



Audience Profile

BRC RAMS, April 2019 – March 2020



The most music. Feel great.

Kfm is where you'll find the most music, larger-than-life personalities and compelling content that connects you with what's happening in the Mother City.

As the Western Cape's largest regional radio station, we're truly the soundtrack of the Cape, bringing you all your favourite beats all day long.

Weekday mornings start with a wake-up call by Liezel van der Westhuizen, then Darren, Sherlin, and Sibs dish up a breakfast show filled with traffic, sport, news and Whackhead's legendary Prank Call.

Tracey Lange takes you through to noon, when EB Inglis and The Flash Drive with Carl Wastie will make the rest of the workday fly by. Brandon Leigh keeps the beats going late into the night.

Tune into Kfm on 94.5 FM for the music you love, the news you need to know and plenty of laughs to keep you smiling through the day.

KFM remains the number 1 commercial radio station in the Western Cape

Source : BRC RAMS, Apr 19 – Mar 2020, Western Cape

**Almost 60% of
kfm audience are
in SEM 7-10.**

**Over 40% of KFM
listeners tune in
from their
vehicles.**

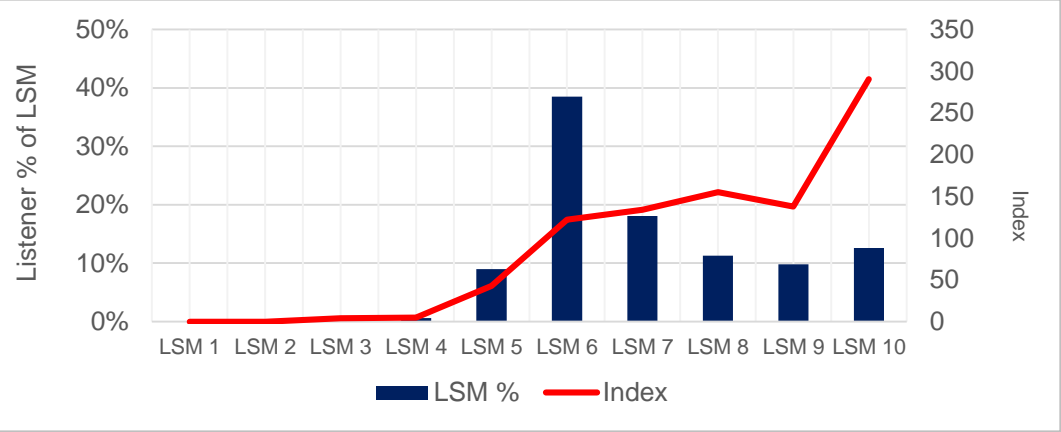
**KFM streaming
figures have
grown by 13%
year-on-year (Apr
2020 vs Apr 2019)**

