



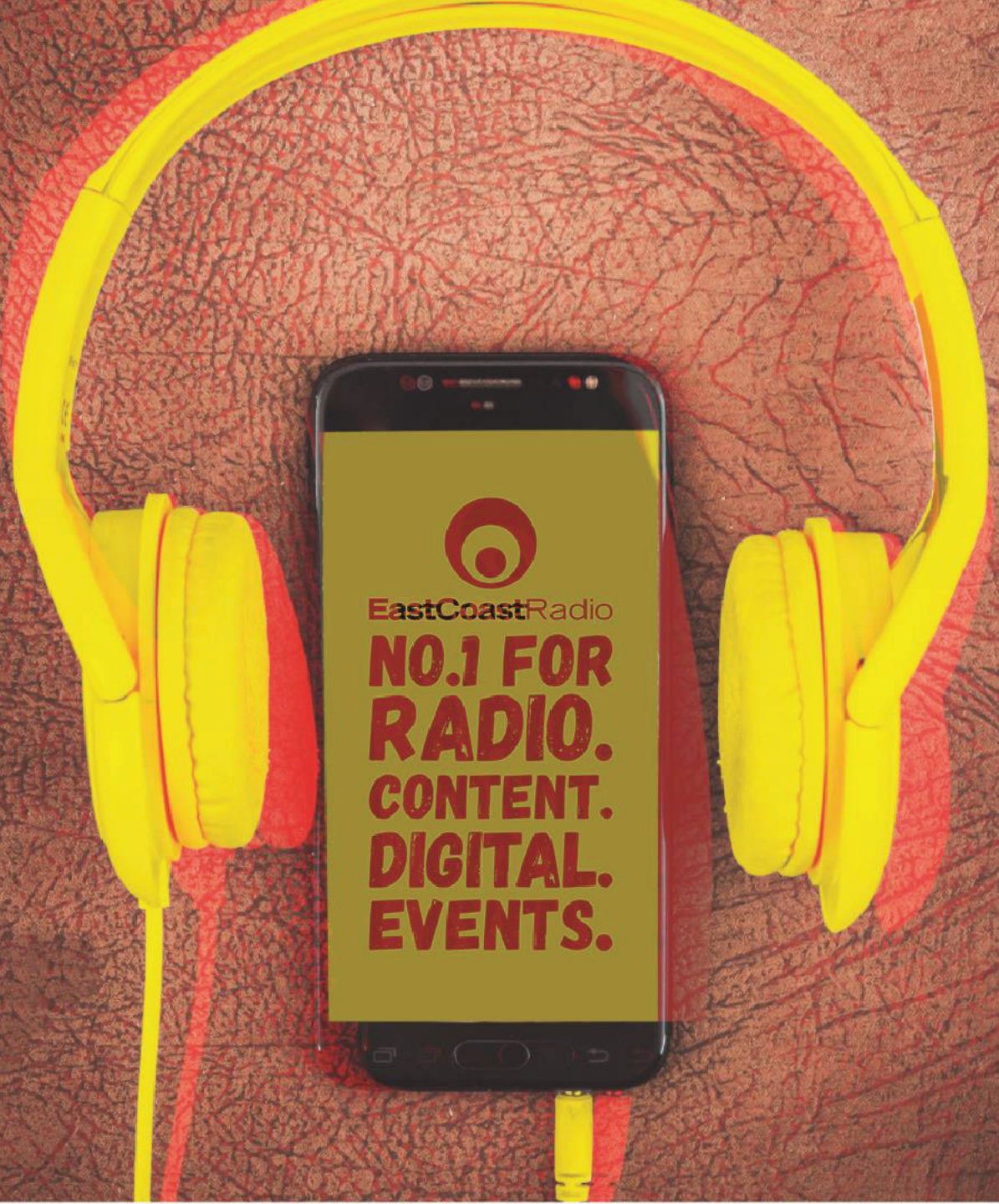
EastCoastRadio

KZN'S NO.1 HIT MUSIC STATION

MEDIA KIT 2020

Get Results On
Your Investment

Mediamark



WHO IS OUR LISTENER?



WHO IS ECR

East Coast Radio, a division of the Kagiso Media Ltd, is the leading English commercial radio station in KwaZulu-Natal, boasting a loyal listenership of more than...

