



**RADIO RATES**  
EFFECTIVE 1 JULY 2022



## Vision

To become the leading, credible voice and face of the nation and the continent.



## Mission

A high-performing, financially sustainable, digitised national public broadcaster that provides compelling informative, educational and entertaining content via all platforms.



## Values

**TRUST:**

To always demonstrate honesty and consistent dependability in our interactions in and outside the organisation.

**RESPECT:**

To respect the public mandate we are entrusted with, and conduct ourselves respectfully in all our engagements internally and externally.

**INTEGRITY:**

To always conduct ourselves ethically and in the interest of the organisation, in the decisions we make in executing our responsibilities.

**QUALITY:**

To aspire to, and provide the highest standard of quality in the work we produce and experiences we exchange.



## Dear Business Partners,

The SABC is delighted to advise you of the 2022/2023 radio rates. The approach for this rate period was to give each time band its own weight and apply the inflation principles to arrive at an average weighted inflation rate of 2.4% across all 19 platforms. A close look at audience performance based on the most recent and available audience trends was key to pricing. On the back of prevailing demand (measured by sellout) and cost per thousand estimates against similar competitors ensured that all time channels remain competitive.

ALS properties were buoyed by improved audience and USP potential to reach diverse audiences of different ethnicities. MG5 platforms' negative inflation is a reaction to the prevailing audience data and resultant cost per thousand competitiveness with client value in mind. In a bid to improve audience under stable COVID-19 conditions, platforms have made deliberate strides to encourage client spend and leverage popularity and reach to improve listenership to unlock value for our clients. Stations like Radio 2000 and SAfm continue to leverage their growing listenership to allow for slight increases while ensuring increased value to client.

Regards,  
SABC Sales Division

## NATIONAL



English - 1 075 000



METRO FM

English - 5 246 000



97.2 - 100 FM Nationwide

English - 1 842 000



English - 678 000



Afrikaans - 1 378 000

## LIMPOPO



MUNGWANA LOMENE FM  
MAKOMBA NOLELA

Tsonga - 1 393 000



PHALAPHALA  
SI NA WUWU YOTRE 87.9-107.8

Venda - 1 055 000



MOSELE WA TSENGI LE ROTHARIEN

North Sotho - 2 828 000

## KWAZULU - NATAL



share the experience

English - 271 000



Zulu - 7 879 000

## MPUMALANGA



IKWEKWEZI™  
KUNYANYANYI

Ndebele - 1 322 000



isiSwati - 1 287 000

## FREE STATE



LESEDI FM  
NEW HORIZONS 87.9-107.8

South Sotho - 3 938 000

## NORTH WEST



Motswedding FM  
87.9 - 107.9

SeTswana - 3 326 000

## NORTHERN CAPE



IXunthwesa Dom Kxui

Xunthai and Khwedam - 4 000

## WESTERN CAPE



English and Afrikaans - 725 000

## EASTERN CAPE



isiXhosa and English - 242 000



isiXhosa - 4 591 000

## AFRICA and beyond



CHANNEL  
AFRICA  
THE AFRICAN VOICE

## SABC'S PORTFOLIO

Every Province, Town, City, Village, Community, SABC Radio penetrates every corner of South Africa.

- Broadcasting in **11 Languages**;
- **19 Radio stations**;
- **456 broadcast hours**
- **39 mil on-air opportunities** to connect your brand with our listeners.

Source: BRC RAMS AMPLIFY Apr'21-Mar'22 - past 7 days

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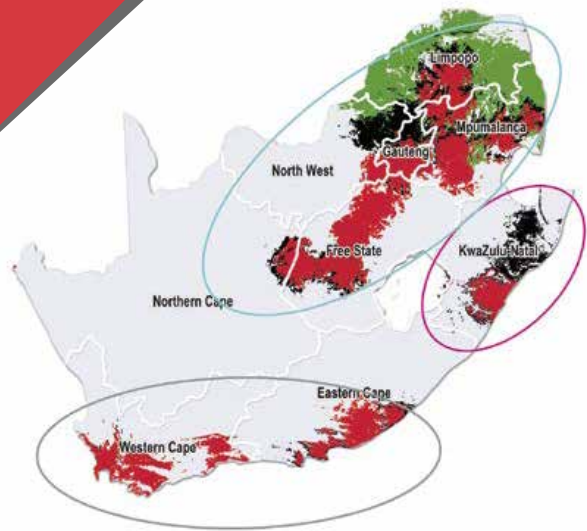




**METRO FM**  
**GOOD HOPE FM**  
**5FM**

## MG5 NATIONAL COVERAGE

# MG5



## THE POWER BEHIND MG5

The MG5 offering is a collaboration of three of South Africa's most successful commercial stations: METRO FM, GOOD HOPE FM, and 5FM. This combination harnesses the power of these stations as a collective, and offers access to a distinctly defined target audience that leverages on the individuality of each station and creates a potent vehicle that reaches a lucrative target sector that this combo intimately understands.



The MG5 collectively has built up trust and established relationships with the youthful, chic, hip and upwardly mobile 16-34 target market. These stations are the trendsetters – they are on the pulse, bringing the cutting edge of trends, music, fashion, and attitude to the audiences – placing all three stations at the top of their game.

The MG5 stations have numerous years of experience with the youth and youthful market and have an acute appreciation of their desires and aspirations, especially in the modern context. This generation is a lot more marketing-savvy and has a healthy dose of cynicism going on. Bearing in mind, MG5 can guide you, the advertiser, on how best to speak to 16-34-year-old consumers and still get more bang for your buck. From generic 30 second sound bites to on-air promotions with bespoke concepts, to Outside Broadcasts, millions of followers on social media platforms, etc. – SABC Radio simply has this market at the touch of a button.

**MG5 has 7 045 000 on-air opportunities to connect your brand with our listeners**

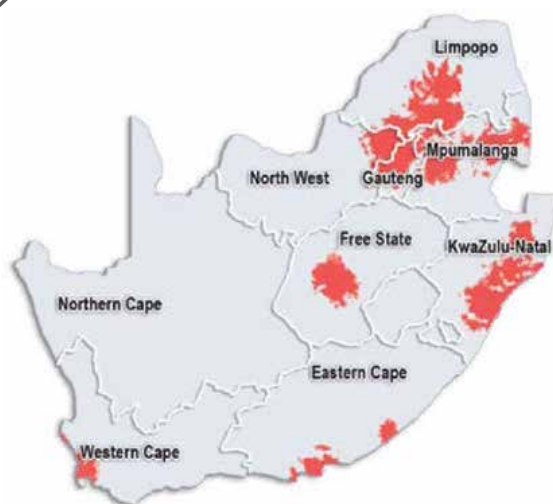
### They are TECHNOLOGICALLY SAVVY

- Ambitious and intelligent
- Young and confident
- Technologically savvy
- Stylish and trend setters
- Cosmopolitan and urban

### What works better

- Top music - upbeat
- Experientials
- Out of the box approach
- Gaming
- Anything driven by technology
- Social media
- Competitive
- Presenters





**Listenership: 5 246 000**

METRO FM is the largest national urban commercial station in South Africa. The station embodies and reflects the style and attitude of its listeners, who are ambitious, high flyers with the confidence that comes from being comfortable in a multiracial multicultural, South Africa.

Though primarily a music station METRO FM also delivers credible and unbiased news reporting that keeps its listeners' involved and informed. As a brand, METRO FM is influential in driving the habits of its listeners as an extension of the listener's lifestyle. METRO FM is well positioned as a primary vehicle to reach the emerging, influential and aspirant Black market.

METRO FM is a mentor and guide for youthful urban adults that embrace a pragmatic and successful life and is influential in their constantly changing environment. As the iconic leader in its market, broadcasting in English, METRO FM is ideally positioned to deliver both a global and national perspective that instills confidence and inspires its audiences. Its national footprint and progressive audience profile offer advertisers a cost - effective medium to reach quality audience.

 [metrofm.co.za](http://metrofm.co.za)

 [metrofmsa](https://www.facebook.com/metrofmsa)

 [METROFMSA](https://twitter.com/METROFMSA)

 [metrofmsa](https://www.instagram.com/metrofmsa)

 [metrofmsa](https://www.youtube.com/metrofmsa)

 [iono.fm/p/148](https://open.spotify.com/show/iono.fm/p/148)



## METRO FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-03:00	780
03:00-05:00	840
05:00-06:00	3 690
06:00-07:00	28 740
07:00-08:00	28 740
08:00-09:00	22 620
09:00-12:00	14 520
12:00-15:00	12 360
15:00-16:00	15 240
16:00-17:00	18 120
17:00-18:00	18 120
18:00-19:00	18 120
19:00-21:00	7 410
21:00-24:00	2 250
<b>SATURDAY</b>	
00:00-03:00	600
03:00-06:00	1 290
06:00-09:00	9 210
09:00-12:00	13 800
12:00-15:00	10 560
15:00-18:00	5 910
18:00-29:00	5 910
29:00-22:00	2 250
22:00-24:00	2 250
<b>SUNDAY</b>	
00:00-03:00	900
03:00-06:00	1 170
06:00-09:00	4 710
09:00-12:00	7 860
12:00-15:00	8 310
15:00-18:00	6 510
18:00-21:00	3 210
21:00-24:00	1 770

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	54
	Female	46
	<b>AREA</b>	%
	Metro	66
	Urban	20
	Rural	14
	<b>DEVICE (yesterday)</b>	%
	Car radio	34
	Transistor	29
	Cell phone	23
	DStv radio channel	16
	Smart speaker	3
	<b>AGE</b>	%
	15-24 years	22
	25-34 years	36
	35-49 years	32
	50+ years	10
	<b>LANGUAGE (top 2)</b>	%
	IsiZulu	29
	IsiXhosa	16
	<b>LOCATION (yesterday)</b>	%
	Home	58
	Vehicle	30
	Work	10
	Friend's house	4
	<b>RACE</b>	%
	Black	91
	White	1
	Indian or Asian	1
	Coloured	7
	<b>EXCLUSIVE</b>	%
	Listeners	11
	<b>PROVINCE</b>	%
	Eastern Cape	9
	Free State	3
	Gauteng	48
	KwaZulu-Natal	12
	Limpopo	4
	Mpumalanga	7
	North West	6
	Northern Cape	1
	Western Cape	9
	<b>ES SEM</b>	%
	SEM 1	2
	SEM 2	5
	SEM 3	7
	SEM 4	10
	SEM 5	11
	SEM 6	14
	SEM 7	14
	SEM 8	14
	SEM 9	12
	SEM 10	10



# GOOD HOPE FM



**Listenership: 724 000**

Good Hope FM is a station that truly strives to Connect Cape Town on every level. It is Cape Town's leading music-focused, interactive, life-style radio station. The radio format provides a music mix of Commercial Hit Radio, Hip Hop, Pop, EDM, and Old School. The station encapsulates the energy, fun and engage Capetonians through relevant music, entertainment, news, and events.

 [goodhopefm.co.za](http://goodhopefm.co.za)

 Good Hope FM

 @GoodHopeFM

 @goodhopefm

 Good Hope FM

 goohopefmza

 Good Hope FM

## GOOD HOPE FM - NETT RATES











TIMES	JULY 2022
<b>MON-THU</b>	
00:00-06:00	270
06:00-09:00	2 970
09:00-12:00	3 450
12:00-15:00	2 130
15:00-18:00	2 250
18:00-21:00	2 010
21:00-24:00	900
<b>FRIDAY</b>	
00:00-06:00	270
06:00-09:00	2 970
09:00-12:00	3 450
12:00-15:00	2 130
15:00-18:00	2 250
18:00-22:00	2 010
22:00-24:00	900
<b>SATURDAY</b>	
00:00-06:00	240
06:00-09:00	900
09:00-12:00	2 010
12:00-15:00	1 050
15:00-18:00	300
18:00-22:00	420
22:00-24:00	240
<b>SUNDAY</b>	
00:00-06:00	240
06:00-09:00	540
09:00-12:00	1 050
12:00-15:00	720
15:00-18:00	420
18:00-22:00	270
22:00-24:00	210

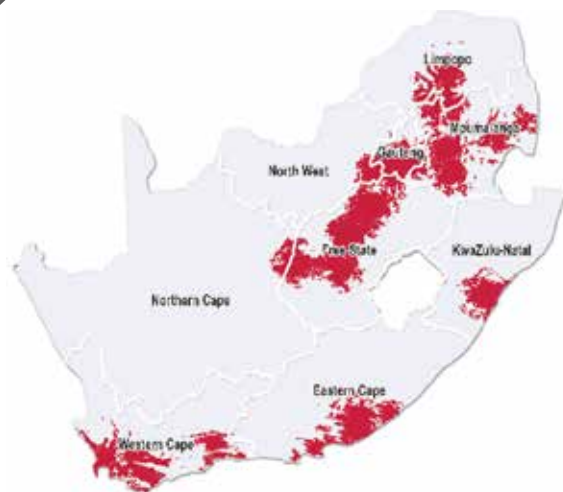
Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	60
	Female	40
	<b>AREA</b>	%
	Metro	73
	Urban	24
	Rural	3
	<b>DEVICE (yesterday)</b>	%
	Car radio	41
	Transistor	31
	Cell phone	19
	DStv radio channel	9
	Smart speaker	6
	<b>AGE</b>	%
	15-24 years	28
	25-34 years	29
	35-49 years	30
	50+ years	13
	<b>LANGUAGE (top 2)</b>	%
	Afrikaans	51
	English	36
	<b>LOCATION (yesterday)</b>	%
	Home	46
	Vehicle	31
	Work	20
	Public/paid transport	7
	<b>RACE</b>	%
	Black	14
	White	4
	Indian or Asian	2
	Coloured	80
	<b>EXCLUSIVE</b>	%
	Listeners	11
	<b>PROVINCE</b>	%
	Eastern Cape	1
	Free State	-
	Gauteng	1
	KwaZulu-Natal	1
	Limpopo	-
	Mpumalanga	-
	North West	-
	Northern Cape	1
	Western Cape	96
	<b>ES SEM</b>	%
	SEM 1	1
	SEM 2	2
	SEM 3	3
	SEM 4	7
	SEM 5	10
	SEM 6	11
	SEM 7	15
	SEM 8	16
	SEM 9	18
	SEM 10	18



**Listenership: 1 075 000**

5FM is the entertainment powerhouse for South African youth, offering the most popular contemporary music and entertainment, 5FM is on the pulse of global music and content trends, thereby offering its audiences access and opportunity to be part of the energy and dynamism of the fast-changing youthful global community. The station's inclusive youthful mindset, combined with its passionate innovative attitude allows the station to deliver an environment where the diverse youth of South Africa meet and amplify their experiences. 5FM is the only national platform that offers advertisers access to the upwardly mobile and trendsetting youth of South Africa.

