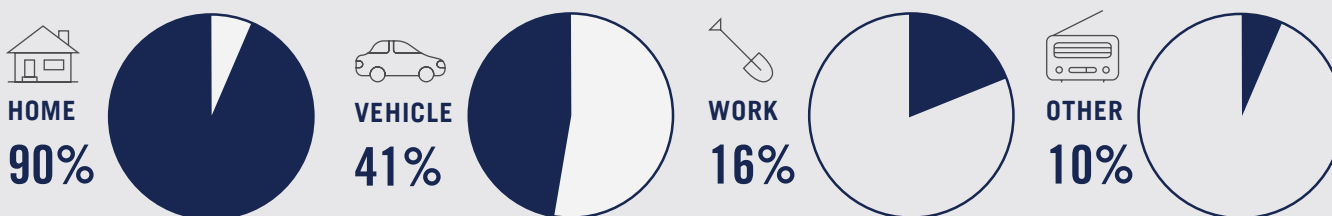


**AGE: 25–54**

## COMMUNITY SIZE



## LISTENING LOCATION



## PURCHASE DECISION

**76%**

of listeners are mainly  
or partly responsible for  
household shopping.



**The Flash Drive with  
Carl Wastie**



**Kfm Mornings with Darren and Sherlin**

## WEEKDAYS

<b>05:00 - 06:00</b>	Early Mornings with Liezel van der Westhuizen
<b>06:00 - 09:00</b>	Kfm Mornings with Darren, Sherlin and Sibs
<b>09:00 - 12:00</b>	Tracey Lange
<b>12:00 - 15:00</b>	Ryan O'Connor
<b>15:00 - 19:00</b>	The Flash Drive with Carl Wastie
<b>19:00 - 22:00</b>	Kfm Nights with Brandon Leigh
<b>22:00 - 01:00</b>	Kfm Late Nights with Andy Maqondwana

## SATURDAYS

<b>01:00 - 04:00</b>	Mitch Matyana
<b>04:00 - 07:00</b>	Early Weekend Breakfast with Jonathan Duguid
<b>07:00 - 10:00</b>	Saturday Breakfast with Ryan O'Connor
<b>10:00 - 14:00</b>	The Coca-Cola Top40 SA with Carl Wastie
<b>14:00 - 18:00</b>	Zoe Brown
<b>18:00 - 21:00</b>	The BLOC party with Mamohau Seseane
<b>21:00 - 01:00</b>	The BLOC party with Barron Hufkie

## SUNDAYS

<b>01:00 - 04:00</b>	Mitch Matyana
<b>04:00 - 07:00</b>	Early Weekend Breakfast with Jonathan Duguid
<b>07:00 - 10:00</b>	Sunday Breakfast with Andy Maqondwana
<b>10:00-15:00</b>	Brandon Leigh
<b>15:00 - 19:00</b>	Tim Thabethe
<b>19:00 - 22:00</b>	Barron Hufkie
<b>22:00 - 01:00</b>	Mamohau Seseane

# RATES

VALID UNTIL 30 JUNE 2019



GENERIC								
MONDAY-FRIDAY	00:01-04:00	R453	SATURDAY	00:01-04:00	R458	SUNDAY	00:01-04:00	R415
	04:00-06:00	R1,766		04:00-06:00	R458		04:00-06:00	R415
	06:00-09:00	R11,134		06:00-10:00	R2,757		06:00-10:00	R2,528
	09:00-12:00	R7,309		10:00-14:00	R4,431		10:00-14:00	R4,046
	12:00-15:00	R6,207		14:00-18:00	R2,045		14:00-18:00	R2,045
	15:00-19:00	R6,915		18:00-21:00	R817		18:00-21:00	R743
	19:00-22:00	R1,766		21:00-23:59	R596		21:00-23:59	R559
	22:00-23:59	R609						

DURATION	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
MULTIPLY BY	0.6	0.7	0.8	0.9	1	1.17	1.33	1.5	1.67	1.83	2