1 million people*

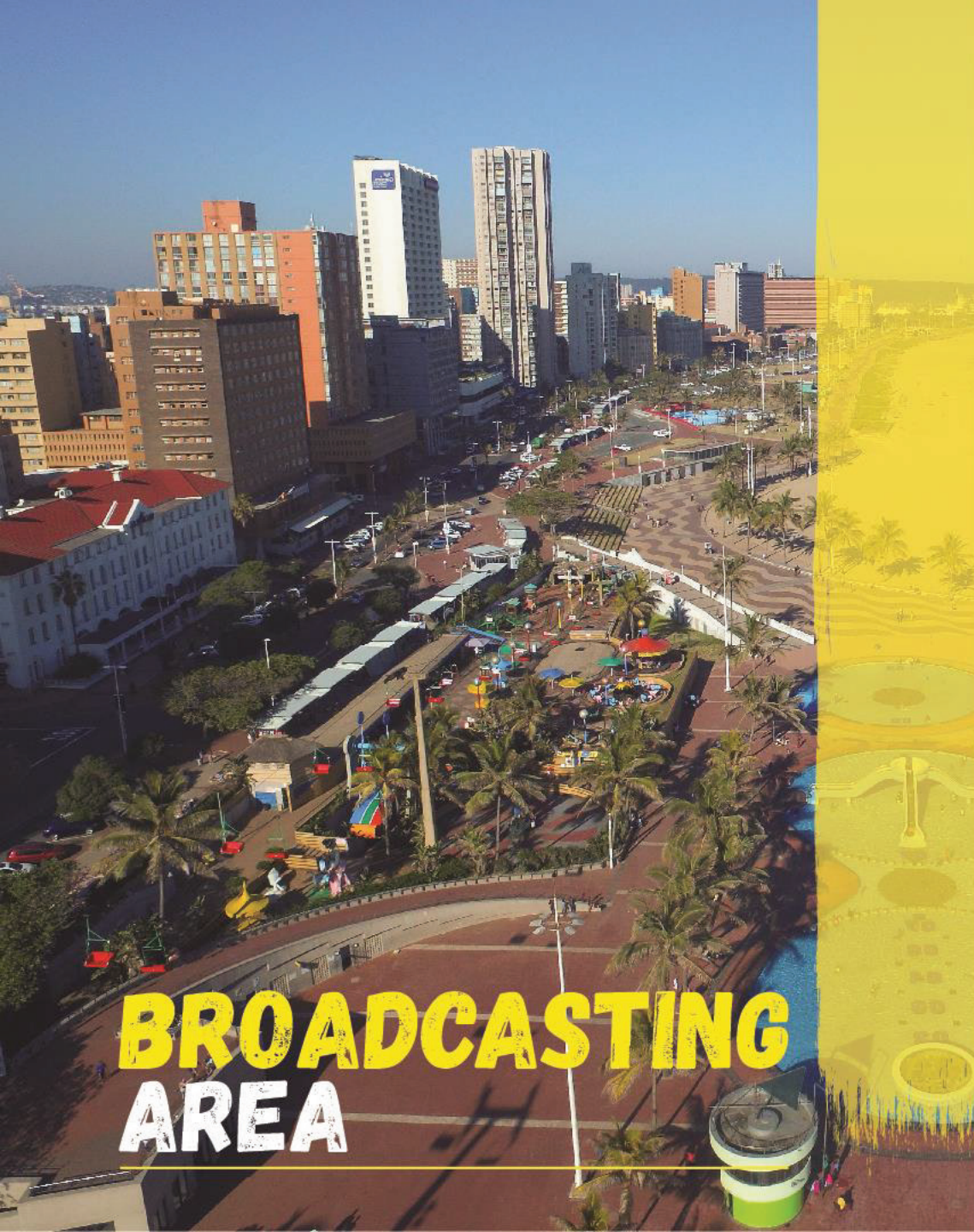
East Coast Radio is KZN's number one hit music station. We're the leading commercial radio station in the province with more than 1 million listeners tuning in daily to hear their favourite hits.

Our award-winning presenters connect with our listeners through multiple platforms ranging from the airwaves, ecr.co.za, and the ECR app to podcasts, DStv Channel 836, Deezer and our popular events and activations.

ecr.co.za delivers on average 600,000 unique browsers and 1.9 million pageviews per month, putting the station in the top 5 most visited radio websites in South Africa. (Narrative, 2020) In the space of seven days, ECR reached 500,000 people on Facebook while boasting 22 000 post engagements and 70 000 video views.

We form part of KZN's soul, we are the authority of KZN and we proudly host some of KZN's biggest and most loved events. We don't like to brag, but... we've hosted some of the world's biggest music stars, comedians and thought leaders right here in KZN.