-  5fm.co.za
-  5FM(thepowerof5fm)
-  @5FM
-  @5FM
-  5FMTV
-  5FM



## 5FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
01:00-04:00	300
04:00-05:00	420
05:00-06:00	2 970
06:00-07:00	8 760
07:00-08:00	9 660
08:00-09:00	9 660
09:00-12:00	8 310
12:00-15:00	4 170
15:00-16:00	7 410
16:00-17:00	9 210
17:00-18:00	9 210
18:00-19:00	9 660
19:00-22:00	3 210
22:00-01:00	330
<b>SATURDAY</b>	
01:00-04:00	390
04:00-07:00	840
07:00-10:00	2 250
10:00-14:00	3 930
14:00-17:00	2 130
17:00-19:00	1 770
19:00-22:00	1 770
22:00-01:00	390
<b>SUNDAY</b>	
01:00-04:00	390
04:00-07:00	660
07:00-10:00	1 170
10:00-14:00	2 970
14:00-17:00	2 010
17:00-19:00	1 290
19:00-22:00	840
22:00-01:00	390

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

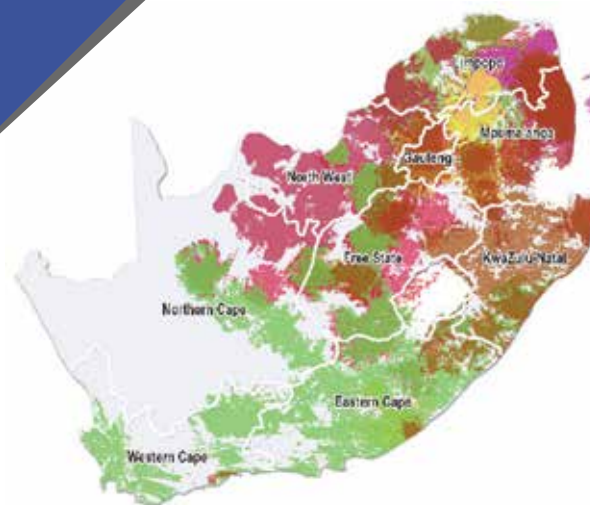
	<b>GENDER</b>	%
	Male	65
	Female	35
	<b>AREA</b>	%
	Metro	65
	Urban	26
	Rural	10
	<b>DEVICE (yesterday)</b>	%
	Car radio	53
	Transistor	24
	Cell phone	20
	DStv radio channel	7
	Smart speaker	2
	<b>AGE</b>	%
	15-24 years	29
	25-34 years	39
	35-49 years	24
	50+ years	8
	<b>LANGUAGE (top 2)</b>	%
	English	37
	Afrikaans	14
	<b>LOCATION (yesterday)</b>	%
	Vehicle	50
	Home	42
	Work	9
	Friend's house	2
	<b>RACE</b>	%
	Black	50
	White	22
	Indian or Asian	15
	Coloured	13
	<b>EXCLUSIVE</b>	%
	Listeners	13
	<b>PROVINCE</b>	%
	Eastern Cape	10
	Free State	8
	Gauteng	29
	KwaZulu-Natal	17
	Limpopo	3
	Mpumalanga	7
	North West	3
	Northern Cape	2
	Western Cape	21
	<b>ES SEM</b>	%
	SEM 1	1
	SEM 2	4
	SEM 3	6
	SEM 4	8
	SEM 5	7
	SEM 6	7
	SEM 7	12
	SEM 8	14
	SEM 9	17
	SEM 10	23



# AFRICAN LANGUAGE STATIONS

# ALS NATIONAL COVERAGE

# ALS



## THE POWER BEHIND ALS

African language Services (ALS) Radio is for all South Africans (young and old) from all walks of life (urban, township and rural) who speak and understand South African indigenous languages. ALS is governed by the mandate to educate, inform, entertain, support, develop culture and as far as possible, ensure the fair and equal treatment of all languages. These traditions and practices provide a solid foundation to understand the modern psyche of the various cultural groups and what motivates consumption behavior.

The different radio stations in this category enrich the lives of audiences by inspiring a strong sense of belonging. Knowledge and capacity building are the key drivers and the stations are seen as dependable and trusted friends. Listeners get a strong connection to their roots within the context of a modern environment. Programming revolves around personal empowerment, lifestyle enhancement, moral regeneration, financial independence, rural development, societal upliftment, national-building, and cultural revival. This is a powerful lower, middle and high income with real spending power.

### ALS Listener Insights:

- They self-actualise and improve their lives, strive for greater things in life
- Constantly uncover and unleash their own potential
- They hold the key to the masses
- Caught between their dreams and reality
- Ambitious and quality education are key
- Driven by the need to succeed

ALS has **27 865 000** on-air opportunities to connect your brand with our listeners

### They are ASPIRING for a BRIGHTER future

- Are young at heart
- Yearn for information
- In pursuit of success and opportunities
- Have shown the most growth and movement into affluence
- Culturally rooted with a modern outlook

### What works better

- Top music genre – Gospel
- Outside broadcast
- Interviews
- Dramas
- Presenters
- Social media participation





# IKWEKWEZI FM



**Listenership: 1 322 000**

Ikwekwezi FM takes pride of place as the only national radio station in the country that caters for the isiNdebele community of South Africa and beyond. The only radio station that represents isiNdebele language but accommodates listeners from other speech communities and can be listened to and understood by even language speakers outside of the isiNguni group. It relentlessly, credibly and innovatively leads and encourages intellectual and community development in isiNdebele speech community and all other audiences who understand the isiNdebele language.

Positioned to improve the lives of its listeners, it keeps them in touch with current issues, while catering for their media needs and tastes. It follows a musical and talk based format whilst understanding that its target market derives pleasure in receiving resourceful information that also comes its way entertainingly. As a trustworthy, progressive, outgoing, and engaging station, Ikwekwezi FM has a variety of music genres on offer, from Gospel (Clap&Tap notably), Ballads, R&B, House, amaPiyano, Afro-Soul, to, by all means, the all colourfull isiNdebele Traditional Music. Easy to identify and resonate with. Evolving with the Ndebele cultural and aesthetic values in sight and sound, it is Ikwekwezi FM.

 [ikwekwezifm.co.za](http://ikwekwezifm.co.za)

 @IkwekweziFM

 @Ikwekwezi\_FM

 @ikwekwezifm

 IkwekweziFM



## IKWEKWEZI FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-04:00	300
04:00-05:00	540
05:00-06:00	2 730
06:00-09:00	2 970
09:00-12:00	1 770
12:00-15:00	1 290
15:00-17:00	1 770
17:00-18:00	1 770
18:00-19:00	1 050
19:00-21:00	1 410
21:00-24:00	480
<b>SATURDAY</b>	
00:00-05:00	210
05:00-06:00	390
06:00-07:00	960
07:00-09:00	1 290
09:00-10:00	840
10:00-12:00	720
12:00-12:30	660
12:30-15:00	660
15:00-18:00	840
18:00-21:00	420
21:00-24:00	300
<b>SUNDAY</b>	
00:00-05:00	300
05:00-06:00	360
06:00-07:00	900
07:00-09:00	1 050
09:00-12:00	900
12:00-15:00	840
15:00-18:00	540
18:00-21:00	420
21:00-24:00	300

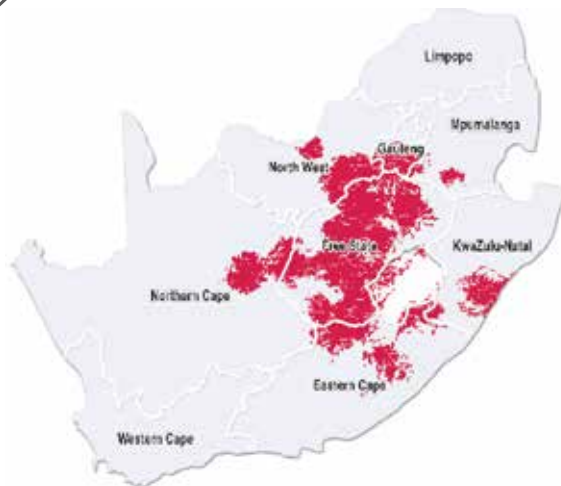
Conversion Table

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Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	52
	Female	48
	<b>AREA</b>	%
	Metro	33
	Urban	41
	Rural	27
	<b>DEVICE (yesterday)</b>	%
	Transistor	40
	Cell phone	25
	DStv radio channel	19
	Car radio	17
	Digitally/streaming	2
	<b>AGE</b>	%
	15-24 years	17
	25-34 years	27
	35-49 years	33
	50+ years	23
	<b>LANGUAGE (top 2)</b>	%
	IsiZulu	45
	IsiNdebele	20
	<b>LOCATION (yesterday)</b>	%
	Home	76
	Vehicle	14
	Work	7
	Public/paid transport	5
	<b>RACE</b>	%
	Black	96
	White	3
	Indian or Asian	-
	Coloured	1
	<b>EXCLUSIVE</b>	%
	Listeners	22
	<b>PROVINCE</b>	%
	Eastern Cape	1
	Free State	-
	Gauteng	33
	KwaZulu-Natal	5
	Limpopo	7
	Mpumalanga	51
	North West	3
	Northern Cape	-
	Western Cape	-
	<b>ES SEM</b>	%
	SEM 1	4
	SEM 2	10
	SEM 3	14
	SEM 4	14
	SEM 5	16
	SEM 6	14
	SEM 7	12
	SEM 8	7
	SEM 9	6
	SEM 10	3



**Listenership: 3 938 000**

Lesedi FM broadcasts from Bloemfontein to the Sesotho-speaking and understanding communities. It is the biggest Sesotho radio station in South Africa. As a needs-driven participatory radio station, Lesedi FM provides regular programming that touches on issues that have a direct bearing on the development of listeners. Lesedi FM's listeners are well informed. They are kept abreast of issues affecting their lives on a local, national and global level. The radio station strives to reconcile traditional values with the freedom to revel in the modern world.

Lesedi FM is committed to providing psycho-social enrichment for its audiences. With a massive spillover into Lesotho, Lesedi FM's programming supports the growth & empowerment of the listeners while ensuring that traditional values remain relevant in a contemporary environment.

 [lesedifm.co.za](http://lesedifm.co.za)

 [LesediFM](https://www.facebook.com/LesediFM)

 [LesediFM](https://twitter.com/LesediFM)

 [lesedifm](https://www.instagram.com/lesedifm)

 [LesediFMPictureStream](https://www.youtube.com/LesediFMPictureStream)

 [@officiallesedifm](https://open.spotify.com/officiallesedifm)

## LESEDI FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-02:00	480
02:00-05:00	480
05:00-06:00	3 690
06:00-09:00	12 360
09:00-12:00	9 660
12:00-12:30	6 810
12:30-15:00	5 910
15:00-18:00	6 510
18:00-19:00	4 410
19:00-20:00	4 410
20:00-24:00	900
<b>SATURDAY</b>	
00:00-02:00	2 010
02:00-06:00	2 010
06:00-07:00	6 210
07:00-09:00	6 510
09:00-12:00	5 010
12:00-15:00	2 730
15:00-18:00	2 730
18:00-21:00	2 010
21:00-24:00	540
<b>SUNDAY</b>	
00:00-02:00	540
02:00-06:00	540
06:00-07:00	6 510
07:00-09:00	6 510
09:00-12:00	6 210
12:00-15:00	2 250
15:00-18:00	2 250
18:00-20:00	1 050
20:00-22:00	1 050
22:00-24:00	480

Conversion Table

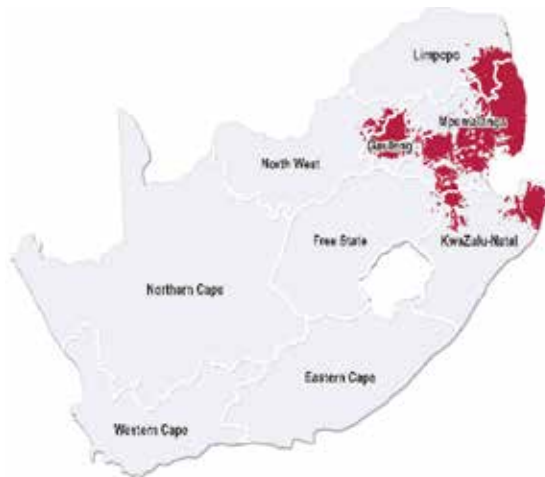
Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	46
	Female	54
	<b>AREA</b>	%
	Metro	39
	Urban	49
	Rural	13
	<b>DEVICE (yesterday)</b>	%
	Transistor	49
	Cell phone	25
	DStv radio channel	19
	Car radio	10
	Smart speaker	3
	<b>AGE</b>	%
	15-24 years	21
	25-34 years	25
	35-49 years	31
	50+ years	23
	<b>LANGUAGE (top 2)</b>	%
	SeSotho	58
	SeTswana	17
	<b>LOCATION (yesterday)</b>	%
	Home	85
	Work	8
	Vehicle	8
	Public/paid transport	4
	<b>RACE</b>	%
	Black	97
	White	1
	Indian or Asian	-
	Coloured	1
	<b>EXCLUSIVE</b>	%
	Listeners	31
	<b>PROVINCE</b>	%
	Eastern Cape	4
	Free State	37
	Gauteng	39
	KwaZulu-Natal	1
	Limpopo	2
	Mpumalanga	2
	North West	12
	Northern Cape	1
	Western Cape	1
	<b>ES SEM</b>	%
	SEM 1	5
	SEM 2	11
	SEM 3	14
	SEM 4	15
	SEM 5	15
	SEM 6	13
	SEM 7	11
	SEM 8	7
	SEM 9	5
	SEM 10	4

# LIGWALAGWALA FM



**Listenership: 1 287 000**

Ligwalagwala FM prides itself on being an upbeat radio station that speaks to young, motivated, upwardly mobile black SiSwati-speaking people. Playing a mix of Ama-Piano, Ballads, House, R&B and Gospel, Ligwalagwala FM appeals to its listeners who are progressive and brand-conscious as they have true urban identities.

The radio station aims to act as a friend, teacher, entertainer and nation builder for its listeners, broadcasting content that enriches the daily lives of its audience. As a medium, Ligwalagwala FM supports the culture and identity of the eMaSwati people and sees itself as a platform to disseminate reliable information in a respectful, honest and fair manner.

The station offers a highly interactive environment with its listeners, providing a perfect mixture of news, music, current affairs, talk shows, education, sport, weather and traffic.



[ligwalagwalafm.co.za](http://ligwalagwalafm.co.za)



[@ligwalagwalaFM](https://www.facebook.com/ligwalagwalaFM)



[@ligwalagwalaFM](https://twitter.com/ligwalagwalaFM)



[@ligwalagwalaFM](https://www.instagram.com/ligwalagwalaFM)



[LigwalagwalaFM Ligcabho Lesive](https://www.youtube.com/LigwalagwalaFM)



## LIGWALAGWALA FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-03:00	300
03:00-05:00	1 290
05:00-06:00	1 530
06:00-09:00	3 450
09:00-10:00	2 730
10:00-12:00	2 730
12:00-15:00	1 410
15:00-17:00	2 490
17:00-18:00	2 730
18:00-19:00	1 770
19:00-21:00	1 650
21:00-24:00	300
<b>SATURDAY</b>	
00:00-05:00	300
05:00-06:00	600
06:00-07:00	1 650
07:00-09:00	1 890
09:00-10:00	1 290
10:00-12:00	1 290
12:00-14:30	1 170
14:30-15:00	1 050
15:00-18:00	1 050
18:00-21:00	1 170
21:00-24:00	660
<b>SUNDAY</b>	
00:00-05:00	270
05:00-06:00	480
06:00-07:00	1 650
07:00-09:00	1 530
09:00-12:00	1 410
12:00-15:00	780
15:00-18:00	1 050
18:00-19:00	780
19:00-20:00	780
20:00-22:00	300
22:00-24:00	300

Conversion Table

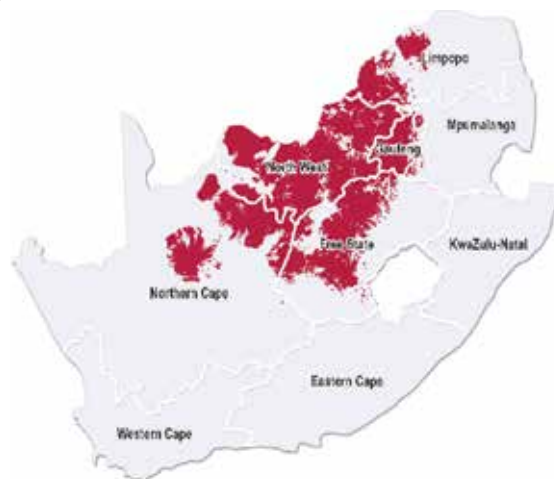
Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	<b>%</b>
	Male	<b>52</b>
	Female	<b>48</b>
	<b>AREA</b>	<b>%</b>
	Metro	<b>12</b>
	Urban	<b>49</b>
	Rural	<b>40</b>
	<b>DEVICE (yesterday)r</b>	<b>%</b>
	Transistor	<b>40</b>
	Cell phone	<b>26</b>
	DStv radio channel	<b>21</b>
	Car radio	<b>17</b>
	Smart speaker	<b>2</b>
	<b>AGE</b>	<b>%</b>
	15-24 years	<b>20</b>
	25-34 years	<b>29</b>
	35-49 years	<b>32</b>
	50+ years	<b>18</b>
	<b>LANGUAGE (top 2)</b>	<b>%</b>
	SiSwati	<b>51</b>
	IsiZulu	<b>29</b>
	<b>LOCATION (yesterday)</b>	<b>%</b>
	Home	<b>77</b>
	Vehicle	<b>14</b>
	Work	<b>10</b>
	Public/paid transport	<b>5</b>
	<b>RACE</b>	<b>%</b>
	Black	<b>97</b>
	White	<b>1</b>
	Indian or Asian	<b>-</b>
	Coloured	<b>2</b>
	<b>EXCLUSIVE</b>	<b>%</b>
	Listeners	<b>30</b>
	<b>PROVINCE</b>	<b>%</b>
	Eastern Cape	<b>1</b>
	Free State	<b>-</b>
	Gauteng	<b>11</b>
	KwaZulu-Natal	<b>6</b>
	Limpopo	<b>2</b>
	Mpumalanga	<b>78</b>
	North West	<b>1</b>
	Northern Cape	<b>-</b>
	Western Cape	<b>-</b>
	<b>ES SEM</b>	<b>%</b>
	SEM 1	<b>3</b>
	SEM 2	<b>10</b>
	SEM 3	<b>14</b>
	SEM 4	<b>17</b>
	SEM 5	<b>16</b>
	SEM 6	<b>12</b>
	SEM 7	<b>11</b>
	SEM 8	<b>7</b>
	SEM 9	<b>6</b>
	SEM 10	<b>3</b>

# MOTSWEDING FM



**Listenership: 3 326 000**

It is the largest Setswana radio station in South Africa, with listeners that look up to the radio station as a source of education and entertainment. Motsweding FM has spillover listenership in Botswana.