Audience Profile

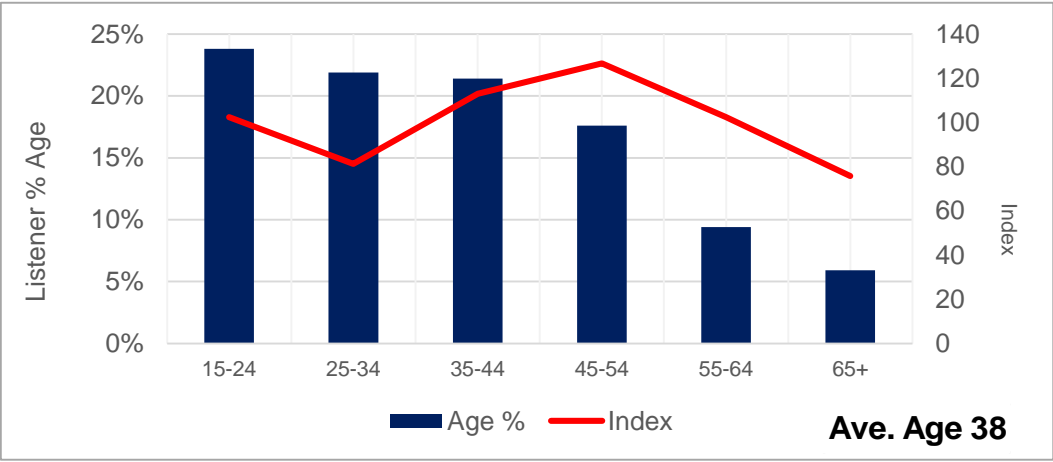
AUDIENCE

Day Cume. Mon-Sun (00:00-24:00)	695,000
7 Day Cume. Mon-Sun (00:00-24:00)	943,000
4 Week Cume. Mon-Sun (00:00-24:00)	1,059,000
Day Cume. Mon-Fri (00:00-24:00)	702,000
Day Cume. Saturday (00:00-24:00)	688,000
Day Cume. Sunday (00:00-24:00)	663,000