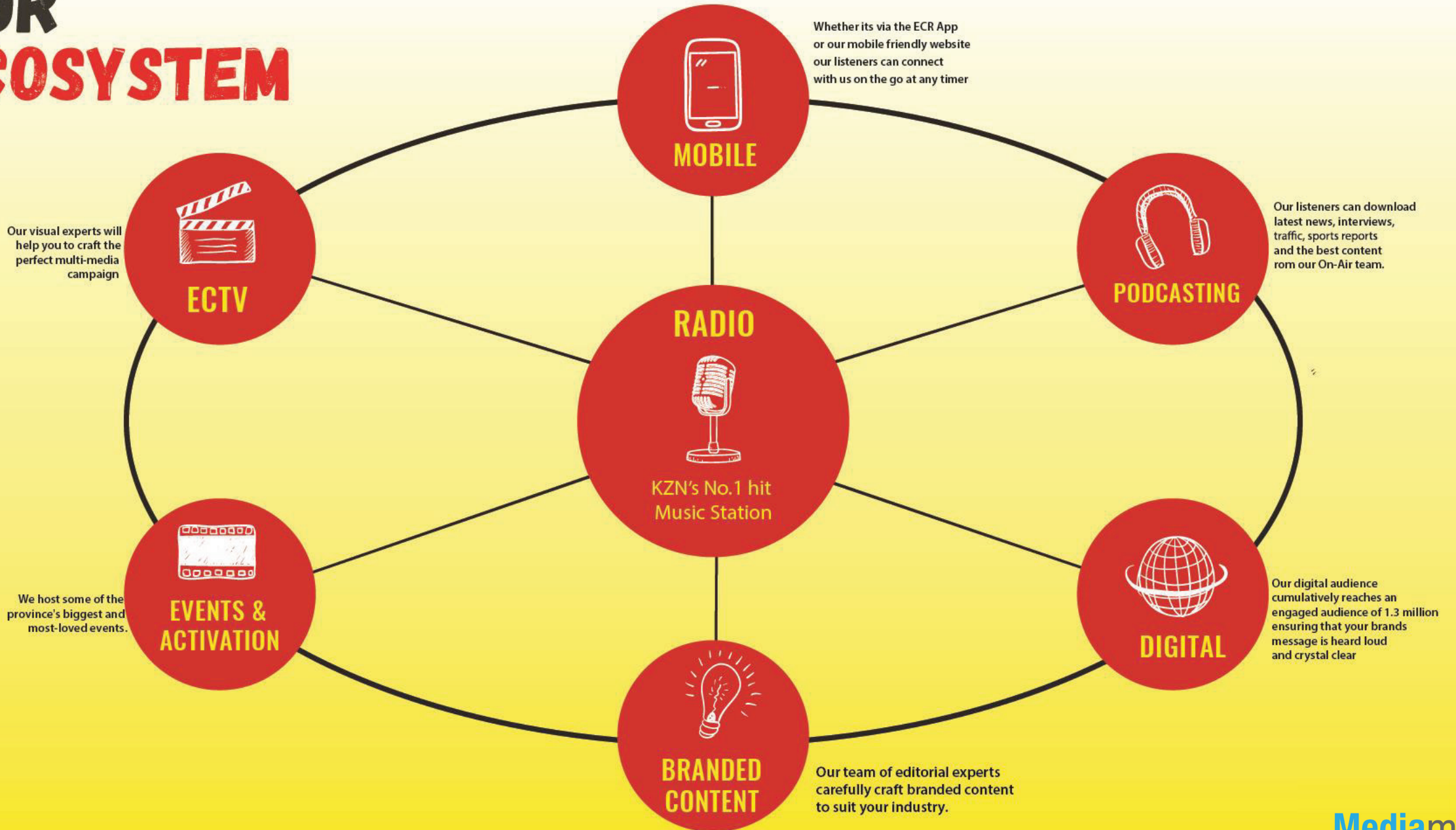
ECR is more than just a radio station. We provide the soundtrack to this beautiful province and when we drop the beat, KZN shows up and shows off.



BROADCASTING AREA



OUR ECOSYSTEM



WHO'S LISTENING?

Currently around **1,022,000** people.

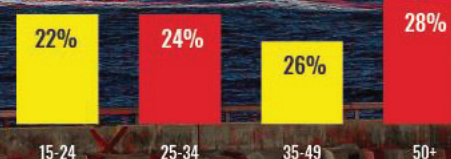
ECR listeners are energetic, love living by the coast and place a lot of emphasis on their lifestyle. They're a fun-loving bunch and big supporters of events hosted by KZN's favourite commercial radio station.

Our listeners aren't ones to be labelled, but if you had to categorise them... it would be SEM 6-10 and very loyal towards ECR – the third largest regional station in South Africa. With a 45% female and 55% male ratio, they follow where we go – whether it's through social media, online or on radio.