The station aims to be the contemporary voice of Setswana-speaking and understanding South Africans by acknowledging and being proud of its cultural heritage, without being ahead of itself - our listeners act local yet thinks global. The radio station's core philosophy is personal empowerment.

The station supports knowledge capacity, thus creating positive values with a focus on the future. Motsweding FM embodies the ambitions of being worldly and cosmopolitan.

 [motswedingfm.co.za](http://motswedingfm.co.za)

 [motswedingFM](https://www.facebook.com/motswedingFM)

 [motswedingfm](https://twitter.com/motswedingfm)

 [motswedingfm](https://www.instagram.com/motswedingfm)

 [KonkaBokamoso](https://www.youtube.com/KonkaBokamoso)

 [@motswedingfm](https://open.spotify.com/@motswedingfm)

## MOTSWEDING FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-02:00	420
02:00-05:00	420
05:00-06:00	1 650
06:00-09:00	9 210
09:00-12:00	6 810
12:00-15:00	4 410
15:00-18:00	5 610
18:00-19:00	2 490
19:00-20:00	2 730
20:00-24:00	1 410
<b>SATURDAY</b>	
00:00-02:00	660
02:00-04:00	660
04:00-06:00	960
06:00-09:00	4 170
09:00-12:00	3 450
12:00-13:00	2 730
13:00-14:00	2 730
14:00-15:00	2 730
15:00-18:00	2 130
18:00-21:00	1 650
21:00-24:00	720
<b>SUNDAY</b>	
00:00-02:00	660
02:00-04:00	720
04:00-06:00	840
06:00-09:00	2 730
09:00-12:00	2 730
12:00-13:00	2 490
13:00-14:00	2 130
14:00-15:00	2 130
15:00-18:00	2 010
18:00-20:00	1 170
20:00-21:00	1 290
21:00-24:00	420

Conversion Table

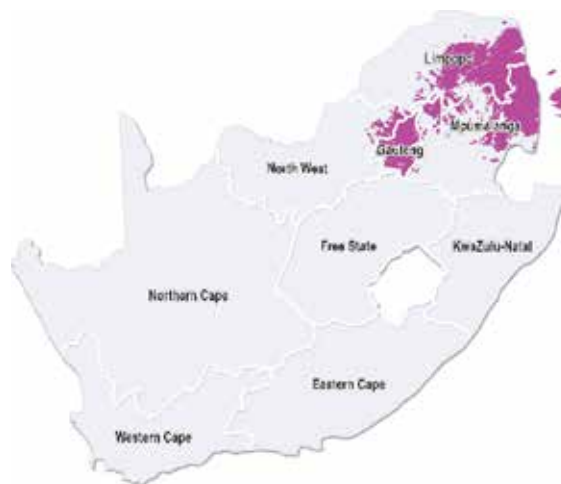
Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	52
	Female	48
	<b>AREA</b>	%
	Metro	27
	Urban	43
	Rural	30
	<b>DEVICE (yesterday)</b>	%
	Transistor	42
	Cell phone	27
	DStv radio channel	18
	Car radio	15
	Smart speaker	4
	<b>AGE</b>	%
	15-24 years	19
	25-34 years	23
	35-49 years	32
	50+ years	25
	<b>LANGUAGE (top 2)</b>	%
	SeTswana	70
	SeSotho	11
	<b>LOCATION (yesterday)</b>	%
	Home	82
	Vehicle	12
	Work	6
	Public/paid transport	4
	<b>RACE</b>	%
	Black	96
	White	1
	Indian or Asian	-
	Coloured	3
	<b>EXCLUSIVE</b>	%
	Listeners	26
	<b>PROVINCE</b>	%
	Eastern Cape	-
	Free State	5
	Gauteng	29
	KwaZulu-Natal	-
	Limpopo	3
	Mpumalanga	2
	North West	51
	Northern Cape	9
	Western Cape	-
	<b>ES SEM</b>	%
	SEM 1	6
	SEM 2	11
	SEM 3	16
	SEM 4	14
	SEM 5	14
	SEM 6	12
	SEM 7	10
	SEM 8	8
	SEM 9	6
	SEM 10	3

# MUNGHANA LONENE FM




**Listenership: 1 393 000**

Munghana Lonene FM is an SABC radio platform that broadcasts predominantly in Xitsonga and forms an integral part of a successful, caring nation with a proudly South African rhythm. The station's broadcast reach stretches from Limpopo to Gauteng, Mpumalanga and the North West province.

Boasting a vibrant mix of education, information and entertainment, the station has found appeal with a large cross-section of the population who are active participants in the shows, adding their opinion and seeking advice. Musically the station offers a mix of Soul, R&B, Kwaito, Gospel, Hip Hop, Rap and Pop. As a station, Munghana Lonene FM understands the responsibility that it has towards its listeners, and is committed to providing diverse and credible programming content characterised by reliability, relevance and excellence.

Amongst other duties, the stations is committed to be the number one promoter of the Xitsonga language and the preserver of culture and heritage of the Vatsonga na Machangani nation.

 [munghanalonenefm.co.za](http://munghanalonenefm.co.za)

 **Munghana Lonene FM:**  
Makomba Ndlela

 @Munghana

 @munghanalonene

 Munghana Lonene FM

 Munghanalonene\_fm



## MUNGHANA LONENE FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
01:00-03:00	330
03:00-05:00	600
05:00-06:00	1 290
06:00-07:00	2 490
07:00-09:00	2 970
09:00-12:00	1 890
12:00-13:30	1 410
13:30-15:00	1 170
15:00-18:00	2 130
18:00-19:00	2 010
19:00-20:00	1 410
20:00-21:00	1 170
21:00-22:00	540
22:00-01:00	540
<b>SATURDAY</b>	
01:00-03:00	240
03:00-05:00	720
05:00-06:00	720
06:00-07:00	1 890
07:00-09:00	1 890
09:00-13:00	1 770
13:00-15:00	1 410
15:00-18:00	1 530
18:00-19:00	1 410
19:00-22:00	1 050
22:00-01:00	1 050
<b>SUNDAY</b>	
01:00-03:00	240
03:00-05:00	540
05:00-06:00	1 530
06:00-09:00	1 530
09:00-12:00	1 530
12:00-15:00	1 170
15:00-18:00	1 530
18:00-19:00	780
19:00-22:00	660
22:00-01:00	240

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

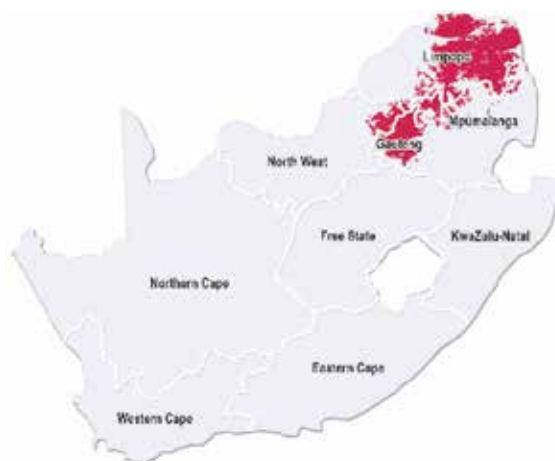
## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	53
	Female	47
	<b>AREA</b>	%
	Metro	26
	Urban	18
	Rural	55
	<b>DEVICE (yesterday)</b>	%
	Transistor	40
	Cell phone	34
	DStv radio channel	15
	Car radio	14
	Smart speaker	4
	<b>AGE</b>	%
	15-24 years	17
	25-34 years	27
	35-49 years	32
	50+ years	24
	<b>LANGUAGE (top 2)</b>	%
	XiTsonga	78
	SePedi	9
	<b>LOCATION (yesterday)</b>	%
	Home	79
	Vehicle	10
	Work	9
	Public/paid transport	4
	<b>RACE</b>	%
	Black	97
	White	1
	Indian or Asian	-
	Coloured	1
	<b>EXCLUSIVE</b>	%
	Listeners	39
	<b>PROVINCE</b>	%
	Eastern Cape	-
	Free State	-
	Gauteng	28
	KwaZulu-Natal	-
	Limpopo	49
	Mpumalanga	20
	North West	3
	Northern Cape	-
	Western Cape	-
	<b>ES SEM</b>	%
	SEM 1	6
	SEM 2	16
	SEM 3	18
	SEM 4	17
	SEM 5	13
	SEM 6	11
	SEM 7	7
	SEM 8	7
	SEM 9	3
	SEM 10	2

Source: BRC RAMS AMPLIFY Apr'21-Mar'22

# ▶ PHALAPHALA FM



**Listenership: 1 055 000**

Phalaphala FM is a proud-modern-home of Tshiven-daspeaking and understanding people, representing cultural diversity by preserving rich heritage through information, education and entertainment for current and future generations". The station is family-oriented with a strong sense of community and its content is equally balanced to appeal to rural and urban audiences. Phalaphala FM's main footprint is Limpopo and Gauteng with spillage in North west and Mpumalanga. Listeners from other countries and out of South Africa can access the station online. The station's music format is middle of the road format and mid-tempo with highest percentage of Tshivenda music.



[phalaphalafm.co.za](http://phalaphalafm.co.za)



Phalaphala FM:  
Ri Na 'Nwi Misi Yothe



@Phalaphala



Phalaphala\_Officialpage



Phalaphala Fm: Ri na 'nwi misi yothe



phalaphala\_fm

## PHALAPHALA FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-03:00	270
03:00-05:00	720
05:00-06:00	1 050
06:00-07:00	2 490
07:00-09:00	2 970
09:00-12:00	1 530
12:00-15:00	1 650
15:00-18:00	1 290
18:00-19:00	1 050
19:00-20:00	1 050
20:00-22:00	1 050
22:00-24:00	480
<b>SATURDAY</b>	
00:00-03:00	270
03:00-06:00	540
06:00-07:00	1 410
07:00-09:00	1 530
09:00-11:00	960
11:00-12:00	660
12:00-14:00	660
14:00-18:00	960
18:00-21:00	600
21:00-24:00	360
<b>SUNDAY</b>	
00:00-03:00	210
03:00-06:00	420
06:00-07:00	960
07:00-10:00	1 170
10:00-12:00	720
12:00-14:00	900
14:00-18:00	960
18:00-19:00	480
19:00-20:00	480
20:00-21:00	390
21:00-24:00	270

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	50
	Female	50
	<b>AREA</b>	%
	Metro	26
	Urban	14
	Rural	60
	<b>DEVICE (yesterday)</b>	%
	Transistor	43
	Cell phone	32
	DStv radio channel	18
	Car radio	12
	Smart speaker	3
	<b>AGE</b>	%
	15-24 years	22
	25-34 years	28
	35-49 years	28
	50+ years	22
	<b>LANGUAGE (top 2)</b>	%
	TshiVenda	75
	SePedi	9
	<b>LOCATION (yesterday)</b>	%
	Home	82
	Vehicle	9
	Work/Uni	9
	Public/paid transport	6
	<b>RACE</b>	%
	Black	99
	White	-
	Indian or Asian	-
	Coloured	-
	<b>EXCLUSIVE</b>	%
	Listeners	38
	<b>PROVINCE</b>	%
	Eastern Cape	-
	Free State	-
	Gauteng	28
	KwaZulu-Natal	-
	Limpopo	68
	Mpumalanga	1
	North West	2
	Northern Cape	-
	Western Cape	-
	<b>ES SEM</b>	%
	SEM 1	6
	SEM 2	17
	SEM 3	17
	SEM 4	15
	SEM 5	12
	SEM 6	10
	SEM 7	9
	SEM 8	8
	SEM 9	4
	SEM 10	2

Source: BRC RAMS AMPLIFY Apr'21-Mar'22



**THOBELAFM**  
MOŠATE WA TSEBO LE BOITHABIŠO



**Listenership: 2 828 000**

Thobela FM is a progressive contemporary voice of Sepedispeaking and/or understanding South Africans who are proud and respectful of their cultural heritage. Thobela FM is the custodian of the Northern Sotho people. Listeners trust the station and trust the messaging being provided. The station prides itself on content that is authentic and current and continues to keep abreast with local trends. Thobela FM remains the 5th favourite in Top SA Radio Stations.



thobelafm.co.za



Thobela FM Yaka



@ThobelaFMYaka



@thobelafmyaka



UCDf5wmbMiskMAgaHIXIOi6A



Thobelafm

## THOBELA FM - NETT RATES











TIMES	JULY 2022
<b>MON-THUR</b>	
01:00-03:00	270
03:00-05:00	2 250
05:00-06:00	2 250
06:00-07:00	7 410
07:00-09:00	9 210
09:00-12:00	4 410
12:00-13:00	3 930
13:00-15:00	4 410
15:00-18:00	5 010
18:00-19:00	3 690
19:00-20:30	4 170
20:30-21:00	4 170
21:00-22:00	1 170
22:00-01:00	660
<b>FRIDAY</b>	
01:00-03:00	270
03:00-05:00	2 250
05:00-06:00	2 250
06:00-07:00	7 410
07:00-09:00	9 210
09:00-12:00	4 410
12:00-13:00	3 930
13:00-15:00	4 410
15:00-18:00	5 010
18:00-19:00	3 690
19:00-20:30	4 170
20:30-21:00	4 170
21:00-22:00	1 170
22:00-02:00	660
<b>SATURDAY</b>	
02:00-05:00	360
05:00-06:00	1 530
06:00-07:00	3 690
07:00-09:00	4 170
09:00-10:00	3 450
10:00-13:00	2 970
13:00-14:00	1 410
14:00-15:00	1 410
15:00-18:00	2 130
18:00-22:00	1 410
22:00-02:00	480
<b>SUNDAY</b>	
02:00-06:00	480
06:00-07:00	3 690
07:00-08:00	5 010
08:00-11:00	3 690
11:00-13:00	4 170
13:00-15:00	2 130
15:00-17:30	2 250
17:30-20:00	2 010
20:00-21:00	660
21:00-22:00	660
22:00-23:00	660
23:00-01:00	660

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	52
	Female	48
	<b>AREA</b>	%
	Metro	30
	Urban	20
	Rural	50
	<b>DEVICE (yesterday)</b>	%
	Transistor	42
	Cell phone	33
	Car radio	14
	DStv radio channel	12
	Smart	3
	<b>AGE</b>	%
	15-24 years	20
	25-34 years	27
	35-49 years	30
	50+ years	23
	<b>LANGUAGE (top 2)</b>	%
	SePedi	74
	SeTswana	9
	<b>LOCATION (yesterday)</b>	%
	Home	81
	Vehicle	10
	Work	7
	Public/paid transport	4
	<b>RACE</b>	%
	Black	99
	White	-
	Indian or Asian	-
	Coloured	1
	<b>EXCLUSIVE</b>	%
	Listeners	32
	<b>PROVINCE</b>	%
	Eastern Cape	-
	Free State	1
	Gauteng	30
	KwaZulu-Natal	-
	Limpopo	56
	Mpumalanga	8
	North West	5
	Northern Cape	-
	Western Cape	-
	<b>ES SEM</b>	%
	SEM 1	6
	SEM 2	12
	SEM 3	18
	SEM 4	15
	SEM 5	14
	SEM 6	11
	SEM 7	9
	SEM 8	7
	SEM 9	5
	SEM 10	2

Source: BRC RAMS AMPLIFY Apr'21-Mar'22





**Listenership: 242 000**

Trufm is a PBS platform for the youth, the youthful and leaders of the future. The station is focused on providing its peri-urban, ambitious, confident and fun-loving Eastern Cape listener with the tools for self-development and improved quality of life. trufm Broadcasts in English (60%) and IsiXhosa (40%), offering programming that appeals to the youthful audience in their mother tongue and provides a meeting point for different cultures in the region. The station exists to inspire young minds through interactive, positive and socially conscious programming that prepares them today for what they could achieve tomorrow.