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SPONSORSHIPS											
MONDAY-FRIDAY	00:01-04:00	R566	SATURDAY	00:01-04:00	R573	SUNDAY	00:01-04:00	R519			
	04:00-06:00	R2,208		04:00-06:00	R573		04:00-06:00	R519			
	06:00-09:00	R13,918		06:00-10:00	R3,446		06:00-10:00	R3,160			
	09:00-12:00	R9,136		10:00-14:00	R5,539		10:00-14:00	R5,058			
	12:00-15:00	R7,759		14:00-18:00	R2,556		14:00-18:00	R2,556			
	15:00-19:00	R8,644		18:00-21:00	R1,021		18:00-21:00	R929			
	19:00-22:00	R2,208		21:00-23:59	R745		21:00-23:59	R699			
	22:00-23:59	R761									

- Includes news, traffic, sport and weather reports.
- Each report sponsorship includes a 10-word live opening billboard and a 30" closing recorded commercial.

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**Live Reads:** There is a 50% surcharge on all Live Read commercials.

**Preferential Spots:** Preferred time booked within a specific hour is subject to a 25% loading (in the hour only).

**Saturdays Only:** No advertisements during 18:00 – 00:00 on 947 and KFM – Uninterrupted Music Sweep.

CapeTalk 567 AM speaks to the Western Cape's premium market, who want to converse about things that matter. CapeTalk challenges, inspires and provokes, stimulating vigorous debate on a variety of topics.

The station is unashamedly local, relevant and defined by a purposeful way of life. CapeTalk 567 AM hits way above its weight, earning the loyalty and respects of its listeners.

CapeTalk's listeners are purposeful and principled. They are active in their communities, fearless in the face of issues impacting their lives. They simply roll up their sleeves and get involved.

CapeTalk's digital footprint is rapidly growing and reaches beyond its terrestrial audience, offering advertisers a savvy and engaged audience to connect to.

**CapeTalk on 567 AM – Join the Conversation**

## CAPETALK EVENTS

### SIMPLY ASIA MOONSTRUCK

The much-loved sunset by seaside Simply Asia Moonstruck is back and offers a family friendly evening of free music and picture-perfect picnicking. Billed as one of Cape Town's most cherished outdoor events, the moonlit fiesta features a special line-up of top artists to entertain crowds in a festival-like atmosphere

### SOLUTIONS DRIVEN EVENTS

The caliber of CapeTalk's thought-leadership events is second to none with established properties such as the Nedbank Business Accelerator breakfasts and the Sage Small Business Awards. By partnering with CapeTalk brands can position themselves as active players in promoting and supporting entrepreneurship and job creation efforts.

### BESPOKE EVENTS

CapeTalk can assist you in putting together tailored events for your brand that is strategically conceptualised to ensure a lasting impact on communities and your business partners.

### WE'VE GOT TALENT

Let our talent bring their wealth of knowledge and expertise to your event. From speakers on expert topics to moderating your function, we've got the right personality for you. Contact [talent@primetalent.co.za](mailto:talent@primetalent.co.za) for rates and bookings.