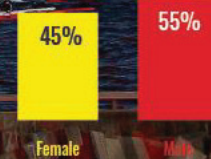
Average Household Income: R16 951



Age Breakdown



Gender Breakdown

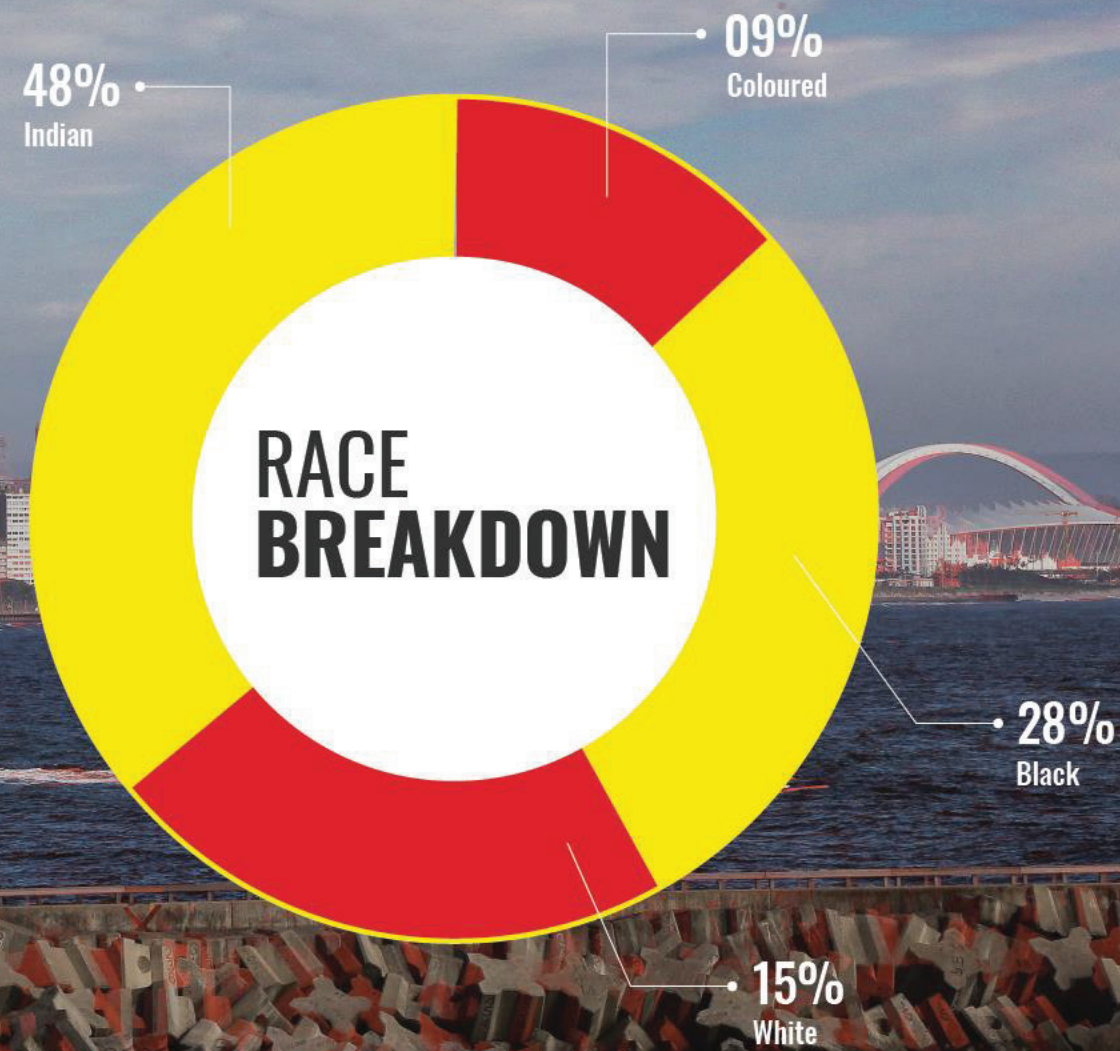


RACE BREAKDOWN

When we push the boundaries and do something that no other radio station has done, our listeners join us for the ride and don't get off.