 [trufm.co.za](http://trufm.co.za)

 @trufm

 @trufm

 @trufm

## TRUFM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
01:00-03:00	210
03:00-06:00	420
06:00-09:00	1 410
09:00-11:30	900
11:30-12:00	900
12:00-15:00	900
15:00-18:00	1 410
18:00-21:00	900
21:00-01:00	330
<b>SATURDAY</b>	
01:00-03:00	210
03:00-05:30	420
05:30-06:00	600
06:00-09:00	660
09:00-12:00	660
12:00-15:00	960
15:00-17:00	900
17:00-18:00	960
18:00-21:00	540
21:00-24:00	480
<b>SUNDAY</b>	
00:00-03:00	210
03:00-06:00	600
06:00-09:00	600
09:00-12:00	780
12:00-15:00	900
15:00-17:00	660
17:00-18:00	660
18:00-21:00	840
21:00-01:00	240

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	<b>%</b>
	Male	<b>48</b>
	Female	<b>52</b>
	<b>AREA</b>	<b>%</b>
	Metro	<b>40</b>
	Urban	<b>19</b>
	Rural	<b>41</b>
	<b>DEVICE (yesterday)</b>	<b>%</b>
	Cell phone	<b>41</b>
	Transistor	<b>22</b>
	DStv radio channel	<b>20</b>
	Car radio	<b>17</b>
	Streaming	<b>1</b>
	<b>AGE</b>	<b>%</b>
	15-24 years	<b>24</b>
	25-34 years	<b>34</b>
	35-49 years	<b>27</b>
	50+ years	<b>16</b>
	<b>LANGUAGE (top 2)</b>	<b>%</b>
	IsiXhosa	<b>90</b>
	SeTswana	<b>2</b>
	IsiZulu	<b>2</b>
	<b>LOCATION (yesterday)</b>	<b>%</b>
	Home	<b>79</b>
	Vehicle	<b>12</b>
	Work	<b>9</b>
	<b>RACE</b>	<b>%</b>
	Black	<b>98</b>
	White	<b>-</b>
	Indian or Asian	<b>-</b>
	Coloured	<b>2</b>
	<b>EXCLUSIVE</b>	<b>%</b>
	Listeners	<b>2</b>
	<b>PROVINCE</b>	<b>%</b>
	Eastern Cape	<b>81</b>
	Free State	<b>2</b>
	Gauteng	<b>4</b>
	KwaZulu-Natal	<b>2</b>
	Limpopo	<b>-</b>
	Mpumalanga	<b>1</b>
	North West	<b>2</b>
	Northern Cape	<b>-</b>
	Western Cape	<b>8</b>
	<b>ES SEM</b>	<b>%</b>
	SEM 1	<b>4</b>
	SEM 2	<b>10</b>
	SEM 3	<b>15</b>
	SEM 4	<b>22</b>
	SEM 5	<b>12</b>
	SEM 6	<b>16</b>
	SEM 7	<b>9</b>
	SEM 8	<b>7</b>
	SEM 9	<b>1</b>
	SEM 10	<b>5</b>

Source: BRC RAMS AMPLIFY Apr'21-Mar'22



# UKHOZI FM

ukhozi  
fm

luhamba phambili!



**Listenership: 7 879 000**

Ukhozi FM is the leading ALS radio station in South Africa with audiences in excess of 7.9 million. Broadcasting in IsiZulu, the station is one of the biggest in Africa and keeps its audiences connected to their cultural identity in a modern world context. Playing a mix of Maskandi, Mbaqanga, Kwaito, Gospel, Amapiano; Pop; House; Jazz; Hip Hop, and R&B music, it appeals to its audiences' varied taste in African music.

Focused on edutainment and infotainment as a guiding philosophy, it provides an interactive environment for its listeners, giving them access to news, current affairs, talk shows, music, sport, education, weather, and traffic. Ukhozi FM's priority is to provide a source of upliftment, power, comfort, escapism, connectedness, and culture to its listeners.

Ukhozi FM has a vast following of IsiZulu-speaking and understanding audiences in South Africa, in particular, the youth while reinforcing a sense of pride and culture. Broadcasting from Durban, and boasting award-winning radio personalities and radio legends, Ukhozi FM also provides constant learning and advice on adapting to the modern lifestyle essential for listeners' personal development.



[ukhozifm.co.za](http://ukhozifm.co.za)



[@UkhoziFMOfficial](https://www.facebook.com/UkhoziFMOfficial)



[ukhozi\\_fm](https://twitter.com/ukhozi_fm)



[ukhozi\\_fm](https://www.instagram.com/ukhozi_fm)



[ukhozifm](https://www.youtube.com/ukhozifm)



[@ukhozifm](https://open.spotify.com/artist/ukhozifm)

## UKHOZI FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-03:00	840
03:00-05:00	7 410
05:00-06:00	11 010
06:00-09:00	18 840
09:00-12:00	15 240
12:00-15:00	10 560
15:00-18:00	17 400
18:00-19:00	11 010
19:00-20:00	8 760
20:00-24:00	1 410
<b>SATURDAY</b>	
00:00-03:00	840
03:00-06:00	3 930
06:00-09:00	10 110
09:00-12:00	10 110
12:00-15:00	5 910
15:00-18:00	5 910
18:00-21:00	2 730
21:00-24:00	2 730
<b>SUNDAY</b>	
00:00-06:00	840
06:00-07:00	7 860
07:00-09:00	7 410
09:00-12:00	4 410
12:00-15:00	4 170
15:00-17:00	5 010
17:00-20:00	2 730
20:00-21:00	2 730
21:00-24:00	600

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

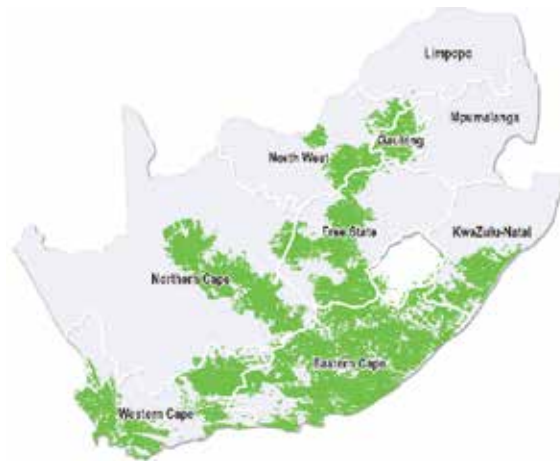
## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	<b>%</b>
	Male	<b>51</b>
	Female	<b>49</b>
	<b>AREA</b>	<b>%</b>
	Metro	<b>40</b>
	Urban	<b>23</b>
	Rural	<b>37</b>
	<b>DEVICE (yesterday)</b>	<b>%</b>
	Transistor	<b>45</b>
	Cell phone	<b>32</b>
	Car radio	<b>14</b>
	DStv radio channel	<b>14</b>
	Smart Speaker	<b>4</b>
	<b>AGE</b>	<b>%</b>
	15-24 years	<b>23</b>
	25-34 years	<b>28</b>
	35-49 years	<b>29</b>
	50+ years	<b>19</b>
	<b>LANGUAGE (top 2)</b>	<b>%</b>
	IsiZulu	<b>80</b>
	IsiXhosa	<b>12</b>
	<b>LOCATION (yesterday)</b>	<b>%</b>
	Home	<b>81</b>
	Vehicle	<b>10</b>
	Work	<b>7</b>
	Public/paid transport	<b>6</b>
	<b>RACE</b>	<b>%</b>
	Black	<b>97</b>
	White	<b>2</b>
	Indian/Asian/ Coloured	<b>1</b>
	<b>EXCLUSIVE</b>	<b>%</b>
	Listeners	<b>33</b>
	<b>PROVINCE</b>	<b>%</b>
	Eastern Cape	<b>7</b>
	Free State	<b>1</b>
	Gauteng	<b>22</b>
	KwaZulu-Natal	<b>61</b>
	Limpopo	<b>-</b>
	Mpumalanga	<b>6</b>
	North West	<b>-</b>
	Northern Cape	<b>-</b>
	Western Cape	<b>1</b>
	<b>ES SEM</b>	<b>%</b>
	SEM 1	<b>6</b>
	SEM 2	<b>14</b>
	SEM 3	<b>17</b>
	SEM 4	<b>16</b>
	SEM 5	<b>14</b>
	SEM 6	<b>11</b>
	SEM 7	<b>9</b>
	SEM 8	<b>6</b>
	SEM 9	<b>4</b>
	SEM 10	<b>2</b>

# UMHLOBO WENENE FM

uMhlobo  
Wenene fm



**Listenership: 4 591 000**

Broadcasting from Port Elizabeth, Cape Town, uMthatha and Johannesburg, Umhlobo Wenene FM is the most dominant medium in two provinces (Eastern and Western Cape), the station outperforms all other media. It is the only African language station to broadcast in 7 of the 9 provinces and covers all of SA's major metropolises. Aimed at people who understand and speak IsiXhosa, Umhlobo Wenene FM is a beacon to those who seek to preserve and protect their language, customs, and traditions.

The station seeks to serve its listeners with honor, integrity, modern education, inspiring information geared towards engendering a culture of personal growth and development whilst continuously providing global entertainment. With its mix of Kwaito, R&B, Choral gospel, Hip hop, Jazz and House music, Umhlobo Wenene enjoys a massive loyal listenership.

-  [umhlobowenenefm.co.za](http://umhlobowenenefm.co.za)
-  @umhlobowenenefm 88-106
-  @UWFM88-106FM
-  @umhlobowenenefm
-  umhlobowenenefm



## UMHLOBO WENENE FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-03:00	480
03:00-05:30	4 170
05:30-06:30	8 310
06:30-09:00	13 080
09:00-12:00	8 310
12:00-13:00	6 210
13:00-15:00	5 010
15:00-18:00	8 310
18:00-19:00	5 610
19:00-20:00	5 610
20:00-22:00	5 610
22:00-24:00	840
<b>SATURDAY</b>	
00:00-04:30	720
04:30-06:00	2 490
06:00-07:00	3 210
07:00-09:00	6 210
09:00-10:00	5 610
10:00-13:00	5 310
13:00-15:00	5 310
15:00-18:00	4 170
18:00-22:00	2 010
22:00-24:00	660
<b>SUNDAY</b>	
00:00-05:00	420
05:00-09:00	4 170
09:00-11:00	4 170
11:00-13:00	3 450
13:00-15:00	3 450
15:00-18:00	3 450
18:00-19:00	1 530
19:00-21:00	1 530
21:00-22:00	420
22:00-24:00	420

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	<b>%</b>
	Male	<b>49</b>
	Female	<b>51</b>
	<b>AREA</b>	<b>%</b>
	Metro	<b>43</b>
	Urban	<b>21</b>
	Rural	<b>36</b>
	<b>DEVICE (yesterday)</b>	<b>%</b>
	Transistor	<b>40</b>
	Cell phone	<b>32</b>
	DStv radio channel	<b>16</b>
	Car radio	<b>13</b>
	Smart speaker	<b>4</b>
	<b>AGE</b>	<b>%</b>
	15-24 years	<b>21</b>
	25-34 years	<b>27</b>
	35-49 years	<b>29</b>
	50+ years	<b>22</b>
	<b>LANGUAGE (top 2)</b>	<b>%</b>
	IsiXhosa	<b>87</b>
	IsiZulu	<b>6</b>
	<b>LOCATION (yesterday)</b>	<b>%</b>
	Home	<b>81</b>
	Vehicle	<b>10</b>
	Public/paid transport	<b>7</b>
	Work	<b>6</b>
	<b>RACE</b>	<b>%</b>
	Black	<b>98</b>
	White	<b>1</b>
	Indian or Asian	<b>-</b>
	Coloured	<b>1</b>
	<b>EXCLUSIVE</b>	<b>%</b>
	Listeners	<b>35</b>
	<b>PROVINCE</b>	<b>%</b>
	Eastern Cape	<b>59</b>
	Free State	<b>2</b>
	Gauteng	<b>9</b>
	KwaZulu-Natal	<b>5</b>
	Limpopo	<b>-</b>
	Mpumalanga	<b>-</b>
	North West	<b>1</b>
	Northern Cape	<b>1</b>
	Western Cape	<b>23</b>
	<b>ES SEM</b>	<b>%</b>
	SEM 1	<b>6</b>
	SEM 2	<b>14</b>
	SEM 3	<b>18</b>
	SEM 4	<b>17</b>
	SEM 5	<b>12</b>
	SEM 6	<b>11</b>
	SEM 7	<b>9</b>
	SEM 8	<b>6</b>
	SEM 9	<b>5</b>
	SEM 10	<b>2</b>



# XK FM



## Listenership: 4 000

XK FM targets the San people of Platfontein in the Northern Cape to preserve the !Xu and Khwe cultures, uplifting, developing and informing the communities. This community consists of the !Xu who makes up 64% of listeners and the Khwe who falls into LSM 1-6. Just under a third of listeners are aged 16-24, 30% are over 50, 34% are 25-34 and 15% are aged 35-49.

Broadcasting in !Xun, Khwe while Afrikaans serves as the stations bridging language. The format consists of talk and music, with a strong focus on the San culture. Music played is predominately traditional San music, as well as South African music and a small amount of international music. Talk revolves around cultural matters and community life.