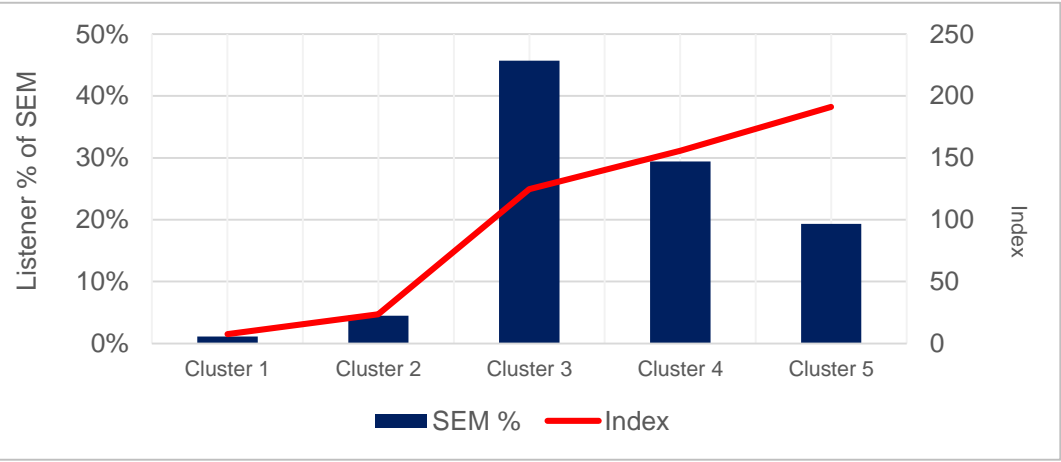
LSM



AGE

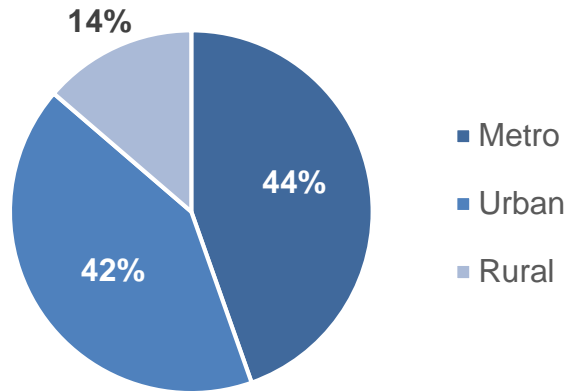


SEM

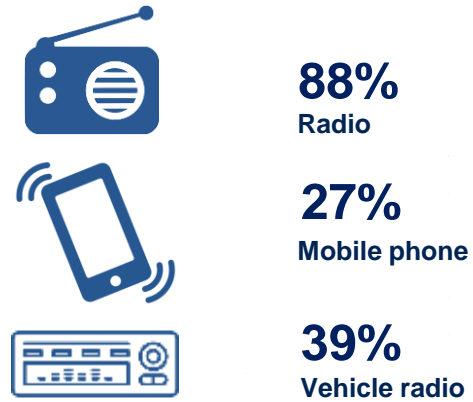


Audience Profile

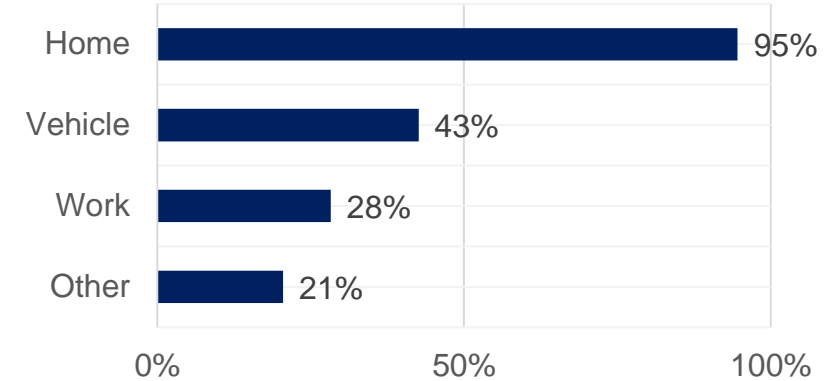
Community Size



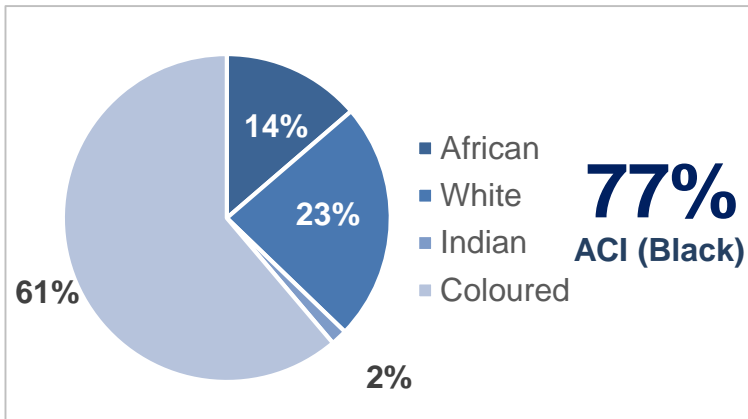