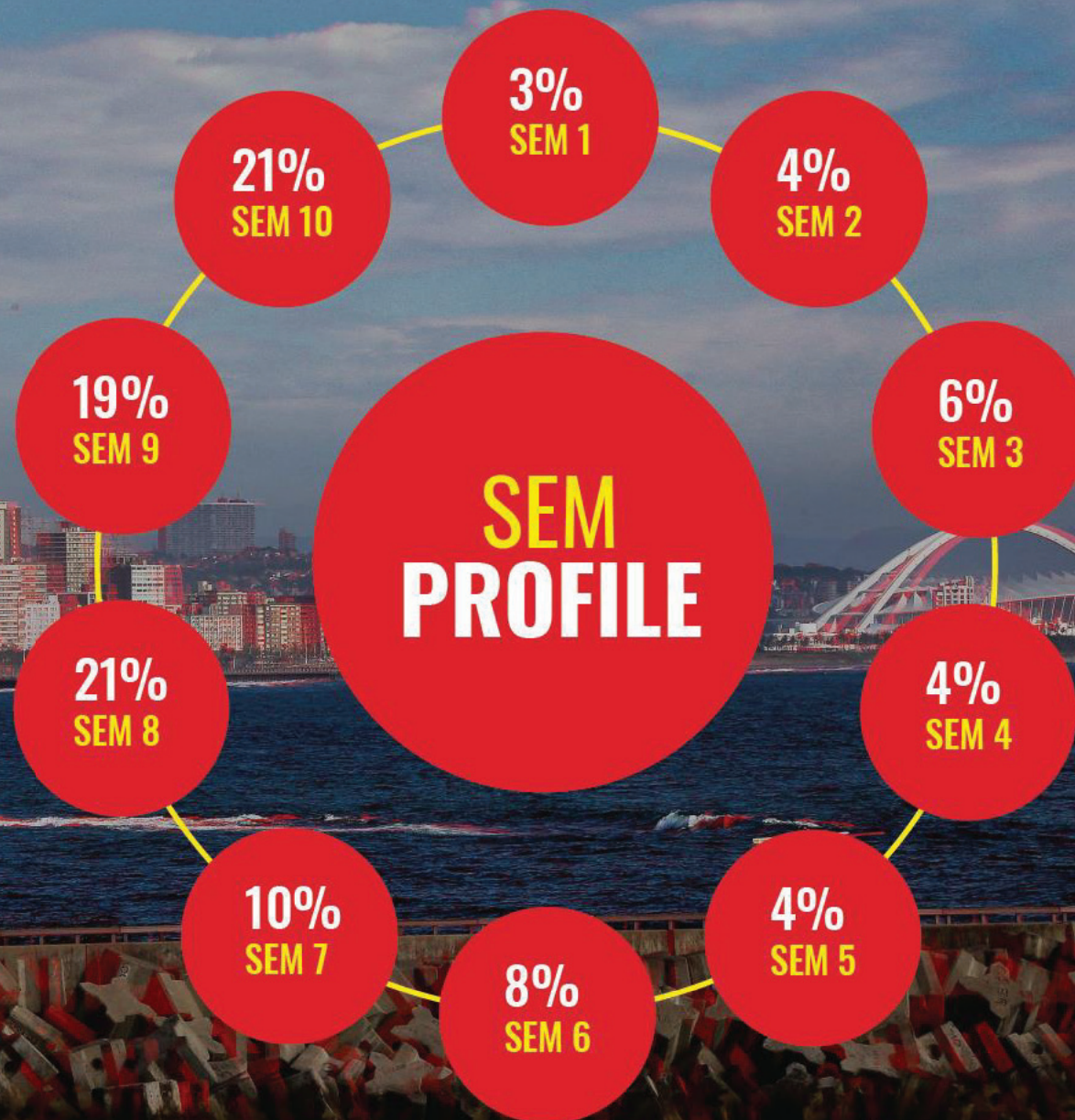
Our listener demographic looks like this:

48% Indian
28% Black
15% White
09% Coloured



SEM PROFILE

Our listeners aren't ones to be labelled, but if you had to categorise them... it would be SEM 6-10 and very loyal towards ECR – the third largest regional station in South Africa.



WEBSITE AUDIENCE DEMOGRAPHICS

Web statistics over 4 week period (MAY 2020)