## XK FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-05:00	330
05:00-06:00	330
06:00-09:00	330
09:00-12:00	330
12:00-15:00	330
15:00-19:00	330
19:00-21:00	330
21:00-24:00	330
<b>SATURDAY</b>	
00:00-05:00	330
05:00-09:00	330
09:00-12:00	330
12:00-15:00	330
15:00-19:00	330
19:00-21:00	330
21:00-24:00	330
<b>SUNDAY</b>	
00:00-05:00	330
05:00-09:00	330
09:00-12:00	330
12:00-15:00	330
15:00-19:00	330
19:00-21:00	330
21:00-24:00	330

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	<b>%</b>
	Male	<b>46</b>
	Female	<b>54</b>
	<b>AREA</b>	<b>%</b>
	Metro	-
	Urban	<b>71</b>
	Rural	<b>29</b>
	<b>DEVICE (yesterday)</b>	<b>%</b>
	Transistor	<b>61</b>
	Cell phone	-
	Vehicle	-
	DStv radio channel	-
	Computer	-
	<b>AGE</b>	<b>%</b>
	15-24 years	<b>58</b>
	25-34 years	-
	35-49 years	<b>16</b>
	50+ years	<b>26</b>
	<b>LANGUAGE (top 2)</b>	<b>%</b>
	Xunthali	-
	Khwedam	-
	<b>LOCATION (yesterday)</b>	<b>%</b>
	Home	<b>100</b>
	Vehicle	-
	Work	-
	Other	-
	<b>RACE</b>	<b>%</b>
	Black	<b>46</b>
	White	-
	Indian or Asian	-
	Coloured	<b>54</b>
	<b>EXCLUSIVE</b>	<b>%</b>
	Listeners	<b>29</b>
	<b>PROVINCE</b>	<b>%</b>
	Eastern Cape	-
	Free State	-
	Gauteng	-
	KwaZulu-Natal	-
	Limpopo	-
	Mpumalanga	-
	North West	<b>16</b>
	Northern Cape	<b>84</b>
	Western Cape	-
	<b>ES SEM</b>	<b>%</b>
	SEM 1	-
	SEM 2	-
	SEM 3	<b>16</b>
	SEM 4	-
	SEM 5	-
	SEM 6	-
	SEM 7	<b>29</b>
	SEM 8	<b>54</b>
	SEM 9	-
	SEM 10	-

Source: BRC RAMS AMPLIFY Apr'21-Mar'22



**ADMINISTERED**  
FOR DCDT



Channel Africa is a radio station managed by the SABC for the Department of Communications and Digital Technologies (DCDT).

The station broadcasts on satellite and internet to the Southern, Eastern and Western African audiences in five languages, that is, English, French, Chinyanja, Portuguese, and Swahili. The station's mandate is to promote South Africa's foreign policy to the rest of Africa and the world.

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## CHANNEL AFRICA - NETT RATES

TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-05:00	300
05:00-08:00	600
08:00-11:00	540
11:00-12:00	600
12:00-14:00	540
14:00-18:00	480
18:00-19:00	390
19:00-20:00	540
20:00-24:00	300
<b>SATURDAY</b>	
00:00-05:00	300
05:00-08:00	480
08:00-11:00	540
11:00-12:00	300
12:00-14:00	480
14:00-18:00	480
18:00-19:00	300
19:00-20:00	390
20:00-24:00	300
<b>SUNDAY</b>	
00:00-05:00	300
05:00-08:00	480
08:00-11:00	540
11:00-12:00	300
12:00-14:00	480
14:00-18:00	480
18:00-19:00	300
19:00-20:00	390
20:00-24:00	300

[channelafrica.co.za](http://channelafrica.co.za)

Channel Africa

@channelafrica1

channelafricaradio

UCCjLs0TVImV1EwxNO08nM-w



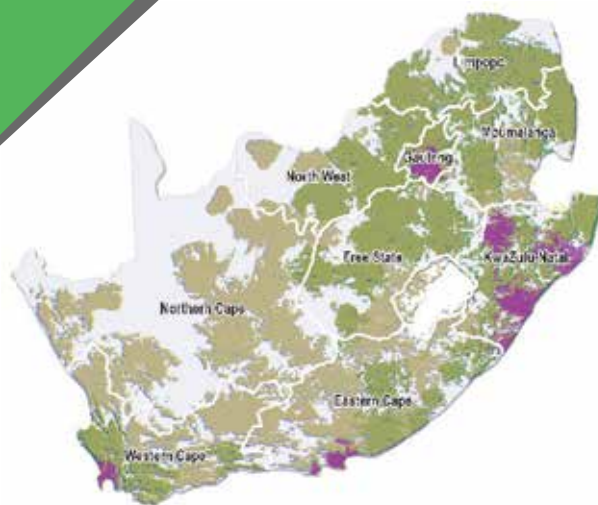




 **FORTUNE 4**

# FORTUNE 4 NATIONAL COVERAGE

## FORTUNE 4



### THE POWER BEHIND FORTUNE 4

Fortune 4 is truly a treasure chest collection of radio stations comprising of RSG, SAfm, Lotus FM and Radio 2000. Fortune 4 targets affluent and discerning radio audiences across South Africa. Offering news and information, lifestyle, drama, sport, and an entertainment platform. It has a legacy of resonance within the South African business community - speaking to a mature and responsible audience that has a positive perspective on life.

Fortune 4 listenership landscape boasts listeners in leadership positions, visionaries, entrepreneurs, professionals, managers and executives of distinction who contribute immensely to the country and its economy and are generally high net-worth individuals.

Fortune 4 seizes opportunities presented by the emergence of a culture of common identity within the broader South African business community. We drive South Africa's development agenda to create a culture of entrepreneurship.

Offering credible and balanced news and information, committed to engaging debates on a wide range of issues and subjects through interviews and talk shows, robust engagement on a one to one basis. Fortune 4 champions the image of a modern South African business person.

The four stations are unique in their heritage and are part of a broader South African identity whose ambition is to inspire a truly South African spirit and enrich their experiences with inclusive radio that captivates listeners with its deeply inquisitive and culturally stimulating nature.

**Consistent with the SABC's vision of broadcasting for total citizen empowerment, the role of Fortune 4 is:**

- To lead the national conversation.
- To engage in debate and discussions.
- To be a progressive and positive influence.
- To be responsive to the listener's expectations.
- To affirm and empower listeners.

**Fortune 4 has 4 169 000 on-air opportunities to connect your brand with our listeners**

**They are ACCOMPLISHED**

- Are decision makers
- Impact people's lives
- Are in top positions with high net work
- Contribute immensely to the economy and the country

**What works better**

- Top music genre – Jazz and sokkie
- Interviews
- News updates
- Outside broadcast





**Listenership: 1 378 000**

RSG is a dynamic full-spectrum radio station that offers diverse programming that is in touch, relevant and rooted in people's needs – a total Afrikaans station. It is the all in one preferred radio station with something for everyone who speaks or understands Afrikaans, regardless of race.

A wide range of music genres is offered, from Afrikaans, classical, popular, gospel, jazz and country music that appeals to forward-thinking people who have a sense of belonging in the new South Africa. RSG has a loyal listener base throughout the country attracting a diverse range of many South Africans. Listeners trust in RSG to deliver content that is fair, credible and in turn receive support and comfort from a station that upholds their cultural and social identity.

 [rsg.co.za](http://rsg.co.za)

 [@zarsg](https://twitter.com/zarsg)

## RSG - NETT RATES

TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-05:00	-
05:00-06:00	3 930
06:00-07:00	13 080
07:00-09:00	13 080
09:00-12:00	5 910
12:00-15:00	7 110
15:00-18:00	9 210
18:00-19:00*	5 910
19:00-21:00	1 650
21:00-24:00	420
<b>SATURDAY</b>	
00:00-05:00	-
05:00-06:00	1 290
06:00-07:00	4 170
07:00-10:00	5 910
10:00-12:00	6 210
12:00-13:00	6 810
13:00-15:00	4 170
15:00-18:00	4 170
18:00-21:00	1 050
21:00-24:00	360
<b>SUNDAY</b>	
00:00-05:00	-
05:00-06:00	840
06:00-09:00	4 410
09:00-12:00	3 210
12:00-15:00	2 730
15:00-18:00	2 730
18:00-20:00	720
20:00-21:00	720
21:00-24:00	270











\*MoneyWeb Hour

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

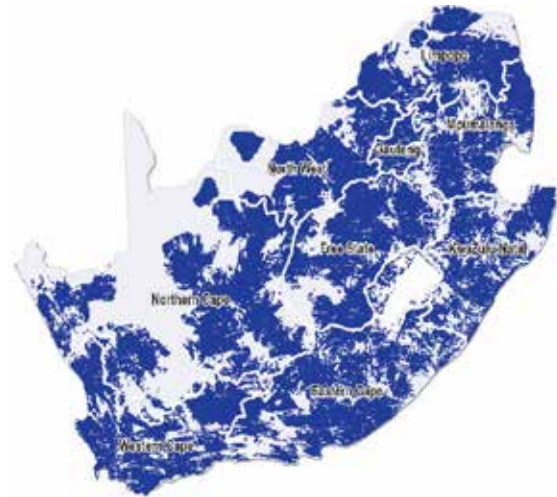
(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	48
	Female	52
	<b>AREA</b>	%
	Metro	40
	Urban	48
	Rural	12
	<b>DEVICE (yesterday)</b>	%
	Transistor	65
	Car radio	30
	Cell phone	9
	DStv radio channel	9
	Streaming	1
	<b>AGE</b>	%
	15-24 years	5
	25-34 years	9
	35-49 years	21
	50+ years	64
	<b>LANGUAGE (top 2)</b>	%
	Afrikaans	89
	English	9
	<b>LOCATION (yesterday)</b>	%
	Home	78
	Vehicle	29
	Work	6
	Friend's house	2
	<b>RACE</b>	%
	Black	3
	White	59
	Indian or Asian	1
	Coloured	37
	<b>EXCLUSIVE</b>	%
	Listeners	40
	<b>PROVINCE</b>	%
	Eastern Cape	7
	Free State	5
	Gauteng	20
	KwaZulu-Natal	3
	Limpopo	1
	Mpumalanga	3
	North West	5
	Northern Cape	12
	Western Cape	44
	<b>ES SEM</b>	%
	SEM 1	1
	SEM 2	3
	SEM 3	3
	SEM 4	5
	SEM 5	9
	SEM 6	10
	SEM 7	12
	SEM 8	15
	SEM 9	21
	SEM 10	21

Source: BRC RAMS AMPLIFY Apr'21-Mar'22



# SAFM



**Listenership: 678 000**

SAfm aims to deliver credible and up-to the minute news coverage alongside relevant, informed analysis of current affairs. In accordance with its Public Broadcasting Service mandate, SAfm also explores broader themes and subjects relevant to its target market and delivers the information in manner which benefits all South Africans. SAfm offers “quality programming” to a “quality audience”, nationally. The station targets discerning, mature and sophisticated listeners nationally. The focus is primarily on decision makers seeking insightful and enabling information to keep themselves informed.



[safm.co.za](http://safm.co.za)



[SAfmRadio](https://www.facebook.com/SAfmRadio)



[@safmRadio](https://twitter.com/safmRadio)



[SafmRadion](https://www.instagram.com/SafmRadion)



## SAFM - NETT RATES

TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-03:00	330
03:00-05:00	420
05:00-06:00	540
06:00-09:00	6 210
09:00-12:00	2 130
12:00-13:00**	2 130
13:00-15:00	2 010
15:00-18:00	4 170
18:00-19:00*	3 690
19:00-20:00	420
20:00-22:00	330
22:00-24:00	300
<b>SATURDAY</b>	
00:00-03:00	390
03:00-06:00	480
06:00-07:00**	1 770
07:00-10:00	1 770
10:00-13:00	960
13:00-16:00	780
16:00-19:00	720
19:00-21:00	300
21:00-22:00	300
22:00-24:00	210
<b>SUNDAY</b>	
00:00-03:00	270
03:00-06:00	330
06:00-07:00	600
07:00-10:00	720
10:00-13:00	1 050
13:00-16:00	780
16:00-19:00	600
19:00-20:00	540
20:00-21:00	390
21:00-24:00	210

\*MoneyWeb Hour











\*\*Current Affairs

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

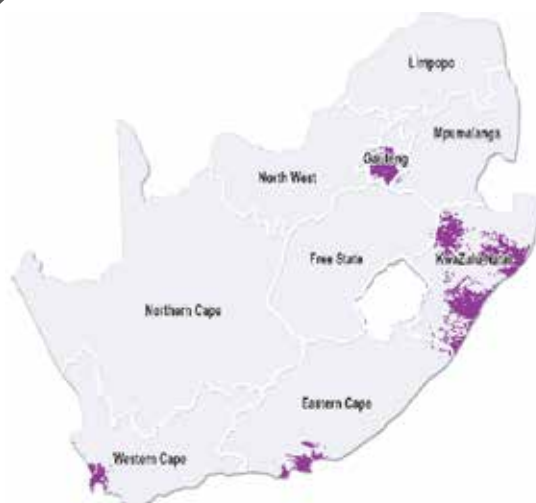
	<b>GENDER</b>	%
	Male	75
	Female	25
	<b>AREA</b>	%
	Metro	46
	Urban	30
	Rural	24
	<b>DEVICE (yesterday)</b>	%
	Car radio	40
	Transistor	32
	Cell phone	25
	DStv radio channel	6
	Streaming	3
	<b>AGE</b>	%
	15-24 years	8
	25-34 years	20
	35-49 years	36
	50+ years	37
	<b>LANGUAGE (top 2)</b>	%
	English	23
	IsiXhosa	18
	<b>LOCATION (yesterday)</b>	%
	Home	57
	Vehicle	41
	Work	10
	Public/paid transport	1
	<b>RACE</b>	%
	Black	73
	White	12
	Indian or Asian	7
	Coloured	9
	<b>EXCLUSIVE</b>	%
	Listeners	14
	<b>PROVINCE</b>	%
	Eastern Cape	15
	Free State	4
	Gauteng	24
	KwaZulu-Natal	18
	Limpopo	7
	Mpumalanga	7
	North West	7
	Northern Cape	5
	Western Cape	13
	<b>ES SEM</b>	%
	SEM 1	2
	SEM 2	5
	SEM 3	6
	SEM 4	10
	SEM 5	10
	SEM 6	9
	SEM 7	12
	SEM 8	13
	SEM 9	16
	SEM 10	16

Source: BRC RAMS AMPLIFY Apr'21-Mar'22





# LOTUS FM



**Listenership: 271 000**

Lotus FM is all about fulfilling the cultural, information and entertainment needs of the affluent South African Indian population across three religious denominations (i.e. Hinduism, Islam, and Christianity) in six languages.

Lotus FM's programming policy is underpinned by core editorial values that reflect the proudly South African Indian identity while affirming the audiences rich Indian culture and heritage. The station's discerning audience has an increased appetite for quality talk, latest news and the best in Eastern and Western music, while still maintaining a strong affinity towards their religion and culture.



[lotusfm.co.za](http://lotusfm.co.za)



[@lotus.fm](https://www.facebook.com/lotus.fm)



[@lotusFM](https://twitter.com/lotusFM)



[officiallotusfm](https://www.instagram.com/officiallotusfm)



[LotusFM](https://www.youtube.com/LotusFM)

## LOTUS FM - NETT RATES











TIMES	JULY 2022
<b>MON-FRI</b>	
00:00-05:00	180
05:00-06:00	660
06:00-09:00	2 010
09:00-12:00	2 130
12:00-15:00	1 530
15:00-18:00	1 290
18:00-21:00	390
21:00-24:00	180
<b>SATURDAY</b>	
00:00-05:00	180
05:00-06:00	210
06:00-09:00	1 650
09:00-12:00	1 050
12:00-15:00	480
15:00-18:00	480
18:00-21:00	210
21:00-24:00	180
<b>SUNDAY</b>	
00:00-06:00	210
06:00-09:00	840
09:00-12:00	960
12:00-15:00	600
15:00-17:00	600
17:00-19:00	210
19:00-22:00	210
22:00-24:00	180

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	45
	Female	55
	<b>AREA</b>	%
	Metro	83
	Urban	11
	Rural	6
	<b>DEVICE (yesterday)</b>	%
	Transistor	56
	Car radio	29
	DStv radio channel	13
	Cell phone	9
	Smart speaker	2
	<b>AGE</b>	%
	15-24 years	13
	25-34 years	8
	35-49 years	24
	50+ years	55
	<b>LANGUAGE (top 2)</b>	%
	English	92
	IsiZulu	4
	<b>LOCATION (yesterday)</b>	%
	Home	70
	Vehicle	25
	Work	7
	Friend's house	2
	<b>RACE</b>	%
	Black	6
	White	1
	Indian or Asian	91
	Coloured	1
	<b>EXCLUSIVE</b>	%
	Listeners	25
	<b>PROVINCE</b>	%
	Eastern Cape	-
	Free State	-
	Gauteng	21
	KwaZulu-Natal	75
	Limpopo	-
	Mpumalanga	-
	North West	1
	Northern Cape	-
	Western Cape	2
	<b>ES SEM</b>	%
	SEM 1	1
	SEM 2	1
	SEM 3	3
	SEM 4	3
	SEM 5	4
	SEM 6	9
	SEM 7	21
	SEM 8	10
	SEM 9	22
	SEM 10	27

Source: BRC RAMS AMPLIFY Apr'21-Mar'22



# RADIO 2000

RADIO  
2000


97.2 – 100 FM Nationwide



**Listenership: 1 842 000**

Radio 2000 is a cosmopolitan Music driven national radio station that broadcasts in English. The station provides content that is of high quality and engages audiences in healthy discussions that reflect and aim to unite South Africa's diverse cultures.