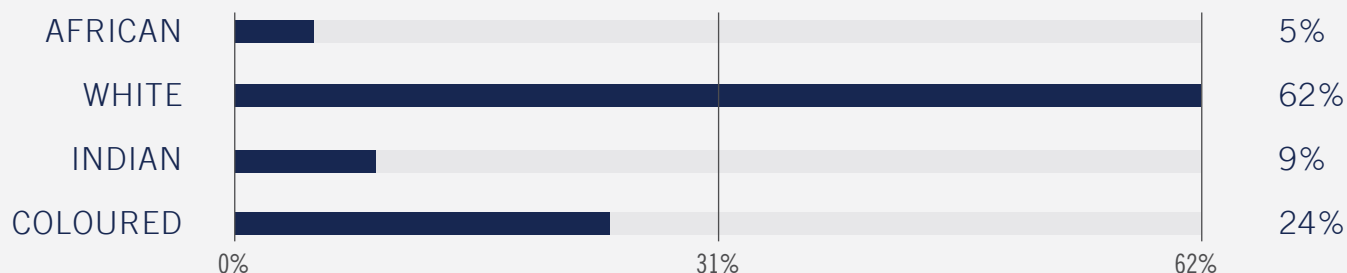
# COMMUNITY

**CAPETALK**  
567AM

CapeTalk 567 AM delivers advertisers with listeners that earn the highest average household income in the Western Cape. The station's purposeful audience have the lowest rate of unemployment and they have the highest propensity to have completed a tertiary education of all the stations in the province.

**LSM: 7–10**

## ETHNICITY

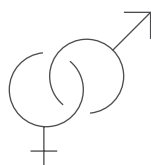


## GENDER



MALE

**49%**



FEMALE

**51%**

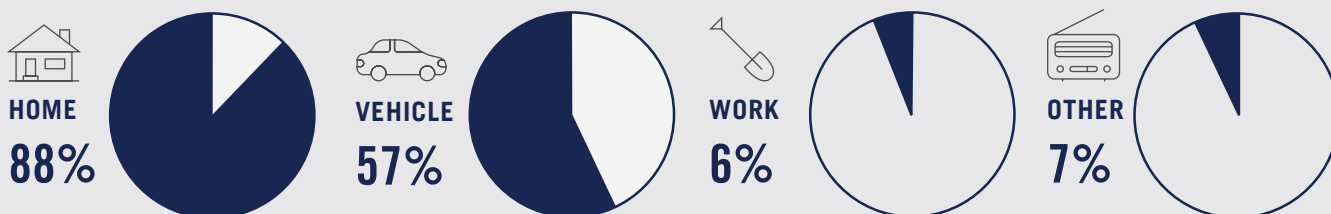


**AGE: 25–54**

## COMMUNITY SIZE



## LISTENING LOCATION



## PURCHASE DECISION

**87%**

of listeners are mainly  
or partly responsible for  
household shopping.



**John Maytham**



**Kieno Kammies**

## WEEKDAYS

<b>04:00-06:00</b>	Early Breakfast with Abongile Nzelenzele
<b>06:00-09:00</b>	Breakfast with Kieno Kammies
<b>09:00-12:00</b>	The Eusebius McKaiser Show
<b>12:00-13:00</b>	The Midday Report
<b>13:00-15:00</b>	The Pippa Hudson Show
<b>15:00-18:00</b>	PM Drive with John Maytham
<b>18:00-20:00</b>	The Money Show with Bruce Whitfield
<b>20:00-23:00</b>	The Koketso Sachane Show
<b>23:00-02:00</b>	Late Nights

## SATURDAYS

<b>03:00-06:00</b>	Weekend Early Breakfast with Nolo Moloi
<b>06:00-10:00</b>	Weekend Breakfast with Africa Melane
<b>10:00-20:00</b>	Solid Gold Saturday
<b>20:00-23:59</b>	Jukebox
<b>00:00-03:00</b>	Overnight Live

## SUNDAYS

<b>03:00-06:00</b>	Weekend Early Breakfast with Terence Mentor
<b>06:00-10:00</b>	Weekend Breakfast with Africa Melane
<b>10:00-19:00</b>	Solid Gold Sunday
<b>19:00-21:00</b>	SportsTalk with Marc Lewis
<b>21:00-00:00</b>	The Koketso Sachane Show
<b>21:00-00:00</b>	Late Nights