1 254 812 Unique visitors

People view on average 3 pages per visit

People stay on average for 1:10 minutes

62% Female and 38% Male

People view on average 2.6 million pages per month



17 300 Subscribers



323 090 Fans

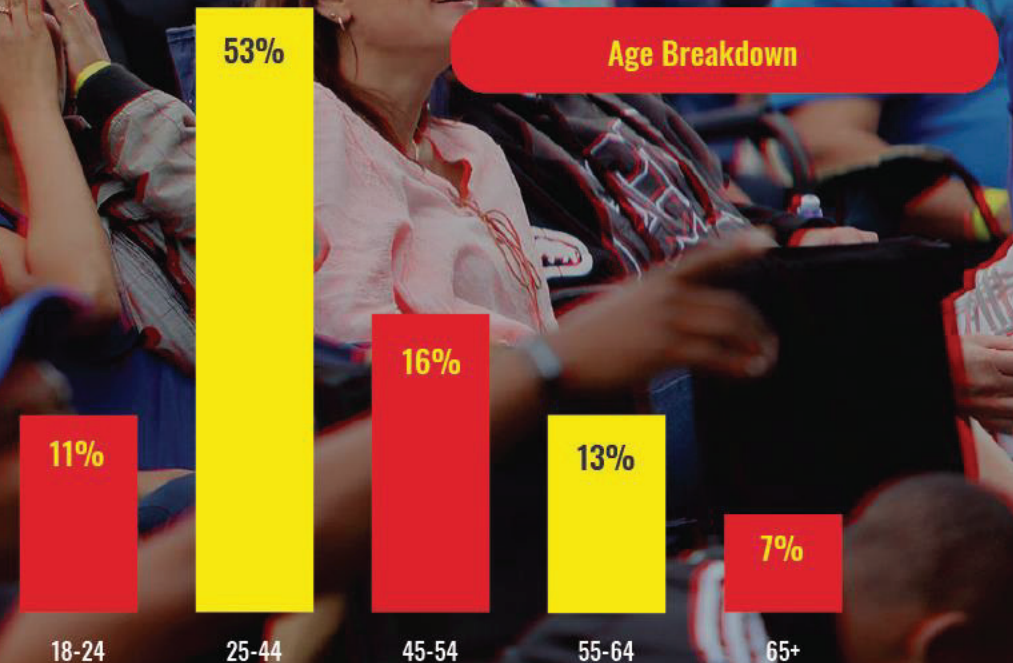
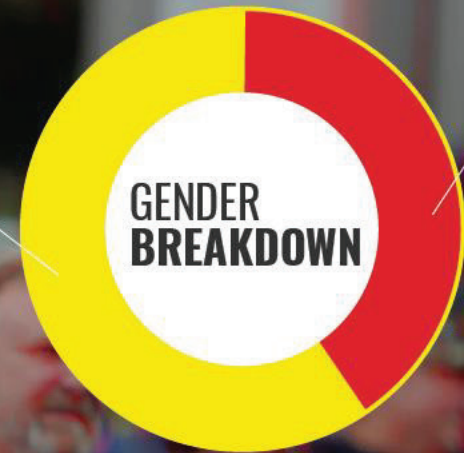


503 600 Followers



64 294 Followers

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ONLINE/DIGITAL LISTENER

Audience demographics (May 2020, Narrative)

- 18-24: 12%
- 25-44: 53%
- 45-54: 16%
- 55-64: 13%
- 65+: 7%

62% female and 38% male

Top categories digital audience is interested in:

- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- News
- Beauty and Wellness

PRODUCT PORTFOLIO

Digital Products

On-Air

We know what it takes to get your message heard by your target market. We're on top of our research game and can accurately identify when is the best time to make use of our airwaves as a platform to advertise your brand.

Feature Opportunities



BREAKFAST

30SEC CV (This feature allows you to show off your expertise to some of the best businesses in KZN)

2020 CHALLENGE (Test your general Knowledge)

KHULUMA NATHI (Learn everyday isiZulu phrases with Sky Tshabalala)

BREAKFAST BEATS WITH DEON G (Deon Govender is ECR's resident DJ and brings KZN the feel good beats)

THE BIG FAVOUR
(This long running feature is set out to make a big difference in the lives of those in need)

KERI'S COUCH (Individuals from all walks of life open up on Keri's Couch)



DAYTIME SHOWS

SIDE HUSTLE (Listeners share what it is they do as their main job and what they do as a side hustle.)

MONEY TALKS (Stacey is always asking the questions but on Monday the script is flipped)



DRIVE SHOW

MUSIC ASSOCIATION GAME (Five answers in ten seconds.)

THE FIXER (Five answers in ten seconds.)



WEEKEND SHOWS

TOP 40 SHOW SPONSORSHIP





MORE FEATURE OPPORTUNITIES

Product Placement – Do you want to have your product seen when we're filming a video or at an event? Chat to us about options and we could put your brand in our hands ... literally.

Generic Advertising – There's something magical about the 30" recorded generic. It's straight to the point and gives you a blank canvas to do whatever you want to do. It works. That's it.

Competitions – Sponsoring a competition on East Coast Radio gives you immediate cool kid status. That's because you're associated with our exciting brand and our award-winning presenters – they add their personalities to every competition element.

Give-aways – Have a product or service to share with our listeners? We're all ears!

Promotions – East Coast Radio can give you the platform to promote your brand. Our listeners consist of different demographics – it's up to you.

Preferred spots – So, you want to be heard when your target market would be listening? Now that's something we can definitely do. Preferred spots can up your chances to be heard by your target market significantly.

News sponsorship – Opening and closing billboards will associate your brand with our respected Newswatch brand.



MORE FEATURE OPPORTUNITIES

This is where we make your brand stand out by giving it a platform outside of the usual commercial clutter. You are immediately given a captive audience and brand association becomes instant. Feature sponsorships are premium products and include an opening billboard and your commercial. That's why they come with a 30% loading.

Opening Billboard – this feature gives you 10 words after your name has been mentioned. Example: This feature is brought to you by SPONSOR. This is where your 10 words can be used. The opening billboard is then followed by your commercial and the feature is flighted.


Live Reads – Looking for a quick turnaround? Then live reads are ideal for you. Live reads usually get listeners excited about a product/service as it gives the perception that it's an endorsement by the presenter reading it. Live reads carry a 60% loading.