The program offering is more Lifestyle, Family Matters with Arts and culture dropping in once in a while as well as Travel, Sports News, Business and Personal Finance. The station also engages in national debates from a mature informed perspective. In terms of demographic, Radio 2000 attracts captains of Industry, opinion leaders and successful entrepreneurs.

 [radio2000.co.za](http://radio2000.co.za)

 [@Radio2000\\_za](https://www.facebook.com/Radio2000_za)

 [@Radio2000\\_za](https://twitter.com/Radio2000_za)

 [@Radio2000\\_za](https://www.instagram.com/Radio2000_za)

## RADIO 2000 - NETT RATES











TIMES	
<b>MON-FRI</b>	
00:00-04:00	420
04:00-06:00	540
06:00-09:00	2 970
09:00-12:00	2 130
12:00-15:00	2 130
15:00-18:00	2 970
18:00-19:00	2 250
19:00-22:00	2 250
22:00-24:00	540
<b>SATURDAY</b>	
00:00-03:00	330
03:00-06:00	960
06:00-09:00	1 890
09:00-12:00	1 770
12:00-15:00	1 530
15:00-18:00	2 010
18:00-21:00	900
21:00-24:00	390
<b>SUNDAY</b>	
00:00-03:00	480
03:00-06:00	660
06:00-09:00	1 770
09:00-12:00	1 650
12:00-15:00	2 010
15:00-18:00	2 010
18:00-21:00	960
21:00-24:00	540

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## STATION LISTENERS

(Past 7 Days; 'Yesterday')

	<b>GENDER</b>	%
	Male	69
	Female	31
	<b>AREA</b>	%
	Metro	48
	Urban	33
	Rural	18
	<b>DEVICE (yesterday)</b>	%
	Car radio	33
	Transistor	32
	Cell phone	26
	DStv radio channel	11
	Smart speaker	3
	<b>AGE</b>	%
	15-24 years	13
	25-34 years	29
	35-49 years	39
	50+ years	19
	<b>LANGUAGE (top 2)</b>	%
	IsiZulu	24
	IsiXhosa	16
	<b>LOCATION (yesterday)</b>	%
	Home	59
	Vehicle	31
	Work	10
	Friend's house	3
	<b>RACE</b>	%
	Black	87
	White	2
	Indian or Asian	2
	Coloured	9
	<b>EXCLUSIVE</b>	%
	Listeners	7
	<b>PROVINCE</b>	%
	Eastern Cape	12
	Free State	11
	Gauteng	34
	KwaZulu-Natal	14
	Limpopo	4
	Mpumalanga	8
	North West	8
	Northern Cape	2
	Western Cape	7
	<b>ES SEM</b>	%
	SEM 1	2
	SEM 2	6
	SEM 3	9
	SEM 4	12
	SEM 5	12
	SEM 6	12
	SEM 7	13
	SEM 8	13
	SEM 9	10
	SEM 10	10

Source: BRC RAMS AMPLIFY Apr'21-Mar'22

## RSG Geldsake Rates

RSG Geldsake	Description	Weekly rate
Headline Sponsorship	OBB, CBB 3 x 30" spots, 2 x stings "this show is brought to you by..." Added value 2 x daily show promo ads during breakfast and lunch, client to be mentioned as the headline sponsor.	R199 290
Market Commentator Sponsorship	OBB, CBB and 1 x 30" spot	R49 530
Top Story Sponsorship	OBB, CBB and 1 x 30" spot	R49 530
Crossing at 16:30 and 17:30	5 minute crossing at 16:30 and 17:30 each week day - 15"OBB, CBB and 30" spot per crossing	R150 000
RSG Geldsake	Tuesday 11:30 shows	Weekly Rate
Personal Finance show Tuesday 11:30	Third and fifth Tuesday Personal Finance (Show participation plus OBB, CBB and 30"spot) Sponsor in studio for discussion with Ryk and one other guest	R35 000
Entrepreneurship show Tuesday 11:30	Fourth Tuesday of the month Entrepreneur/Small Biz focus, (Interview plus OBB, CBB and 30"spot)	R29 220
RSG Geldsake	General Advertising	Rate
Features	A client interview (thought leadership) in the form of a 3-5 minute interview which includes a 10 word OBB, CBB and a 30" pre-recorded spot	R19 140
30" spots	30" pre-recorded spot	R6 500

All rates exclude VAT and agency commission

## RSG Geldsake (Monday - Tuesday) Show format

Time	Feature	Element	Advertising component
16:30	Market crossing	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
17:30	Market crossing	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
Time	Feature	Element	Advertising component
18:00	News (from station)	Not sponsorable	
18:06	Weather (from station)	Not sponsorable	
18:12	Introduction and welcome	Not sponsorable	
18:16	Market commentary	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:25	Top story	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:30	editorial content 2	Not sponsorable	
18:35	editorial content 3	Not sponsorable	
18:40	editorial content 4	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:45	sponsored content (longer form interviews - themed topics)	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:55	close of programme and wrap up	Not sponsorable	
19:00	News (from station)		

Each editorial content piece is between 3 and 5 minutes in duration. Depending on the topic covered it may extend to 7 to 8 minutes to give the adequate editorial coverage.

RSG Geldsake features:	
Monday	Technology
Tuesday	Agriculture
Wednesday	Sustainability (what companies are doing to create sustainable environments and solutions)
Thursday	CEO interview
Friday	Personal finance call-in show

- Rates exclude VAT and Accredited Agency Commission. Rates are based on preferred rates
- SABC General Terms and Conditions, Cancellation Period and Deadlines apply
- Rates effective 1st April 2021

## RSG Persoonlike finansies (Every third and fifth Tuesday)

Time	Feature	Element	Advertising component
11:30	Introduction and welcome	Not sponsorable	
11:35	editorial content and interview	Sponsorable	10 word OBB, CBB, 30" spot pre-recorded advert and guest/listener interaction - in studio guests
11:55	close of programme and wrap up	Not sponsorable	
12:00	News (from station)	Not sponsorable	

This platform allows for client interaction with listeners via a call in or sms, guest to be in studio.

## RSG Doen jou eie ding (Every fourth Tuesday)

Time	Feature	Element	Advertising component
11:30	Introduction and welcome	Not sponsorable	
11:35	editorial content and interview	Sponsorable	10 word OBB, CBB, 30" spot pre-recorded advert & 9-10 minute interview - in studio guests ( <i>Entrepreneur</i> )
11:45	editorial content and interview	Sponsorable	10 word OBB, CBB, 30" spot pre-recorded advert & 9-10 minute interview - in studio guests ( <i>Industry expert</i> )
11:55	close of programme AND wrap up	Not sponsorable	
12:00	News (from station)	Not sponsorable	

This platform allows for a 9 to 10 minute profile interview with an entrepreneur or industry expert, guest to be in studio.

## SAfm Market Update Rates 1 APRIL 2021

SAfm Market Update	Description	Weekly Rate
Headline sponsorship	OBB, CBB 3 x 20" spots, 2 x stings "this show is brought to you by..."	R42 864
Market Commentator Sponsorship	OBB, CBB and 1 x 30" spot	R10 218
Top Story Sponsorship	OBB, CBB and 1 x 30" spot	R10 218
SAfm Market Update	General Advertising	Rate
Features	A client interview (thought leadership) in the form of a 3-5 minute interview which includes a 10 word OBB, CBB and a 30" pre-recorded spot	R8 760
30" spots	30" pre-recorded spot	R3 450

All rates exclude VAT and agency commission

## SAfm Market Update (Monday - Thursday) show format

Time	Feature	Element	Advertising component
17:35	Market crossing	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
Time	Feature	Element	Advertising component
18:00	News (from station)	Not sponsorable	
18:05	Introduction and welcome	Not sponsorable	
18:07	Market commentary	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:17	Top story	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert
18:25	editorial content 2	Not sponsorable	
18:33	editorial content 3	Not sponsorable	
18:40	editorial content 4	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:47	sponsored content (longer form interviews - theme topics)	Sponsorable	10 word OBB CBB and 30" spot pre-recorded advert and 3 to 5 minute client interview
18:57	close of programme and wrap up	Not sponsorable	
19:00	News (from station)	Not sponsorable	

Each editorial content piece is between 5 & 7 minutes in duration.

Depending on the topic covered it may extend to 9 - 10 minutes to give the adequate editorial coverage.

SAfm Market update features:	
Monday	Personal Finance
Tuesday	Property
Wednesday	Executive profile
Thursday	SME of the week

- Rates exclude VAT and Accredited Agency Commission. Rates are based on preferred rates

- SABC General Terms and Conditions, Cancellation Period and Deadlines apply

- Rates effective 1st April 2021





## PACKAGES

# ALL CLIENT WEEKEND PACKAGES

JULY 2022

## OBJECTIVE

Offer the Advertisers opportunity to 'own' a weekend, thereby becoming the most prominent advertiser of that weekend thus creating top of mind awareness for the brand/product/service.

## CONCEPT

The campaign will begin @ 07:00 on Sat morning with an introductory live-read from the DJ; and will conclude @ 20:00 on Sunday with a rounding-off live read. (Excluding RSG and SAfm current affairs)

The 37 hours between the opening and closing live reads will feature ONE 30 second generic adverts per hour.

STATION			
WITHOUT INTERVIEWS			
MG5	5FM	70 095	50 369
	METRO FM	259 545	181 682
	Good Hope FM	25 965	18 176
	<b>Total</b>	<b>355 605</b>	<b>250 227</b>
FORTUNE 4	SAfm	27 270	19 089
	RSG	136 665	95 666
	Radio 2000	61 965	43 376
	Lotus FM	27 630	19 341
	<b>Total</b>	<b>253 530</b>	<b>177 472</b>
ALS	Ukhozi FM	203 880	142 716
	Umhlobo Wenene FM	134 505	94 154
	Thobela FM	88 185	61 730
	Lesedi FM	147 540	103 278
	Motsweding FM	85 050	59 535
	Ligwalagwala FM	41 925	29 348
	Phalaphala FM	33 345	23 342
	Munghana Lonene FM	49 710	34 797
	Ikwewezi FM	43 005	30 104
	TruFM	28 440	19 908
	<b>Total</b>	<b>855 585</b>	<b>598 912</b>
WITH INTERVIEWS			
		GENERIC	INTERVIEWS
MG5	5FM	70 095	65 484
	METRO FM	259 545	131 502
	Good Hope FM	25 965	19 392
	<b>Total</b>	<b>355 605</b>	<b>216 378</b>
FORTUNE 4	SAfm	27 270	8 635
	RSG	136 665	40 602
	Radio 2000	61 965	15 600
	Lotus FM	27 630	9 696
	<b>Total</b>	<b>253 530</b>	<b>74 533</b>
ALS	Ukhozi FM	203 880	160 501
	Umhlobo Wenene FM	134 505	97 309
	Thobela FM	88 185	78 600
	Lesedi FM	147 540	83 080
	Motsweding FM	85 050	52 888
	Ligwalagwala FM	41 925	35 937
	Phalaphala FM	33 345	25 249
	Munghana Lonene FM	49 710	28 200
	Ikwewezi FM	43 005	29 300
	TruFM	28 440	18 864
	<b>Total</b>	<b>855 585</b>	<b>609 928</b>

# RETAIL THERAPY PACKAGES

JULY 2022

STATION	REACH '000s	AV. FREQ	COST	SAVINGS/INVTMENT
5FM	426	3,68	153 000	76 500
METRO FM	3 462	4,15	407 460	203 730
GHFM	380	4,05	63 720	31 860
SAfm	135	4,40	73 440	36 720
RSG	1 152	6,46	202 140	101 070
Radio 2000	601	4,10	66 960	33 480
Lotus FM	158	4,85	38 760	19 380
Ukhozi FM	6 866	7,15	360 240	180 120
UWFM	5 270	6,72	212 280	106 140
Thobela FM	2 502	7,29	139 080	69 540
Lesedi FM	2 829	6,73	200 280	100 140
Motsweding FM	2 286	5,98	146 760	73 380
Ligwalagwala FM	915	6,84	58 440	29 220
Phalaphala FM	678	7,02	38 820	19 410
MLFM	1 037	6,89	53 760	26 880
Ikwewezi FM	932	6,22	46 200	23 100
TruFM	138	3,18	29 460	14 730
	<b>26 885</b>	<b>7,01</b>	<b>2 290 800</b>	<b>1 145 400</b>

SPOTS BY DAYPART	THU	FRI	SAT	SUN
06:00-09:00	2	2	2	2
09:00-12:00	2	2	2	2
12:00-15:00	2	2	2	2
15:00-18:00	2	2		
19:00-21:00	2	2		

		GENERIC	INTERVIEWS	2X10" LIVE PROMOS	VALUE	INVESTMENT
MG5	5FM	70 095	65 484	20 104	155 683	108 978
	METRO FM	259 545	131 502	46 768	437 815	306 471
	Good Hope FM	25 965	19 392	4 839	50 196	35 137
	<b>Total</b>	<b>355 605</b>	<b>216 378</b>	<b>71 711</b>	<b>643 694</b>	<b>450 586</b>
FORTUNE 4	SAfm	27 270	8 635	5 690	41 595	29 117
	RSG	136 665	40 602	15 316	192 583	134 808
	Radio 2000	61 965	15 600	3 375	80 940	56 658
	Lotus FM	27 630	9 696	2 658	39 984	27 989
	<b>Total</b>	<b>253 530</b>	<b>74 533</b>	<b>27 039</b>	<b>355 102</b>	<b>248 571</b>
ALS	Ukhozi FM	203 880	160 501	33 356	397 737	278 416
	Umhlobo Wenene FM	134 505	97 309	17 196	249 010	174 307
	Thobela FM	88 185	78 600	9 923	176 708	123 696
	Lesedi FM	147 540	83 080	12 961	243 581	170 507
	Motsweding FM	85 050	52 888	12 688	150 626	105 438
	Ligwalagwala FM	41 925	35 937	5 218	83 080	58 156
	Phalaphala FM	33 345	25 249	2 840	61 434	43 004
	Munghana Lonene FM	49 710	28 200	3 982	81 892	57 324
	Ikwewezi FM	43 005	29 300	3 857	76 162	53 313
	TruFM	28 440	18 864	2 475	49 779	34 845
	<b>Total</b>	<b>855 585</b>	<b>609 928</b>	<b>104 496</b>	<b>1 570 009</b>	<b>1 099 006</b>