Device



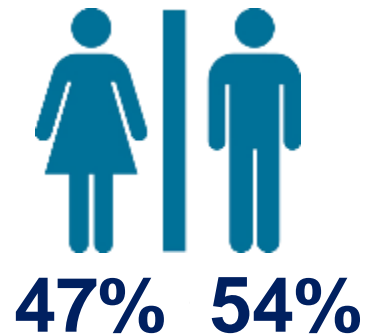
Location



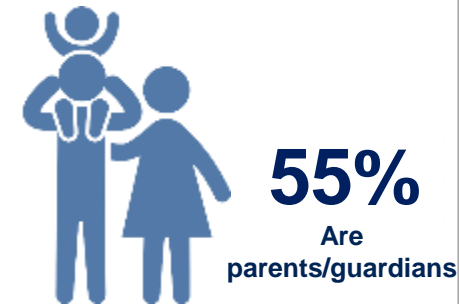
Ethnicity



Gender



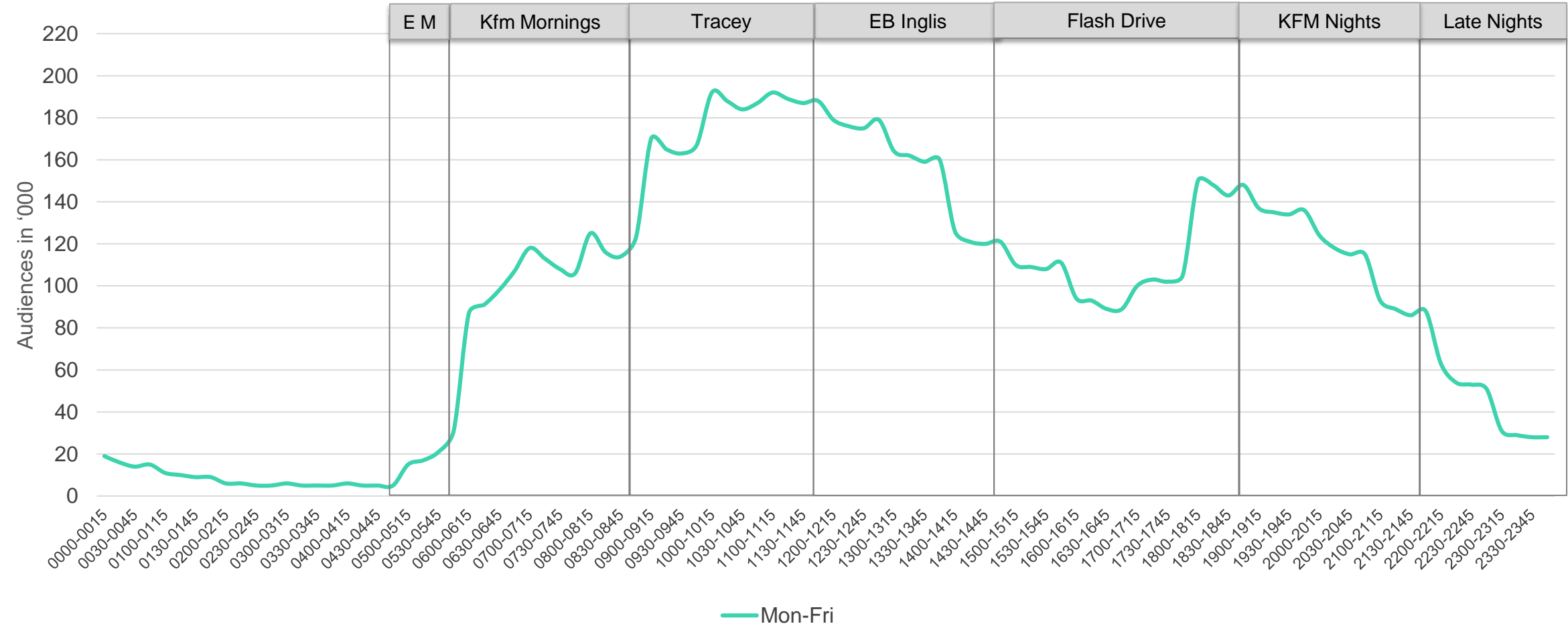
Parents



Purchase Decision



Listening Pattern : Mon-Fri

