











### Your Customers Are Our Listeners

Are you ready to grow your business? You've come to the right place.

Heart FM has more listeners than any other commercial radio station in Cape Town. We can help you share your business message and get more customers coming through your doors.

To grow and succeed, local businesses must reach local customers. If targeting Cape Town locals is your market, then we provide the exact footprint you need. Heart FM dominates the listening audience in Cape Town and the immediate surrounding areas. This guarantees that you reach the most significant radio audience at the most affordable investment.

Heart FM has trusted, talented and energetic on-air personalities. They regularly interact with their loyal listeners and draw crowds wherever they go. The combination of music and much-loved celebrities makes Heart FM Cape Town's No.1 commercial station by far.

Over 56% of our listeners are in the higher income levels (SEM 8-10). They have significant buying power.

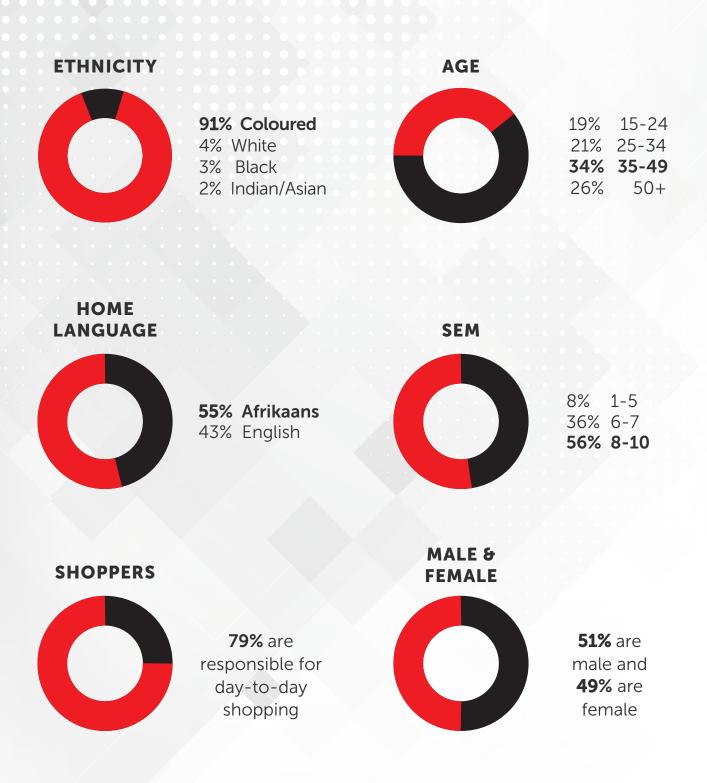
At Heart FM, we believe in winning partnerships with our advertisers. Our goal is to ensure that your business grows using consistent marketing messages that attract customers.

How do we help grow your business? Our team of radio advertising experts will carefully walk you through your tailor-made radio branding strategy. Our commitment is to guarantee that you reach more customers, produce adverts with compelling messages, delivering the most cost-effective value and response. Heart FM loves helping local businesses become household brands.

Our 746 000 listeners are your prospective customers. Set up a meeting with a Heart FM ad-visor today, and we will prove how we can grow your business. Our team is ready to work for you.

### OUR AUDIENCE

#### **TOTAL LISTENERSHIP 746 000**



### THE CAPE METRO'S LEADING STATION



85%

of total listeners reside in the W.Cape Metro Area





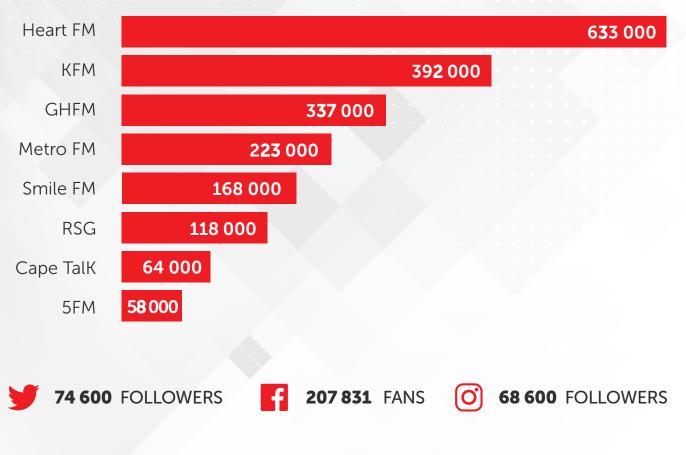
17hrs

per week (average listener)



Exclusive listenership

#### TOP 8 COMMERCIAL RADIO STATIONS IN THE WESTERN CAPE METRO AREA: HEART FM IS NO. 1



## PRESENTERS WITH PERSONALITY

Heart FM DJs are chosen for their ability to make genuine connections with our listeners. They are active ambassadors of our brand values; working constantly to create radio that will expand our audience without sacrificing the intensity of our relationship with them.



#### **#HEART BREAKFAST WITH ADEN THOMAS | WEEKDAYS 6AM - 9AM**

Positivity and empowerment are the heart of Breakfast. Family values inform all of the content; delivered by a team whose diversity allows them to own the cherished space where doses of heavyweight intellectualism alternate with the fun and the frivolous.



#### **#MORNINGS WITH SUGA | WEEKDAYS 9AM - 12PM**

What do radio and cooking have in common? Nothing really, but Suga attests to the fact that the ingredients to her success lies in a tried and tested recipe of hard work and determination. SUGA is constantly reinventing herself as she goes through life as a single mother, media personality and qualified Chef.