# STANDARD SPONSORSHIP PACKAGES

JULY 2022

## DRIVE TIME

STATION		PACKAGE (Choose one of the features Below)	TIME SLOT	30" RATE	INSERTIONS PER WEEK	VALUE	SAVINGS	INVESTMENT
MG5	Good Hope FM	News	06:00 - 09:00 AND 15:00 - 18:00	R5 220	10	R46 980	R23 490	R23 490
	METRO FM	Sport		R46 860	10	R421 740	R210 870	R210 870
	5FM	Traffic		R18 870	10	R169 830	R84 915	R84 915
		Weather Economics						
FORTUNE 4	RSG	News	06:00 - 09:00 AND 15:00 - 18:00	R22 290	10	R200 610	R100 305	R100 305
	SAfm	Sport		R10 380	10	R93 420	R46 710	R46 710
	Lotus FM*	Traffic		R3 300	10	R29 700	R14 850	R14 850
	Radio 2000*	Weather		R5 940	10	R53 460	R26 730	R26 730
	* No Economics	Economics						
ALS	Ikwewezi FM	News	06:00 - 09:00 AND 15:00 - 18:00	R2 820	10	R25 380	R12 690	R12 690
	Ligwalagwala FM	Sport		R6 180	10	R55 620	R27 810	R27 810
	TruFM	Traffic		R2 820	10	R25 380	R12 690	R12 690
		Weather Economics						
	Lesedi FM	News	06:00 - 09:00 AND 15:00 - 18:00	R18 870	10	R169 830	R84 915	R84 915
	Motsweding FM	Sport		R7 260	10	R65 340	R32 670	R32 670
	Munghana Lonene FM	Traffic		R5 100	10	R45 900	R22 950	R22 950
	Ukhozi FM	News	06:00 - 09:00 AND 15:00 - 18:00	R36 240	10	R326 160	R163 080	R163 080
	Thobela FM	Sport		R14 220	10	R127 980	R63 990	R63 990
	Phalaphala FM	Traffic		R4 260	10	R38 340	R19 170	R19 170
	Umhlobo Wenene FM			R21 390	10	R192 510	R96 255	R96 255
	Ukhozi FM	Weather	06:00 - 09:00	R18 840	5	R169 560	R84 780	R84 780
	Munghana Lonene FM			R2 970	5	R26 730	R13 365	R13 365
	Motsweding FM			R1 650	5	R14 850	R7 425	R7 425
	Umhlobo Wenene FM			R13 080	5	R117 720	R58 860	R58 860
	Lesedi FM	Weather	15:00 - 18:00	R6 510	5	R58 590	R29 295	R29 295
	Thobela FM	Economics	06:00 - 09:00	R9 210	5	R82 890	R41 445	R41 445
	Phalaphala FM	Economics	15:00 - 18:00	R1 290	5	R11 610	R5 805	R5 805

## LUNCH TIME

STATION @ 13:00 Mon-Fri			30" RATE	INSERTIONS PER WEEK	VALUE	SAVINGS	INVESTMENT
MG5	5FM		R4 170	5	R37 530	R18 765	R18 765
	Good Hope FM		R2 130	5	R19 170	R9 585	R9 585
	METRO FM		R12 360	5	R111 240	R55 620	R55 620
FORTUNE 4	RSG		R7 110	5	R63 990	R31 995	R31 995
	SAfm		R2 130	5	R19 170	R9 585	R9 585
	Lotus FM		R1 530	5	R13 770	R6 885	R6 885
	Radio 2000		R2 130	5	R19 170	R 9 585	R9 585
ALS	Thobela FM		R3 930	5	R35 370	R17 685	R17 685
	Phalaphala FM		R1 650	5	R14 850	R7 425	R7 425
	Munghana Lonene FM		R1 410	5	R12 690	R6 345	R6 345
	Ikwewezi FM		R1 290	5	R11 610	R5 805	R5 805
	Ligwalagwala FM		R1 410	5	R12 690	R6 345	R6 345
	Lesedi FM		R5 910	5	R53 190	R26 595	R26 595
	Motsweding FM		R4 410	5	R39 690	R19 845	R19 845
	Umhlobo Wenene FM		R6 210	5	R55 890	R27 945	R27 945
	TruFM		R900	5	R8 100	R4 050	R4 050
	Ukhozi FM		R10 560	5	R95 040	R47 520	R47 520

## GOSPEL SPONSORSHIP

STATIONS	BROAD-CAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE @ 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	08:00 - 11:00	3hrs	Sun	9x30" & 9x10"	R61 290	R796 770	R438 224
Umhlobo Wenene FM	05:00 - 09:00	4hrs	Sun	12x30" & 12x10"	R42 390	R551 070	R303 089
Umhlobo Wenene FM	09:00 - 11:00	2hrs	Sun	6x30" & 6x10"	R33 210	R431 730	R237 452
Lesedi FM	11:00 - 12:00	1hr	Sun	3x30" & 3x10"	R55 890	R726 570	R399 614
Thobela FM	08:00 - 11:00	3hrs	Sun	9x30" & 9x10"	R33 210	R431 730	R237 452
Thobela FM	21:00 - 22:00	1hr	Sun	3x30" & 3x10"	R5 940	R77 220	R42 471
Motsweding FM	06:00 - 09:00	3hrs	Sun	9x30" & 9x10"	R24 570	R319 410	R175 676
Motsweding FM	20:00 - 21:00	1hr	Sun	3x30" & 3x10"	R10 530	R136 890	R75 290
Motsweding FM	20:00 - 21:00	1hr	Thur	8x30" & 8x10"	R23 220	R301 860	R166 023
Ikwekwezi FM	07:00 - 09:00	2hrs	Sun	6x30" & 6x10"	R8 640	R112 320	R61 776
Ligwalagwala FM	07:00 - 09:00	2hrs	Sun	6x30" & 6x10"	R14 850	R193 050	R106 178
Munghana Lonene FM	06:00 - 09:00	3hrs	Sun	9x30" & 9x10"	R12 690	R164 970	R90 734
Munghana Lonene FM	19:00 - 22:00	3hrs	Sun	9x30" & 9x10"	R5 940	R77 220	R42 471
Phalaphala FM	07:00 - 10:00	3hrs	Sun	12x30" & 12x10"	R9 450	122 850	R67 568
Tru FM	06:00 - 09:00	3hrs	Sun	9x30" & 9x10"	R5 940	R77 220	R42 471
METRO FM	06:00 - 09:00	3hrs	Sun	9x30" & 9x10"	R42 390	R551 070	R303 089
RSG	08:10 - 09:00	50min	Sun	2x30" & 2x10"	R35 370	R459 810	R252 896
Lotus FM	19:00 - 20:00	1hr	Sun	3x30" & 3x10"	R2 160	R28 080	R15 444
SAfm	18:00 - 20:00	2hrs	Sun	6x30" & 6x10"	R4 860	R63 180	R34 749

## CHORAL SPONSORSHIP

STATIONS	BROAD-CAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE @ 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	21:00 - 22:00	1hr	Sun	2x30" & 2x10"	R12 285	R159 705	R87 838
Umhlobo Wenene FM	13:00 - 15:00	2hrs	Sun	4x30" & 4x10"	R24 570	R319 410	R175 676
Lesedi FM	21:00 - 23:00	2hrs	Sun	4x30" & 4x10"	R4 320	R56 160	R30 888
Thobela FM	19:00 - 20:00	1hr	Sun	2x30" & 2x10"	R7 965	R103 545	R56 950
Munghana Lonene FM	05:00 - 06:00	1hr	Sun	2x30" & 2x10"	R2 430	R31 590	R17 375
Motsweding FM	06:00 - 07:00	1hr	Sun	2x30" & 2x10"	R10 125	R131 625	R72 394
Motsweding FM	14:00 - 15:00	1hr	Sun	2x30" & 2x10"	R8 505	R110 565	R60 811
Ikwekwezi FM	21:00 - 22:00	1hr	Sun	2x30" & 2x10"	R1 350	R17 550	R9 653
Ligwalagwala FM	18:00 - 19:00	1hr	Sun	2x30" & 2x10"	R3 240	R42 120	R23 166
Phalaphala FM	05:00 - 06:00	1hr	Sun	2x30" & 2x10"	R1 755	R22 815	R12 548
SAfm	12:00 - 13:00	1hr	Sun	2x30" & 2x10"	R4 050	R52 650	R28 958

## JAZZ SPONSORSHIP

STATIONS	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE @ 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	18:00 - 20:00	2hrs	Sun	4x30" & 4x10"	R24 570	R319 410	R175 676
Umhlobo Wenene FM	22:00 - 24:00	2hrs	Sun	4x30" & 4x10"	R3 780	R49 140	R27 027
Lesedi FM	17:30 - 19:30	2hrs	Sun	4x30" & 4x10"	R42 120	R547 560	R301 158
Thobela FM	13:00 - 15:00	2hrs	Sun	4x30" & 4x10"	R15 930	R207 090	R113 900
Motsweding FM	18:00 - 20:00	2hrs	Sun	4x30" & 4x10"	R10 530	R136 890	R75 290
Phalaphala FM	13:00 - 14:30	1.5hr	Sun	3x30" & 2x10"	R7 020	R91 260	R50 193
METRO FM	21:00 - 24:00	3hrs	Sun	4x30" & 4x10"	R19 035	R247 455	R136 100
SAfm	22:00 - 24:00	2hrs	Fri	4x30" & 4x10"	R2 700	R35 100	R19 305
SAfm	21:00 - 24:00	3hrs	Sat	6x30" & 6x10"	R1 890	R24 570	R13 514
Radio 2000	21:00 - 24:00	3hrs	Sun	6x30" & 6x10"	R7 290	R94 770	R52 124
Ligwalagwala FM	12:00 - 13:00	1hr	Sun	2x30" & 2x10"	R3 240	R42 120	R23 166

\*All sponsorships include OBB and CBB 30" spots... 10" stings  
To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.

## CHART SHOWS SPONSORSHIP

STATIONS	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	VALUE @ 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	12:00 - 15:00	3hrs	Sat	6x30" & 6x10"	R79 785	R1 037 205	R570 463
Lesedi FM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10"	R63 585	R826 605	R454 633
Thobela FM	10:00 - 13:00	3hrs	Sat	2x30" & 2x10"	R40 095	R521 235	R286 679
Motsweding FM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10"	R46 575	R605 475	R333 011
Ikwekwezi FM	10:00 - 11:00	1hr	Sat	4x30" & 4x10"	R3 240	R42 120	R23 166
Ligwalagwala FM	07:00 - 09:00	2hrs	Sat	4x30" & 4x10"	R14 850	R193 050	R106 178
Munghana Lonene FM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10"	R6 885	R89 505	R49 228
Phalaphala FM	07:00 - 09:00	2hrs	Sat	4x30" & 4x10"	R11 610	R150 930	R83 012
TruFM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10"	R12 960	R168 480	R92 664
METRO FM	09:00 - 13:00	4hrs	Sat	8x30" & 8x10"	R149 580	R1 944 540	R1 069 497
Good Hope FM	09:00 - 12:00	3hrs	Sat	6x30" & 6x10"	R27 135	R352 755	R194 015
5FM	10:00 - 14:00	4hrs	Sat	8x30" & 8x10"	R75 060	R975 780	R536 679
Radio 2000	12:00 - 15:00	3hrs	Sat	6x30" & 6x10"	R17 415	R226 395	R124 517
Lotus FM	13:00 - 15:00	2hrs	Sat	6x30" & 6x10"	R4 320	R56 160	R30 888

## DRAMA SPONSORSHIP

STATIONS	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	COST 5 DAY BROADCAST	VALUE @ 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	15:10 - 15:25	15 Min	Mon-Thu	1x30" & 2x10"	R22 860	R91 440	R1188 720	R653 796
Umhlobo Wenene FM	21:40 - 21:55	15 Min	Mon-Fri	1x30" & 2x10"	R7 065	R35 325	R459 225	R252 574
Lesedi FM	13:40 - 13:55	15 Min	Mon-Fri	1x30" & 2x10"	R7 515	R37 575	R488 475	R268 661
Thobela FM	19:45 - 20:00	15 Min	Mon-Fri	1x30" & 2x10"	R6 255	R31 275	R406 575	R223 616
Motsweding FM	05:20 - 05:40	20 Min	Mon-Fri	1x30" & 2x10"	R2 295	R11 475	R149 175	R82 046
Motsweding FM	16:40 - 16:50	10 Min	Mon-Fri	1x30" & 2x10"	R7 965	R39 825	R517 725	R284 749
Ikwekwezi FM	19:40 - 19:55	15 Min	Mon-Fri	1x30" & 2x10"	R2 295	R11 475	R149 175	R82 046
Ligwalagwala FM	19:05 - 19:20	15 Min	Mon-Fri	1x30" & 2x10"	R2 295	R11 475	R149 175	R82 046
Munghana Lonene FM	20:05 - 20:15	10 Min	Mon-Fri	1x30" & 2x10"	R1 935	R9 675	R125 775	R69 176
Phalaphala FM	20:05 - 20:20	15 Min	Mon-Fri	1x30" & 2x10"	R1 350	R6 750	R87 750	R48 263
SAfm	15:45 - 16:00	15 Min	Mon-Fri	1x30" & 2x10"	R5 895	R29 475	R383 175	R210 746
Lotus FM	09:45 - 10:00	15 Min	Mon-Fri	1x30" & 2x10"	R2 655	R13 275	R172 575	R94 916

## FUNERAL NOTICES SPONSORSHIP

STATIONS	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT	COST BROADCAST	COST 5 BROADCAST	VALUE @ 13 WEEKS	INVESTMENT LESS 45%
Ukhozi FM	22:10 - 22:20	10 Min	Wed-Thur	1x30" & 2x10"	R4 128	R8 256	R107 328	R59 030
Umhlobo Wenene FM	21:30 - 21:40	10 Min	Mon-Thur	1x30" & 2x10"	R7 536	R30 144	R391 872	R215 530
Thobela FM	21:00 - 21:30	30 Min	Mon-Fri	1x30" & 2x10"	R20 016	R100 080	R1 301 040	R715 572
Motsweding FM	05:35 - 05:45	10 Min	Mon-Thur	1x30" & 2x10"	R2 448	R9 792	R127 296	R70 013
Motsweding FM	11:50 - 12:00	10 Min	Mon-Thur	1x30" & 2x10"	R9 936	R39 744	R516 672	R284 170
Motsweding FM	20:10 - 20:20	10 Min	Mon-Thur	1x30" & 2x10"	R2 064	R8 256	R107 328	R59 030
Ikwekwezi FM	20:05 - 20:30	25 Min	Mon-Fri	1x30" & 2x10"	R4 896	R24 480	R318 240	R175 032
Ligwalagwala FM	19:30 - 19:40	10 Min	Tue-Thur	1x30" & 2x10"	R1 872	R5 616	R73 008	R40 154
Munghana Lonene FM	20:30 - 21:00	30 Min	Mon-Fri	1x30" & 2x10"	R4 128	R20 640	R268 320	R147 576
Phalaphala FM	21:00 - 21:45	45 Min	Mon-Fri	2x30" & 2x10"	R4 320	R21 600	R280 800	R154 440
Lesedi FM	20:15 - 20:30	15 Min	Mon-Fri	1x30" & 2x10"	R6 288	R31 440	R408 720	R224 796

## COMEDY RATES

STATIONS	BROADCAST TIME	DURATION	DAY	COMMERCIAL CONTENT*	COST PER BROADCAST (PER DAY)	VALUE 13 WEEKS	INVESTMENT LESS 45%
Umhlobo Wenene FM	07:30 - 07:45	15 Min	Mon-Fri	1x30" & 2x10"	R18 336	R1 191 840	R655 512
Ligwalagwala FM	16:50 - 16:55	5 Min	Thursdays	1x30" & 2x10"	R2 640	R34 320	R18 876
Lotus FM	07:40 - 07:42	2 Min	Mon-Fri	1x30" & 2x10"	R3 216	R209 040	R114 972

\*All sponsorships include OBB and CBB 30" spots... 10" stings  
To qualify for the 45% discount, buy a minimum of 13 weeks sponsorship.





**PRODUCTION** 





## RAP STUDIO



Radio Active Production is where radio Advertisements are produced for commercial use. We produce radio commercials, do translations and scriptwriting, compose jingles and music recordings. We also have experts in vernacular languages and we produce and direct voice-overs.