# RATES

VALID UNTIL 30 JUNE 2019



GENERIC								
MONDAY-FRIDAY	00:01-04:00	R93	SATURDAY	00:01-04:00	R93	SUNDAY	00:01-04:00	R90
	04:00-06:00	R308		04:00-06:00	R93		04:00-06:00	R90
	06:00-09:00	R3,646		06:00-10:00	R1,543		06:00-10:00	R1,429
	09:00-12:00	R1,915		10:00-14:00	R1,261		10:00-14:00	R1,225
	12:00-13:00*	R2,177		14:00-18:00	R721		14:00-18:00	R702
	12:00-15:00	R1,741		18:00-21:00	R231		18:00-21:00	R224
	15:00-19:00	R2,356		21:00-23:59	R190		21:00-23:59	R185
	18:00-20:00**	R3,073						
	19:00-22:00	R493						
	22:00-23:59	R190						

DURATION	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
MULTIPLY BY	0.6	0.7	0.8	0.9	1	1.17	1.33	1.5	1.67	1.83	2

## TAKE YOUR BRAND PLACES

Elevate your brand by taking advantage of our converged deals that connect you with more lucrative audiences.

CapeTalk + 702 = **10% OFF**  
 CapeTalk + kfm = **25% OFF**  
 CapeTalk + 947 + kfm + 702 = **20% OFF**



SPONSORSHIPS								
MONDAY-FRIDAY	00:01-04:00	R116	SATURDAY	00:01-04:00	R116	SUNDAY	00:01-04:00	R113
	04:00-06:00	R385		04:00-06:00	R116		04:00-06:00	R113
	06:00-09:00	R4,558		06:00-10:00	R1,929		06:00-10:00	R1,786
	09:00-12:00	R2,394		10:00-14:00	R1,576		10:00-14:00	R1,531
	12:00-13:00*	R2,721		14:00-18:00	R901		14:00-18:00	R878
	12:00-15:00	R2,176		18:00-21:00	R289		18:00-21:00	R280
	15:00-19:00	R2,945		21:00-23:59	R238		21:00-23:59	R231
	18:00-20:00**	R3,841						
	19:00-22:00	R616						
	22:00-23:59	R238						

- Includes business, news, traffic, sport and weather reports.
- Each report sponsorship includes a 10-word live opening billboard and a 30" closing recorded commercial.

\*The Midday Report – Monday to Friday, 12:00 – 13:00 (Simulcast on 702 and CapeTalk)

\*\*The Money Show – Monday to Thursday, 18:00 – 20:00 and Friday, 18:00 – 19:00 (Simulcast on 702 and CapeTalk)

**Power Spots are branded-content moments on-air showcasing your product, brand or initiative, which is delivered by our presenters in their own authentic tone and style. Rate: 60" Live Read Rate + 25% loading. Terms and Conditions Apply.**

The following Terms and Conditions apply to Generic, Combined and Sponsorship rates:

**Live Reads:** There is a 50% surcharge on all Live Read commercials.

**Preferential Spots:** Preferred time booked within a specific hour is subject to a 25% loading (in the hour only).

In an age of information overload, proliferation of media platforms and the rise of fake news it is becoming increasingly difficult to discern the most relevant and credible information. EWN takes you there, getting to the heart of stories that impact us, both locally and internationally, with integrity.

EWN is driven by a passion for bold and provocative journalism, is fiercely independent and committed to uncovering the truth without fear or favour. EWN is always right there where the story breaks, courageously striving to dig deeper and empower listeners with the news they need to know.

EWN is known for innovation, scooping up numerous awards for pushing the boundaries to ensure that listeners have the news at their fingertips. Whether users connect with EWN through its WhatsApp service, on the web, the EWN app or social media, their digital experience is world-class.

#### **EWN Gets You Inside the Truth.**

**Contact your Account Executive for a range of digital campaign and advertising opportunities on EWN.**



## DIGITAL SOLUTIONS

Primedia Broadcasting delivers measurable digital solutions tailored to our clients' needs and objectives. With over 3.924-million unique browsers across our platforms, we give clients access to a substantial and responsive community that delivers results. We are uniquely placed to provide clients cross-platform opportunities that amplify brands in communities. Primedia Broadcasting offers a variety of digital solutions to tailor memorable and impactful campaigns.