Events - Our listeners love attending our events and we love organising them. You can choose from the following events – Business Breakfast, The Discovery East Radio Big Walk, Connecting Africa. Women's Business Breakfast, Durban Day, Toy Story & Concert Comedy Craft.

Activations – We're here, there and everywhere thanks to our activations. You can sponsor an outside broadcast or our Hot Squad..



OTHER OPPORTUNITIES



We provide you with an awesome platform to showcase your brand and get people to notice it. Looking for something different to reach our more than 1 million listeners? Here's what we've got:

As the hosts of KZN's biggest events annually, we know our listeners are loyal and attend without fail. If you want to get recognised by families, get involved with our family-orientated events like

- Durban Day with 16 000 people in attendance.
- Concert, Comedy & Craft with around 5 000 people in attendance,
- Big Walk with 30 000 people in attendance,
- Both Business Breakfasts have around 800 people in attendance

Do you want to get down to business? Why not sponsor two of the executive breakfasts hosted by us? There's the **East Coast Radio Business Breakfast** and the **East Coast Radio Women's Business Breakfast**. Both hosted annually, these breakfasts attract more than 1000 of KZN's business executives.

If digital is your forte, then we've got the platforms. East Coast Radio listeners are tech-savvy and regularly engage with us on www.ecr.co.za and social media platforms like Facebook, Instagram, Twitter and YouTube, and our ECTV.

Do you want to get your brand into the inboxes of our listeners? Our newsletter reaches 59 000 mailboxes across the province.

East Coast Radio has what it takes for you to capitalise on our exciting opportunities.



POD CAST

A podcast is a digital audio file made available on the internet for downloading to a PC or mobile device. The iono.fm platform gives you access to short audio adverts embedded in content delivered to our listeners, similar to traditional radio.

Did you miss that joke?

Because you had to get out the car or did you get a call just as the latest traffic update was given? Then the ECR podcasts are the answer you've been looking for..

Wait, what exactly is a podcast?

It's a digital audio file that you can download to your PC, phone, tablet or whatever device you want to use. You can stream it as well, no problem. The ECR podcasts feature the latest audio content from East Coast Radio.

You can listen to interviews, the latest traffic, news and sports updates, and all the fun and exciting things that happen on ECR. There's never a dull moment on-air, so make sure you don't miss it off air.

And before you ask... Yes, any one of the ECR podcasts can be sponsored. Get your brand attached to an ECR podcast for longevity and recognition.

What are the benefits of sponsoring one of the ECR podcasts? Well, as per IONO.FM:

- You are assured of a large listener base that's rapidly growing
- Ads can't be skipped so you have a captive audience
- Your ads can't be blocked thanks to embedded audio ads
- You get rich reporting and analytics – those are the fancy words for detailed reports of downloads and listens
- Best of all? You can reach a global audience!

For a list of available podcasts, please contact your Account Manager.

PODCAST

A podcast is a digital audio file made available on the internet for downloading to a PC or mobile device. The iono.fm platform gives you access to short audio adverts embedded in content delivered to our listeners, similar to traditional radio.

Benefits (as per IONO.FM)

- Large listener base (Rapidly growing)
- Captive audience (Ads can't be skipped)
- No ad blocking (Embedded audio ads)
- Rich reporting and analytics (Detailed reports of downloads and listens)
- Reach a global audience

STANDARD CPM: R600

Discount sliding scale based on 1 month booking, long term booking commitments to be negotiated on a case by case basis

Spend bracket	CPM
> R10 000	R600
R10 000 - R20 000	R550
R20 000 - R40 000	R500
R40 000 - R80 000	R450
R80 000 - R100 000	R400
R100 000 +	R350

Example 1: 15 000 downloads @ R600/cpm = R9 000

Example 2: 25 000 downloads @ R550/cpm = R13 750

Example 3: 55 000 downloads @ R500/cpm = R27 500

Rates exclude VAT and production costs

Top & tail advert offered as a bundle

All costs exclude VAT & agency commission

PRESENTER LINE-UP

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WEEKDAY

MONDAY - FRIDAY

- 01:00 Gordon Graham
- 04:00 Mike V
- 06:00 East Coast Breakfast with Darren Maule
- 09:00 Thandolwethu
- 13:00 Vic Naidoo
- 16:00 Stacey and JSbu
- 19:00 Neil Green
(Monday - Thursday)
- 22:00 Sam Cele
(Monday - Thursday)

WEEKEND

FRIDAY

- 19:00 East Coast Party People with Minnie Ntuli
- 22:00 Owen Crafford

SATURDAY

- 02:00 Jayshree Parasuramen
- 06:00 Weekend Breakfast with Jane Linley-Thomas
- 10:00 Top40 with Danny Guselli & Tee Xaba
- 14:00 Deon Govender
- 18:00 Minnie Ntuli
- 22:00 Owen Crafford