## GAUTENG, KZN, CAPE TOWN AND ALL REGIONS

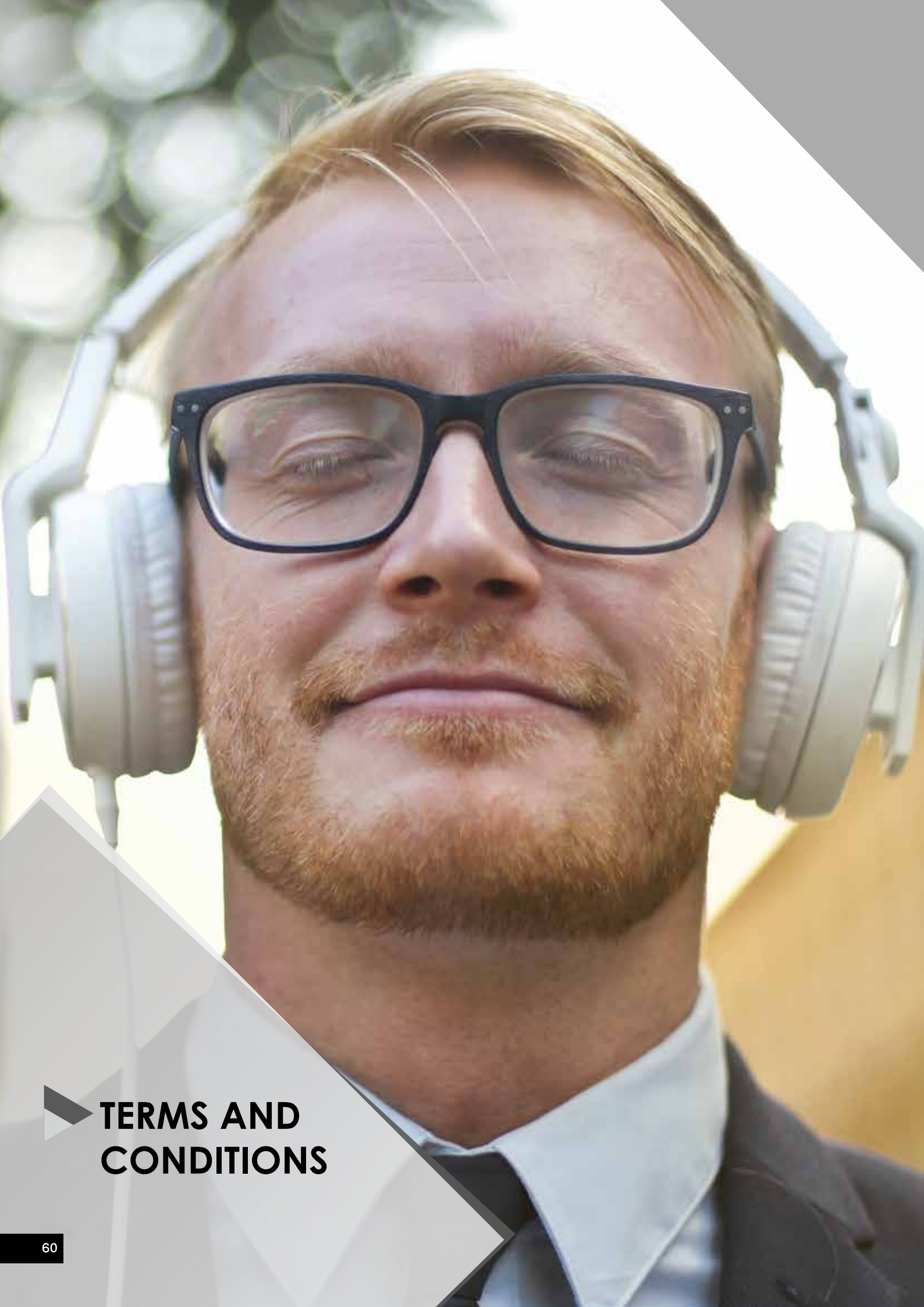
COPYWRITING - PER COPY	1 200
Translation per copy per language	750
Studio time per hour (incl. sound engineer)	1 200
Station Master each	100
Dubbing non SABC stations	100
Sound Effects usage fee per spot	100
Transcription	1 500
MOOD MUSIC PER TRACK	
Up to 45"	2 200
Up to 60"	3 200
Up to 90"	4 100
VOICE RATES PER VOICE	
Up to 2 months usage	2 230
Up to 6 months usage	2 580
Up to 12 months usage	3 220
Pilot/Cancellation/Re-record/Rejection	920
Admin Fee	500 per spot

### ALL RATES EXCLUDE VAT

Produce Radio Commercials, Translations, Compose Jingles, Experts in Vernacular Languages, Music Recordings, Produce and direct voice-overs, script writing.

## RAP STUDIO RATES EFFECTIVE FROM 1 APRIL 2021 - March 2022

Voice Overs - Commercials (Special packages for 6-12 months)	As per client and Rap agreed/ negotiated rate
Voice Overs - Pilot Ads	R920 per spot
Translations - Commercials	Minimum of R750 per language per script per page and a maximum of R1 900 per language per script per page
Translations - Programmes Documents	R750 - R2 200 per page
Copywriting - Commercials	Max R1 200 per script or as per negotiated rate
Copywriting - Programmes	Minimum of R3 500 and a maximum of R6 000
Copywriting - Pilot Ads	R800 per spot
Copywriting - Sound Presentations	R5 000 to R20 000 depending on duration (3-15 min)
Producer's Fee	R450 per hour or R3 000 per day
Jingles	Composing & recording minimum R50 000 and Maximum R150 000 or more
Mood Music	Up to 45" R2 200 Up to 60" R3 200 Up to 90" R4 100
IVR or Telephone on hold	South-African Commercial voice over rates
Mini Drama's/Interviews	Min R2980 - Max R3 875
Admin Fee	Min R500 - Max R750
Bulk CD Dubbing	R20 - R40 per CD



## TERMS AND CONDITIONS

# TERMS AND CONDITIONS

## GENERAL TERMS AND CONDITIONS

1. All confirmations of orders are subject to the Broadcasting Act No.4 of 1999 and the current Advertising Code and Regulations pertaining to the SABC. Copies are obtainable from any SABC Radio Sales office.
2. Rates exclude Value Added Tax (VAT) (as amended by the Taxation Laws Amendment Act 5 of 2001). Vat will be charged on all invoices issued by the SABC and will be payable on the SABC.
3. This rate card is issued for the information of advertising agencies and clients and does not constitute any offer by SABC Radio Sales.
4. In the event of SABC omitting for any reason whatsoever to broadcast a spot announcement, whether in part or in full, then any claim by the Agency or Advertiser shall be limited to a rebate. Any such query or claim must be lodged by Agency/Advertiser to lodge the rebate claim within the prescribed period will render any claim null and void.
5. Commitment Contracts must be completed in writing and signed by the SABC and the Agency/ Advertiser.
6. No orders or amended orders will be executed without a written acknowledgment by both parties that they agree with rates and/or adjustments.
7. SABC will not accept responsibility for incorrect flightings of material if flighting codes are revised after finalisation of logs, or if flighting codes are received after deadlines for submission of material. This will also apply to late additions and cancellations on finalised logs.
8. Programming on radio stations was correct at time of going to print. Radio Station programming, however, is subject to change without notice.
9. All rates, terms and conditions are issued subject to change without notice.
10. Any specific deal related matters must be in writing and duly signed by both parties and are effective only from the date all parties have signed. Client Specific rate card is not permitted.
11. No rates will be held on any bookings and the prevailing rate card will always apply.
12. Under no circumstances should a programme promo with any 3rd party advertiser association be booked unless:
  - a. It forms part of an approved sponsorship,
  - b. it forms part of a trade exchange
  - c. There is written SABC authorization to grant such airtime.
13. The Agency/ Advertiser accepts that deviations from advertised broadcast times may occur from time to time. Agency/ Advertisers shall under no circumstances be entitled to withhold any payment resulting from such.
14. The SABC reserves the right to cancel and reallocate programmes at its discretion. In such an instance the SABC shall have the right to displace commercials purchased and re-book them on alternative dates.
15. The advertising agency contracted on behalf of the advertiser, and the advertiser, shall be liable to the SABC for payment of any fees in terms of the agreement. For the avoidance of doubt, the word "advertiser" in these Terms and Conditions is deemed to include the relevant advertising agency.
16. Any fees shown on monthly statements as due to SABC shall be payable on or before the expiry of the term of payment indicated on the invoice from the date of invoice.
17. Should the SABC at the request of the advertiser or advertising agency agree to provide facilities and/or services, the advertiser and or Agent shall be obliged to pay the charge or charges determined by SABC.
18. Post-broadcast requests to amend campaigns/ products/ advertiser will not be accommodated.
19. If an advertiser omits, refuses, or fails to pay any due amount promptly the SABC shall be entitled to:
  - a. Cease further broadcasts of advertisements
  - b. Deny the advertiser the use or benefit of any other facilities and/or services included in the agreement
  - c. Cancel the contract
  - d. And recover any outstanding amounts which shall become immediately payable on such omission, refusal or failure.
20. Prices on invoices are due and payable; no future discounts may be deducted.
21. The advertiser shall not be entitled to cede any of its rights in terms of this agreement to third parties.

### ERRORS AND OMISSIONS EXEMPTED (E&OE)

#### Cancellation Period

1. There is a 20 working day cancellation period prior to broadcast. The cancellation deadline will be strictly adhered to. A 100% cancellation fee will be levied on all bookings cancelled less than 20 days from broadcast date.
2. All cancellations must be sent to SABC Radio Sales in writing.

#### Minimum Prize Value

The minimum prize value for competitions is R5000 across all SABC radio stations.

#### Advertising Material and Booking Deadlines

1. The deadline for final material and booking is 3 working days (excludes weekends) prior to broadcast date.
2. There will be no compensation to clients for advertisements not flighted if the material was submitted after the 3 working days deadline.
3. Material to be submitted in the following format:
  - \* MP2 with broadcast quality 48
  - \* KHz, 384 kbps and 16 bits.

#### Costing

1. All rates quoted are based on a standard 30" recorded commercial.
2. The conversion table will apply for rates of different durations.
3. Contact your SABC Radio Sales representative for the costing of interviews.

#### Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

## Compensation

1. Compensation will only be considered when a client's commercial is not "flighted" due to an error on the part of the SABC, and the SABC has failed to "make good" in an acceptable manner.
2. Any such compensation to be agreed, approved by the SABC, and formalised in a separate agreement.
3. Compensation must be spot for spot, or value, which is calculated at the same time channel/slot identified for rebooking.
4. A copy of the original compensation approval from the SABC must accompany the compensation booking application when it is submitted to SABC Radio Sales.
5. Compensation must be utilised within a period of 3 months, failing which the value granted will be deemed to have been forfeited by the client.
6. In respect of the "non-fighting" of Feature Elements on radio, compensation will not be granted when any specific element of the Feature does not "flight" for whatever reason. The feature will be billed in its entirety and "make good" will be offered.
7. The advertiser will either qualify for a credit note or compensation but not both.

## Generic Adverts

1. 60" is the maximum permissible duration for all generic advertisements. Any commercial longer than sixty (60) seconds must be cleared by the relevant Station Programme Manager, or the duly appointed nominee, before booking.
2. Generic ads containing abusive or offensive language will not be accepted.
3. A minimum of 80% of the language in the generic ad must be the broadcast language of the station and other languages contained in the ad will be accepted only if evident from the context and easily understood.
4. Both English and Afrikaans ads are accepted on GOOD HOPE FM.
5. Afrikaans, Khoi and San ads are accepted on XK FM.
6. Both English and IsiXhosa ads are accepted on Tru FM.
7. All ads containing other languages must be approved by the relevant Station Programme Manager.

## Live Reads

1. The SABC Radio Sales approach to live reads is that they must also offer benefit to listeners, through interesting or important information that is relevant to their lives, and through a holistic campaign that offers variety and, where possible entertainment.
2. Presenters are not to offer personal endorsement of products/ services and therefore any copy that may create the impression of personal endorsement will not be accepted.
3. Live reads are bound by SABC Radio Sales general advertising acceptance guidelines.
4. Live reads are permitted once per spot break.
5. Scripts must contain something of interest to the listener, and be written for radio in a professional and conversational manner. Generally, each sentence should contain only one "thought" or message.
6. Scripts must always be written in the third person (use if "I", "we", "us" etc. will not be permitted).
7. In the case of "price and product" reads, a maximum of three products should be included to maximise the effectiveness of the read.
8. Live reads will be accepted in the broadcast language of the station only.
9. Live reads should be properly booked through the scheduling system, and normal cut-off times must be observed.
10. Live read script will not be read on air without the signature of the Station Programme Manager or the duly appointed nominee.
11. The Programme Manager reserves the right to adjust or amend copy to make for better on-air presentation, provided that specific client messages are not omitted without prior approval from the client. If a substantial re-write is required, the live read may be referred back to the client or to a professional copywriter, and the cost will be borne by the client.
12. Live reads will not be accepted in current affairs shows.
13. Live reads attract a loading of 50% of the normal time channel rate.

## Loading/Surcharges

Type	Detailed Description	Surcharge	Calculated as follows/basis
Live Read	An advertisement read live by the on-air personality	50%	Rate card rate + 50%
Special Break Position (SBP) and/or Preferred Spot	Specific break without specific break position	25%	Rate card rate + 25%
Specific Position in Break (SPIB)	Specific position without specific break	25%	Rate card rate + 25%
Specific Ad Position within a Specified Ad Break (SAPSAB)	Specific position within specific break	50%	Rate card rate + 50%
Exclusivity in break and/or Solus break	1 Break 1 Advertiser 1 Ad	100%	Rate card = 100%

## Sponsorship of programmes and features

Sponsorship of features can either be for standard or created features. Contact your SABC Radio Sales representative for costing of standard features and created features.

### Client created features

1. Any client created feature must not exceed 5 minutes in duration and the client message may not influence programming content.
2. Created features will be charged at a premium.
3. Bulk volume discounts do not apply on sponsorship of features and proprietary shows, but spend contributes towards commitment.

### Power Spots

A power spot is a 60" live endorsement by the personality. Contact your SABC Radio Sales representative for the costings and T's & C's of Power Spots.

### Paid for Interviews

1. Interviews are treated as created features and are costed as such. Stringent qualifications criteria are used to determine the suitability of interviews and to ensure that listeners receive adequate benefit from them. All interviews are subject to the approval of the programme manager or his duly appointed nominee.
2. SABC Radio Stations do not accept requests for paid interviews within current affairs shows.
3. METRO FM and GOOD HOPE FM, being music format stations; allow a limited number of interviews on air.
4. On SAfm and RSG some interviews may be granted, where there's a fit between client message and programme content, at the sole discretion of the Station Programme Manager or the duly appointed nominee.
5. All paid for interviews will get two presenter mentions prior to the interview taking place.

### Paid for Interviews

- Bulk Volume Discount does not apply.
- Station Management reserves the right to alter the programme and DJ line up.
- The offer is subject to availability at the time of booking.
- All elements of the campaign are subject to station management approval.
- All costs based on 30-second generic commercial rates, as per the rate card applicable at the time.
- All costs quoted are exclusive of VAT.

### Disclaimer and indemnity

THE APPLICANT hereby indemnifies and holds SABC and its employees harmless against any claims for damages to property or personal injuries, infringement of copyright, defamation, losses, consequential losses, legal costs or claims otherwise howsoever arising out of, in respect of or as a result of the broadcasting of advertisements or any other broadcasts covered by this agreement, or of the use of THE APPLICANT'S facilities provided by SABC.

Should any such claim be made against SABC, it shall be entirely at SABC's discretion as to whether it admits or denies any such claim, and SABC reserves the right to defend any such claim brought against it and to proceed to the final end and determination thereof and to lodge any appeal or appeals to any court of courts - to which it has the right to do so - and in addition shall have the right to compromise, abandon or settle any claim made against it and to nominate legal representatives and to brief counsel in connection therewith.

## **CONTACTS**

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### **Western Cape**

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### **KwaZulu-Natal**

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### **North West**

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### **Free State**

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041 391 1257

### **Mpumalanga**

013 759 6627/8

### **RAP Studios**

011 714 4932/4496/4226

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