### Podcast

- Generic ad-inserted audio
- Shows and features sponsorships
- Creation of bespoke series

### Streaming

- Programmatic ad-inserted audio
- Ad-inserted audio on a managed buy solution

### Display

- Premium mobile display
- Premium desktop display
- Homepage take-overs
- Newsletter display
- Sub-section sponsorships

## Branded Content

Primedia Broadcasting's award-winning content creation and Creative Solutions teams are geared and ready to build integrated on-air and digital campaigns, bolstered by social media, sponsored articles, video casts, campaign websites and so much more!

**Contact your Account Executive for more information on our Digital Solutions.**



## CREATIVE SOLUTIONS

The advertising and marketing space continues to evolve, and with that brands are often faced with unique challenges to grow their share of market and maintain presence. Primedia Broadcasting's Creative Solutions team offers a focused and specialised approach to take up these challenges and deliver bespoke and dynamic solutions.

The team comprises a network of specialists with intimate knowledge of our platforms' positioning, listeners and DNA to create connections with your brand that deliver results. This knowledge is underpinned and supported by ongoing research and insights to ensure that your message resonates with your customers.

By partnering with the Creative Solutions team, you have access to a wide variety of products and resources, giving you the 360-degree treatment all in one place.

### PRODUCTS

Radio  
Social  
Display  
Events  
Activations  
Digital Outdoor  
Station Websites  
Campaign Portals  
Outside Broadcasts

### RESOURCES

Concept Development  
Campaign Management  
Radio Production  
Web Designers  
Digital Designers  
Photographers  
Videographers  
Events and Activation Team



# EVENTS

Primedia Broadcasting Events offer clients an inimitable opportunity to engage with a captured and responsive audience in a highly experiential environment. We are known for a range of iconic events that we've successfully staged over many years in partnership with a variety of valued clients.

Primedia Broadcasting Events offer a sponsorship model that gives brands the opportunity to play a role in some of the biggest events in South Africa as a Headline, Sub- or Associate Sponsor. There are a variety of properties to choose from, including large-scale music, mass participation walking and cycling, business and family events.

Each sponsorship is tailored to fit your brand objectives, while you can also tap into fixed sponsorship categories for Banking, Automotive, Kids, Wellness and VIP Hospitality. Our packages cater to all budget levels and are designed to engage your customers through multiple touch points.

## SPONSOR BENEFITS

- Iconic calendar events
- World-class execution
- Big brand feel
- Category exclusivity
- Multi-channel amplification
- Airtime packages
- Face-to-face engagement with a captured audience
- Lead generation / data collection
- High impact events
- Highly experiential events
- Events with a long-lasting effect



## PRODUCTION SERVICES

Primedia Broadcasting's Production Unit is the nerve centre of the organisation's creative output. The unit comprises a team of highly qualified radio production specialists who have spent years fine-tuning the skill of turning words into engaging radio that delivers results.

We have an ear for the kind of sound that appeals to our audiences. With access to a wide array of professional voice over artists in South Africa and internationally, exclusive music libraries, a remarkable selection of sound effects and the latest audio production technology, we bring brands to life.

To bolster the 360-degree offering of the business, the division includes a fully-resourced video production capability as well as web design expertise. Small or large, successful brands place their confidence in us for world-class production that breaks through the noise.

