



THE MEDIAMARK TRI-FACTOR DEALS

We live in uncertain times where factors are changing at the speed of light. But you can rely on the Mediamark Tri-Factor deals to bring you some relief:

- ▶ A minimum 1/3 off the price
- ▶ A maximum 3 packages per month per advertiser per station
- ▶ Buy 3+ packages we'll increase your discount up to 45%!

Factor in the savings and tri not to miss this brilliant deal

Flighting is valid until 30 June 2020

Packages are limited and subject to inventory availability





EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

Timebands	Mon	Tues	Wed	Thurs	Fri
06:00-09:00		1	1	1	
09:00-12:00	1		1	2	1
12:00-15:00	1	1	1		2
15:00-19:00	2		1	1	
19:00-22:00	2	3		2	3

# of Packages	Total Value	% Discount	Total Investment
1	R149 160	35%	R96 954
2	R149 160	40%	R89 496
3	R149 160	45%	R82 038

- ▶ East Coast Radio attracts a total past 7 day listenership of 1 051 000 listeners across KwaZulu-Natal.
- ▶ East Coast Radio speaks to a high SEM audience, 52% of the SEM 9-10 segment. The highest in KZN.
- ▶ 52% EXCLUSIVE listenership.

Source: BRC RAMS January – December 2019 | Radiomax



Timebands	Mon	Tues	Wed	Thurs	Fri
06:00-09:00	1	1		1	1
09:00-12:00	1		1	1	
12:00-15:00			1		
15:00-19:00	2		2	2	3
19:00-22:00	2	1	2	1	2

# of Packages	Total Value	% Discount	Total Investment
1	R208 965	35%	R135 827
2	R208 965	40%	R125 379
3	R208 965	45%	R114 931

- ▶ Broadcasting in English and Afrikaans, Jacaranda FM reaches a weekly audience of 1 079 000 across Gauteng, North West, Limpopo and Mpumalanga.
- ▶ 70% audience in SEM 8-10, Jacaranda FM speaks to an affluent audience with the average income of R24 514.
- ▶ Jacaranda FM listeners listen to the station two hours a day on average, with exclusive listenership at 555 000!

Source: BRC RAMS January – December 2019 | Radiomax



Timebands	Mon	Tues	Wed	Thurs	Fri
06:00-09:00	1		1	1	1
09:00-12:00	1	1	2	1	1
12:00-15:00		1		1	1
15:00-17:00	1		1		1
19:00-22:00	1	1	1	2	
22:00-24:00	1	3	1	2	1

# of Packages	Total Value	% Discount	Total Investment
1	R142 905	35%	R92 888
2	R142 905	40%	R85 743
3	R142 905	45%	R78 598

- ▶ Kaya FM has an audience of 774 000 in a week.
- ▶ Kaya FM ranks first in black adults as well as black adults aged 25 - 49 in LSM 6-10 amongst Gauteng Regional Commercial Stations.
- ▶ Kaya FM has 192 000 exclusive listeners. This means listeners that ONLY listen to Kaya FM. Their average household income (HHINC) is R17 836 – higher than the average HHINC for total radio in Gauteng.

Source: BRC RAMS January – December 2019 | Radiomax



Timebands	Mon	Tues	Wed	Thurs	Fri
06:00-09:00	1	2	1	1	
09:00-12:00		1	1		
12:00-15:00		1	1		
15:00-19:00	2		1		1
19:00-22:00	3	4	4	2	
22:00-24:00		2		1	

# of Packages	Total Value	% Discount	Total Investment
1	R48 945	35%	R31 814
2	R48 945	40%	R29 367
3	R48 945	45%	R26 920

- ▶ 62% of Smile 90.4FM’s audience listen to them only and no one else. 71% of the exclusive listeners fall in SEM 9-10.
- ▶ The average monthly household income of Smile 90.4FM’s exclusive listeners is R32 969, while that of the Western Cape is R12 844.
- ▶ Smile 90.4FM is a brand with high emotional intelligence and positive values, with a focus on amplifying the good news in the Mother City - perfect for this trying time.

Source: BRC RAMS January – December 2019 | Radiomax

T&C's

- ▶ Flighting is valid until 30 June 2020.
- ▶ All rates are based on a 30 second commercial.
- ▶ Rates are based on the August 2019 rate card.
- ▶ While our standard cancellation clause notes a 28 day cancellation notice period, during this acute crisis and the uncertainty ahead, we will be flexible in allowing campaigns to be moved if the investment remains the same.
- ▶ Offer subject to availability at time of booking and broadcast.
- ▶ Should inventory not be available, Mediamark will place alternative spots to the same value.
- ▶ Existing campaigns booked cannot be converted.
- ▶ Offer excludes VAT at 15%.
- ▶ Cash upfront clients to supply payment, signed schedules, flightings and material by 12H30 two working days prior to broadcast to qualify for this offer.
- ▶ Tactical price offerings, promotions, non-traditional revenue packages and all packages where an existing incentive is included in the offer are excluded from this offer. Total volume booked will contribute to client's total annual spend, where applicable.
- ▶ All standard Mediamark terms and conditions are applicable. For full terms and conditions refer to the individual rate cards on www.mediamark.co.za.
- ▶ E&OE.