#### **#LUNCH WITH CLARENCE FORD | WEEKDAYS 12PM- 3PM**

Showcasing the laid-back music that made us famous, Clarence is also the custodian of the station's social consciousness and the contact point for our core listenership to request their most treasured tunes and celebrate the City's unique culture.



#### **#O'CONNOR DRIVE WITH RYAN O'CONNOR | WEEKDAYS 3PM - 6PM**

Ryan boasts multiple radio awards in South Africa. His infectious personality is what makes the afternoon show a well-loved and fast-paced 3hours. The show brings you entertainment and is filled with Ryan's funny chirps and quick thinking. A born and bred Capetonian who loves the outdoors on most sunny days and when he's not running or cycling, he pulls out his crates of gadgets and fiddles in the tech and online space.



#### **#**THE TAKE OVER WITH LUNGA SINGAMA | MONDAY - THURSDAY 6PM - 10PM

The Take over is fun, energetic, cutting edge, trendy and the best way for Lunga to end off your day. If you're looking for the best music from the 90s,2000's and right now.

### EVENTS WITH VIBRANCY #16DaysForYouth

16 Days for Youth launched in 2016. The aim of the initiative is to share the stories of ordinary people making an extraordinary difference in the lives of the youth in their respective communities. Each year the station identifies a number of these projects throughout the Western Cape that offer support in different ways; from feeding schemes to day care facilities, safehouses, sports and recreation. What they all have in common is the fact that they offer not only a haven for the youth in the area, but create opportunities to make a sustainable difference in their lives, either through education, coaching, feeding or empowerment projects. The entire station shuts down from 01 - 16June and broadcasts every day from 6am to 6pm from each location. While the station aims to fill these gaps itself over the 16 days, it also offers a platform for listeners to support these initiatives, either in their private or corporate capacities through either cash donations or volunteering their time for building, painting, feeding and entertaining the youth.



### #WomenAtHeart

Every year Heart FM hosts an extravaganza for its female listeners in celebration of Women's Month (August). Women at Heart is one of the most sought-after events in the Mother City and is sold out in minutes. Women at Heart is not only an opportunity to celebrate Women's month, but a signature event where our female audience is able to immerse themselves in a day of opulence and fun and truly put themselves first. It's an event for women from diverse backgrounds to come together in support of each other. Sisters, mothers, daughters, businesswomen, entrepreneurs, politicians, home executives, all under one roof, celebrating a sisterhood. Every year it is a glamourous affair. Guests are spoilt from the minute they walk into the time they leave with pamper stations, amazing prizes, a mouth-watering menu and of course, getting to rub shoulders with their favourite presenters.









### RATE CARD

| MON-FRI       | GENERIC        | FEATURE         | LIVE READ | PREF SPOT |  |
|---------------|----------------|-----------------|-----------|-----------|--|
| 00:00 - 04:00 | R255           | R330            | R405      | R360      |  |
| 04:00 - 06:00 | R540           | R705            | R870      | R765      |  |
| 06:00 - 09:00 | • • R4:830 • • | e e (R6 285 e e | R7 725    | R6 765    |  |
| 09:00 - 12:00 | R3 210         | R4 170          | R5 130    | R4 500    |  |
| 12:00 - 15:00 | R3 210         | R4 170          | R5 130    | R4 500    |  |
| 15:00 - 19:00 | R3 750         | e R4 875 e e    | R6 000    | R5 250    |  |
| 19:00 - 22:00 | R1 080         | R1 410          | R1 725    | R1 515    |  |
| 22:00 - 00:00 | R285           | R375            | R465      | R405      |  |

| SAT-SUN       | GENERIC | FEATURE | LIVE READ | PREF SPOT |  |
|---------------|---------|---------|-----------|-----------|--|
| 00:00 - 06:00 | R255    | R330    | R405      | R360      |  |
| 06:00 - 09:00 | R1 650  | R2 145  | R2 640    | R2 310    |  |
| 09:00 - 12:00 | R1 890  | R2 460  | R3 030    | R2 640    |  |
| 12:00 - 15:00 | R1 410  | R1 830  | R2 250    | R1 980    |  |
| 15:00 - 19:00 | R1 410  | R1 830  | R2 250    | R1 980    |  |
| 19:00 - 00:00 | R645    | R840    | R1 035    | R900      |  |

Heart FM - Automated Shows: Monday to Friday - 01:00 - 04:00

Note: No live reads may be booked in automated times.

| PRO-RATE 30" SPOT DURATION |     |     |     |     |     |     |      |      |     |      |      |     |
|----------------------------|-----|-----|-----|-----|-----|-----|------|------|-----|------|------|-----|
| <b>DURATION</b> *          | 5″  | 10″ | 15″ | 20″ | 25″ | 30″ | 35″  | 40″  | 45″ | 50″  | 55″  | 60″ |
| MULTIPLY BY                | 0.5 | 0.6 | 0.7 | 0.8 | 0.9 | 1.0 | 1.17 | 1.33 | 1.5 | 1.67 | 1.83 | 2.0 |

\*Duration over 50" to be approved by station prior to booking and broadcast.

#### **TERMS & CONDITIONS**

The above rates are based on 30-second recorded commercials.

Rates exclude VAT.

Rate card effective from 01 April 2020.

For full terms & conditions please to the Heart FM rate card.

# BROADCAST FOOTPRINT



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