## SERVICES

Copywriting  
Videography  
Photography  
Design  
Sound Engineering  
Web Design



# RATES

VALID UNTIL 30 JUNE 2019

## STUDIO FEES

Studio Time 1 Hour	R1,200
Studio Time 30 Minutes or Less	R600
Cancellation Fee	R600
Dubbing 1 Hour	R600
Dubbin 10 Minutes or Less	R300
Sessions Back Up	R250
ISDN Local Recording Per Hour	R1,300
ISDN International Recording Per Hour	R1,800

## VOICE-OVER FEES



	2 MONTHS FLIGHTING	6 MONTHS FLIGHTING	12 MONTH'S FLIGHTING
Performance / Cancellation	R920	R920	R920
Usage	R1,310	R1,660	R2,300
Total Fee	R2,230	R2,580	R3,220
20% Booking and Handling	R446	R516	R644

## ADDITIONAL COSTS

Library Music	R1,600
Sound Effects	R150
Copywriting Fee	R860
1 x Demo Script (Performance Fee)	R920

Terms and Conditions apply

\*The voice-over fees quoted in this estimate is for usage on multiple radio stations. This amount is payable per artist, per character, per script. These fees are revised by the Personal Managers' Association (PMA) in February every year.

THE FOLLOWING ARE THE STANDARD TERMS AND CONDITIONS OF PRIMEDIA BROADCASTING A DIVISION OF PRIMEDIA (PTY) LTD:

## 1. DEFINITIONS

- a) "Advertiser" means the person, firm, partnership, company, close corporation or other legal entity by whom or on whose behalf an order for an advertisement booking is placed and includes the successors in title and assignees of such an entity.
- b) "Advertisement copy" means any advertising material submitted by or on behalf of the Advertiser intended for broadcast on Primedia Broadcasting (702,947, Cape Talk, Kfm)
- c) "Advertising Agency" means a person, firm, company or close corporation whose primary business function is to service Advertisers in terms of creative concepts and media planning and /or buying. In this instance, the Advertising Agency will be responsible for payment of all transactions made with Primedia Broadcasting on behalf of the Advertiser, as the Advertising Agency is deemed to have authority in all matters connected with media buying and the approval of amendment of Advertisement copy.
- d) "ASA" means the Advertising Standards Authority of South Africa
- e) Primedia Broadcasting means Primedia (Pty) Ltd,
- f) Primedia Broadcasting means a division of Primedia consisting of each of 702, 947, Cape Talk and Kfm.

## 2. ACCEPTANCE OF TERMS AND CONDITIONS

- a) The placing of an order with Primedia Broadcasting by the Advertising Agency or the Advertiser shall be deemed as acceptance by the Advertising Agency or the Advertiser of these terms and conditions.
- b) No terms or conditions other than those set forth herein shall be binding on Primedia Broadcasting or the Advertising Agency or the Advertiser, save for any variations made by Primedia Broadcasting pursuant to clause 10 of these conditions, and reduced to writing and signed by and on behalf of all parties.

## 3. ACCEPTANCE OF ADVERTISEMENTS

- a) Primedia Broadcasting, reserves the right to refuse to broadcast any advertisement, or portion thereof, that does not comply with the law of the country including the Advertising Standards Authority of South Africa's codes and directives.
- b) In the event that Primedia Broadcasting exercises its right not to broadcast an advertisement that does not comply with the law, then Primedia Broadcasting shall not be held liable for any costs and/or damages whatsoever incurred and/or suffered by the Advertiser or the Advertising Agency.
- c) Primedia Broadcasting at any time may at its discretion and without incurring any liability whatsoever to the Advertiser / Advertising Agency:
  - i) Pull off air the Advertisement copy if so required by the ASA or if the Advertisement contains unsuitable material and violates the ASA's Code of Conduct or the ASA's prior rulings or directives.
  - ii) Restrict any repeat broadcast of the same advertisement and provide reasons for such restrictions.
- d) Long format: Durations of 60 seconds or more to be approved by each station prior to booking and broadcast.
- e) All bookings are accepted on the understanding that they will be paid for at the rates in force at the date of the booking.
- f) All advertising must be approved in advance by the acceptances department of Primedia Broadcasting and in English.
- g) Any and all complaints by the Advertiser or the Advertising Agency as regards any aspects of advertisements broadcast on Primedia Broadcasting must be lodged in writing with Primedia Broadcasting within seven (7) days of broadcast and, failing such written complaint within such period, the Advertiser or the Advertising Agency shall be deemed to be satisfied with the broadcast of such advertisement in every respect.
- h) Primedia Broadcasting shall issue confirmation of orders placed to confirm the commercials booked. Primedia Broadcasting shall deem such confirmation of orders as correct unless written advice contrary to such confirmation is received in writing within 10 (ten) working days after the confirmation is issued.