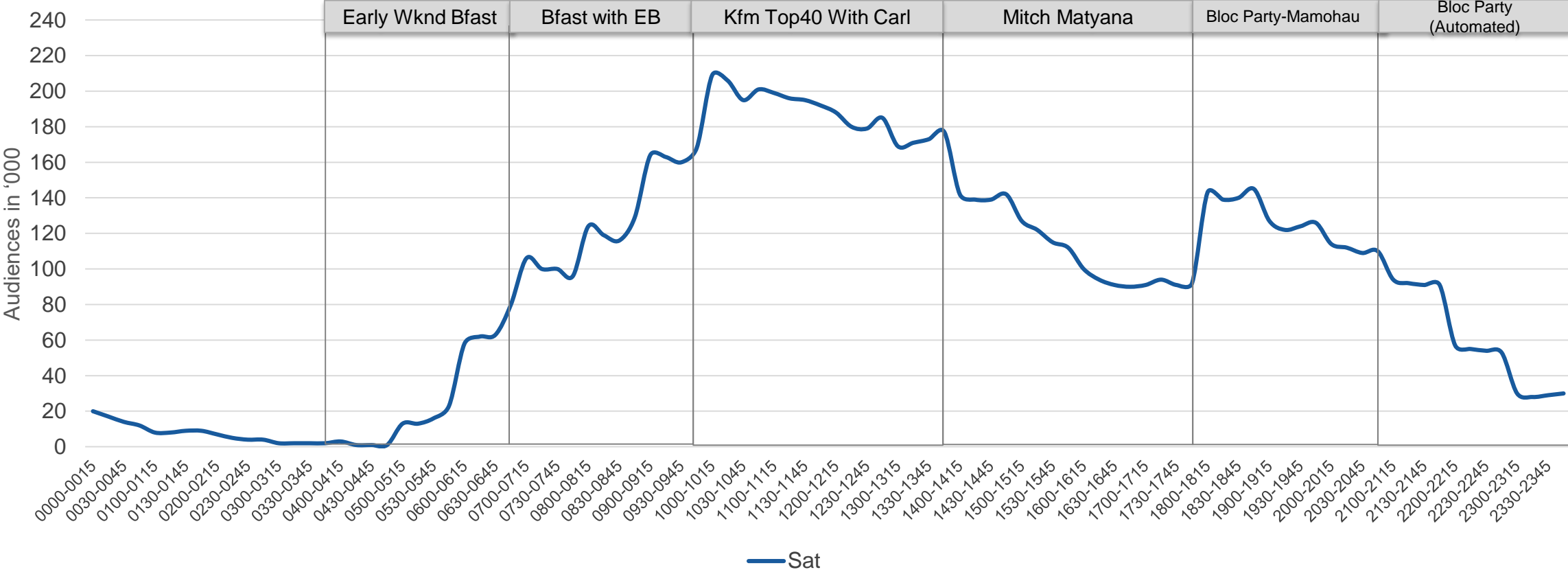


Kfm reaches 125,000 listeners in the breakfast drive, building audiences from 06:00. Mid-mornings with Tracey delivers 192 000 listeners at 10:00-10:15. The Flash Drive reaches 150,000 on average at its peak.