SUNDAY

- 02:00 Jayshree Parasuramen
- 06:00 Weekend Breakfast with Jane Linley-Thomas
- 10:00 Danny Guselli & Tee Xaba
- 14:00 Deon Govender
- 18:00 #PlayLocal with Mike V
- 22:00 Minnie Ntuli

PRIME TIME PRESENTER LINE-UP



Darren, Keri and Sky
Mon-Fri
06:00 to 09:00



Thandolwethu
Mon-Fri
09:00 to 13:00



Vic Naidoo
Mon-Fri
13:00 to 16:00



Stacey and JSbu
Mon-Fri
16:00 to 19:00

WEEKEND PRESENTER LINE-UP



Jane Linely-Thomas
Sat & Sun
06:00 to 09:00



ECR Top 40
Sat
10:00 to 14:00



Minnie Ntuli
Fri - 19:00 to 22:00
Sat - 18:00 to 22:00
Sun - 22:00 to 02:00



Owen Crafford
Fri & Sat
22:00 to 02:00



Sam Cele
Mon to Thurs
22:00 to 01:00



Deon Govender
Sat & Sun
14:00 to 18:00

ADVERTISING RATES



Monday - Friday

Time	Rate
00h00 - 04h00	R270
04h00 - 06h00	R1 170
06h00 - 09h00	R15 495
09h00 - 12h00	R5 535
12h00 - 15h00	R5 490
15h00 - 19h00	R7 875
19h00 - 22h00	R1 605
22h00 - 24h00	R285

Saturday

Time	Rate
00h00 - 06h00	R285
06h00 - 09h00	R4 785
09h00 - 12h00	R4 785
12h00 - 15h00	R1 560
15h00 - 19h00	R1 560
19h00 - 24h00	R540

Sunday

Time	Rate
00h00 - 06h00	R270
06h00 - 09h00	R1 875
09h00 - 12h00	R1 920
12h00 - 15h00	R1 050
15h00 - 19h00	R1 050
19h00 - 24h00	R330

*Rates exclude VAT and agency commission. Standard T's & C's apply.

Loadings

Feature loading	30%
Preferred spot loading	40%
Live read loading	60%

5	10	15	20	25	30	35	40	45	50	55
0.5	0.6	0.7	0.8	0.9	1	1.17	1.33	1.5	1.67	1.83

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

The rates for other durations are calculated as per the table on the rate card, and rounded up to the nearest Rand.



ADFAC RATE CARD

From concept to creation, the ADFAC team will produce an effective radio commercial that works.

ADFAC uses world-class audio processing software and has one of the largest databases of versatile voice-over artists to lend a professional sound to your product.

For a further breakdown or a tour of this production facility call 031 570 9403 and speak to Shamla.

ADFAC Rates - Effective 1st October 2018

All rates are excluding VAT and are based on 30 second spots

All voices are charged at R2900.00 per voice plus the cost of production below*

Package A	No music or SFX (recorded read)	Per Advert	R 3600.00
Package B	With music and/or SFX or Full SFX and music	Per Advert	R 4900.00
Rerecord or Reflight	Voice Fees plus Production E.G Change date after 6 months	Per Advert	R 2900.00
Pick Up	Change in script One Line Change	Per Performance	R 1200.00

*Please Note: Additional voices for any advert will be charged for at the full rate.

*All prices are subject to change without notice.

*Final production costs will be signed off on the final script by client.

Web Advertising

* Ask your Media Consultant for a web rate card.

East Coast TV Rate Card

* Speak to your media consultant for competitive rates for video,

TV or other visual elements to add to your on-air campaign.

Our visual experts will help you to craft the perfect multi-media campaign.



TERMS & CONDITIONS

- All East Coast Radio rates are based on 30-second commercials.
- Please note all production costs require upfront payment to ADFAC. No exceptions.
- ADFAC can produce ads from script to completion. Please budget approximately R5 000 excluding VAT per production.
- All billboards will be read live. All airtime is subject to availability.
- Rates are effective from July 2020
- East Coast Radio reserves the right to change on-air programming.
- Cancellation is subject to written notice being received and confirmed by East Coast Radio within 28 days prior to broadcast. Thereafter a 100% cancellation penalty will be applicable.
- East Coast Radio prides itself on world class customer service, if you believe we have not exceeded your expectations in this regard please call our Customer Care Officer on 031 570 9495(20).
- Added Value is subject to availability at time of booking and broadcast.
- All sponsorship rates are by negotiation, and are subject to change with the issuing of revised rate cards.
- Preferred spots requested by advertising break or hour, carry a 40% loading, and will be adjusted with revised rate cards.
- Live reads carry a 60% loading.