## 4. DATES/TIMES OF BROADCAST

- a) In the event that Primedia Broadcasting as a result of a force majeure fails to flight an advertisement on the agreed date and at the agreed time, Primedia Broadcasting shall use its best endeavours to compensate the Advertiser or the Advertising Agency. Such compensation shall be given airtime and no credits will be passed.
- b) Should Primedia Broadcasting fail to flight an advertisement for reasons within its control then Primedia Broadcasting shall compensate the Advertising Agency or the Advertiser accordingly and shall inform the Advertising Agency or the Advertiser on how the compensation will be effected. Such compensation shall be given airtime and no credits will be passed.
- c) Primedia Broadcasting shall offer to broadcast the compensation during some other suitable period, provided that if any offer of such re-broadcast is not accepted by the Advertising Agency/the Advertiser, the Advertising Agency/the Advertiser shall have no further claims against Primedia Broadcasting for any expenses and/or damages the Advertising Agency or the Advertiser incurred as a result thereof.

## 5. DEADLINES

- a) Recorded advertisement material and/or all copies of "live read" advertisements and all necessary clearances must be delivered to Primedia Broadcasting no less than three (3) days before date of flighting.
- b) Primedia Broadcasting shall not be liable for non-flighting of advertisements where the Advertising Agency or the Advertiser has failed to deliver their recorded material and/or all copies for "live read" advertisements within the stipulated time namely not less than three days before the date of flighting.
- c) While all efforts will be made to accommodate bookings, please take note that Primedia Broadcasting's logs close at 11am each day for the following day's broadcast. Note that on a Friday logs close at 11am for the week-end and the following Monday.

## 6. CANCELLATION

- a) Any booking may be cancelled by either side, provided that notice in writing is received by Primedia or the Advertising Agency or the Advertiser as the case may be, not less than twenty-eight (28) days before the scheduled broadcast date.
- b) If the cancellation is made by the Advertising Agency / the Advertiser less than twenty-eight (28) days before the scheduled broadcast date then the Advertising Agency/the Advertiser shall be liable for the cost of the full booking.
- c) In instances where the Advertising Agency or the Advertiser commissions Primedia Broadcasting to produce the advertisement, then the Advertising Agency or the Advertiser shall be responsible for all production costs incurred by Primedia Broadcasting from the time of commissioning up to the time of cancellation.

# TERMS AND CONDITIONS



## 7. MATERIAL AND PROPERTY LIABILITY

Primedia Broadcasting shall not be liable for any loss, damage or delay in delivery of recordings, scripts or other material that is supplied by either the Advertising Agency or the Advertiser except those instances where Primedia has received and signed for receipt of the Advertising Agency or the Advertiser's material.

## 8. ACCOUNTS

Payment of cash accounts is due without deduction three (3) days prior to the broadcasting of the advertisement, unless the Advertising Agency or the Advertiser has been granted credit facilities with Primedia Broadcasting in which case:-

- i) Rates are based on a 30 second recorded commercial and EXCLUDE VAT.
- j) Rates are NET of agency commission.
- k) Accounts payable by an Advertising Agency shall be paid not later than forty-five (45) days from date of statement.
- l) Accounts payable by the Advertiser shall be paid not later than thirty (30) days from date of statement.
- m) The existence of a query on any individual item reflected on an account shall not affect the due date of payment of the balance of the account.
- n) Interest shall accrue at the rate of 2% per month on all overdue amounts.
- o) In the event of Primedia Broadcasting having to instruct its attorneys to enforce any of the provisions contained herein, the Advertising Agency/the Advertiser shall be responsible for costs incurred on the attorney and client scale and shall further be responsible for collection commission on payments to be recovered.