Source : BRC RAMS, Apr 19 – Mar 2020

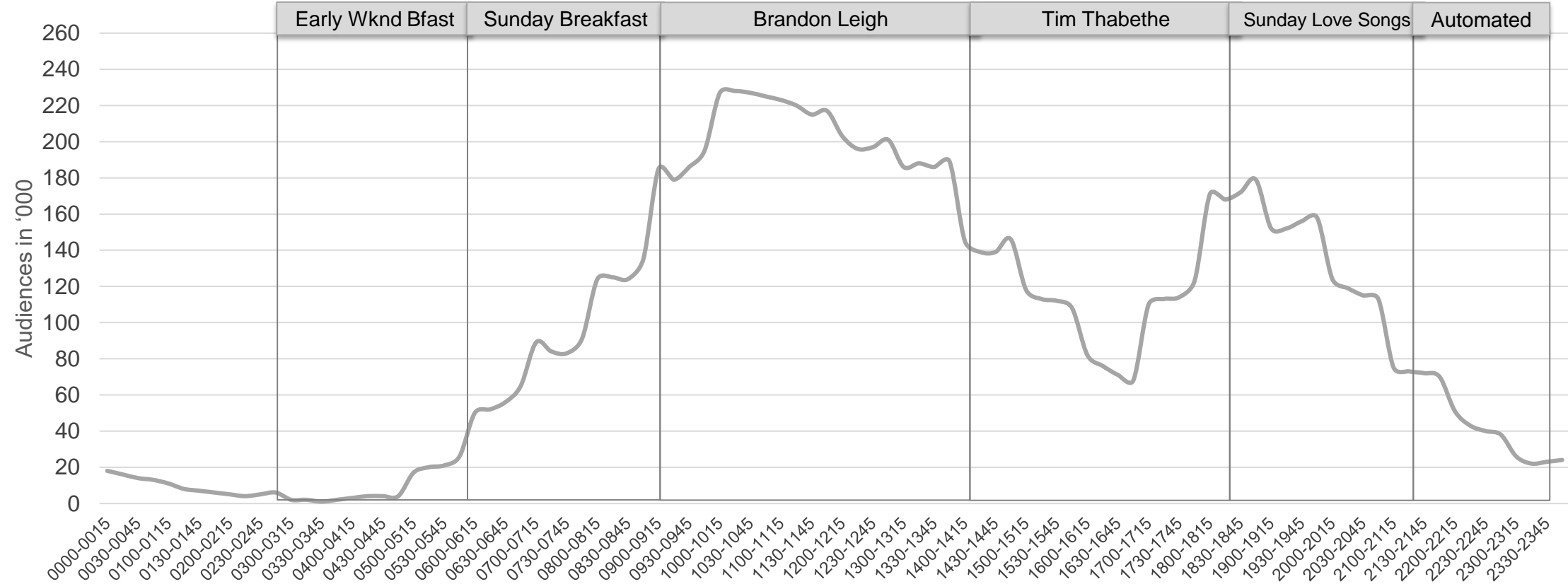


Listening Pattern : Saturday



Top 40 SA reaches 209 000 listeners on average at 10:00-10:15.

Listening Pattern : Sunday



Sundays deliver the highest audience during Brandon Leigh’s show reaching 228 000 listeners at 10:15-10:30.

The Numbers

Mon – Fri Week CUME

Daypart	Audience
00:00-05:00	95,000
05:00-06:00	99,000
06:00-09:00	533,000
09:00-12:00	615,000
12:00-15:00	649,000
15:00-19:00	693,000
19:00-22:00	558,000
22:00-24:00	229,000


Saturday Day CUME

Daypart	Audience
00:00-05:00	28,000
05:00-06:00	29,000
06:00-10:00	333,000
10:00-14:00	397,000
14:00-18:00	325,000
18:00-21:00	309,000
21:00-24:00	137,000


Sunday Day CUM

Daypart	Audience
00:00-05:00	32,000
05:00-06:00	32,000
06:00-10:00	329,000
10:00-14:00	404,000
14:00-18:00	317,000
18:00-21:00	344,000
21:00-24:00	116,000



Website (May 2020)

	Unique Users	333 557
	Page Impressions	779 232


Newsletters (May 2020)

	Kfm	32 141
	Business Wrap	36 247
	EWN	111 834

Social Media (May 2020)

 	Twitter Followers	354 242
	Facebook Fans	200 464

Streaming (Apr 2020)

	Session Starts	687 770
	Listener CUME	147 963
	Ave. TSL	01:03

Source : BRC RAMS, Apr 19 – Mar 2020

Google Analytics, Triton Digital, Facebook, Twitter



Line up

kfm 94.5

Weekdays

05:00 - 06:00	Early Mornings with Liezel van der Westhuizen
06:00 - 09:00	Kfm Mornings with Darren, Sherlin, and Sibs
09:00 - 12:00	Mid-Mornings with Tracey Lange
12:00 - 15:00	Lunch with EB Inglis
15:00 - 19:00	The Flash Drive with Carl Wastie
19:00 - 22:00	Kfm Nights with Brandon Leigh
22:00 - 01:00	The Most Music for your late nights
01:00 - 05:00	The Best of the Cape

Saturdays

01:00 - 04:00	Kfm Weekend Overnights with Mitch Matyana
04:00 - 07:00	Jonathan Duguid
07:00 - 10:00	Weekend Breakfast with EB Inglis
10:00 - 14:00	Kfm Top40 SA with Carl Wastie
14:00 - 18:00	Mitch Matyana
18:00 - 21:00	The BLOK party with Mamohau Seseane
21:00 - 01:00	The BLOC party

Sundays

01:00 - 04:00	Mitch Matyana
04:00 - 07:00	Jonathan Duguid
07:00 - 10:00	Sunday Breakfast with Saskia Falken
10:00 - 15:00	Sundays with Brandon Leigh
15:00-19:00	FreshSundaze with DJ Fresh
19:00 - 22:00	Sunday Love Songs with Mamohau Seseane
22:00 - 01:00	Automated

Visit our website to find Audience profiles, Footprints,
Case studies and more. We look forward to telling your
story...

kfm 94.5

 **PRIMEDIA**
BROADCASTING
CREATING CONNECTIONS