## 9. WARRANTIES AND INDEMNITIES

- a) The Advertiser / the Advertising Agency on behalf of the Advertiser (its principal) and on its own behalf warrants that:
  - i) It is responsible for obtaining and paying for all necessary licences and consents for the broadcast of any advertising copyright material contained, or the inclusion of reference to any person in the advertisement.
  - ii) No advertisement copy will breach the copyright or other rights of or be defamatory of any third party.
- b) The Advertising Agency / the Advertiser indemnifies and holds Primedia harmless against all claims of whatever nature arising from any breach of the above warranties in consequence of the use, recording or broadcasting of any advertisement copy or matter supplied by and broadcast for the Advertiser or the Advertising Agency. However, the Advertiser will not be liable under the indemnity to the extent such claims arise from the negligence, intentional misconduct or bad faith of Primedia.

## 10. CHANGES OF RATES AND CONDITIONS

- a) Primedia Broadcasting reserves the right to change the advertisement rates, time segments, classification and any of these terms and conditions by no less than thirty (30) days notice and in the event of such a change, the rates payable and the terms and conditions applicable shall be those in force at the time of broadcast.
- b) Primedia Broadcasting may from time to time make special changes and/or condition certain types of advertisements or for bookings at certain specific periods.

## 11. DOMICILIUM

- a) The Advertising Agency or the Advertiser chooses as its chosen domicilium citandi et executandi for all purposes the street specified on the reverse hereof.
- b) Primedia Broadcasting chooses as its chosen domicilium citandi et executandi for all purposes of this agreement:  
Primedia Place  
5 Gwen Lane  
Sandown  
Sandton

## 12. CREDIT CHECKS

Primedia Broadcasting shall be entitled to:

- a) perform a credit search on the Advertising Agency or the Advertiser's record with one or more of the registered Credit Bureau when assessing the Advertising Agency or the Advertiser's application for credit;
- b) monitor the credit applicant's (the Advertising Agency or the Advertiser) payment behaviour by researching its record at one or more of the Credit Bureau;
- c) use new information and data obtained from Credit Bureau in respect of the applicant's future credit applications;
- d) record the existence of the applicant's account with any Credit Bureau; and
- e) record and transmit details of how the applicant has performed, and how the account is conducted by the applicant Advertising Agency or Advertiser in meeting its payments.

## CONNECT WITH US

### GENERAL

Tel: +27 (0)11 506-3543  
info@primedia.co.za

Advertising queries:  
Tesslinn van Dyk  
+27 (0)11 506 3335  
Tesslinv@primedia.co.za

### GAUTENG

+27 (0)11 506-3200

Primedia Place  
5 Gwen Lane  
Sandown  
Johannesburg  
Gauteng  
2196

### GAUTENG AGENCY SALES

Anthony Popper  
Agency Sales Manager  
Tel: +27 (0)11 506-3656  
Cell: +27 (0)83 634-7702  
AnthonyP@primedia.co.za

### GAUTENG DIRECT SALES

Mpumi Mnisi  
Direct Sales Manager  
Tel: +27 (0)11 506-3625  
Cell: +27 (0)78 450-7810  
MpumiM@primedia.co.za

### WESTERN CAPE

+27 (0)21 446-4700

Suite 7D  
Somerset Square  
Highfield Road  
Cape Town  
Western Cape  
8001

### WESTERN CAPE SALES

Omesh Authar  
Western Cape Sales Manager  
Tel: +27 (0)21 446-4805  
Cell: +27 (0)83 799-9700  
Omesh@primedia.co.za

### KWAZULU NATAL

Gerry Terblanche  
Cell: +27 (0)83 327-5672  
Gerry@primedia.co.za

**94.5 702 kfm** **CAPETALK 567AM** **W N** **LEADSA**

