



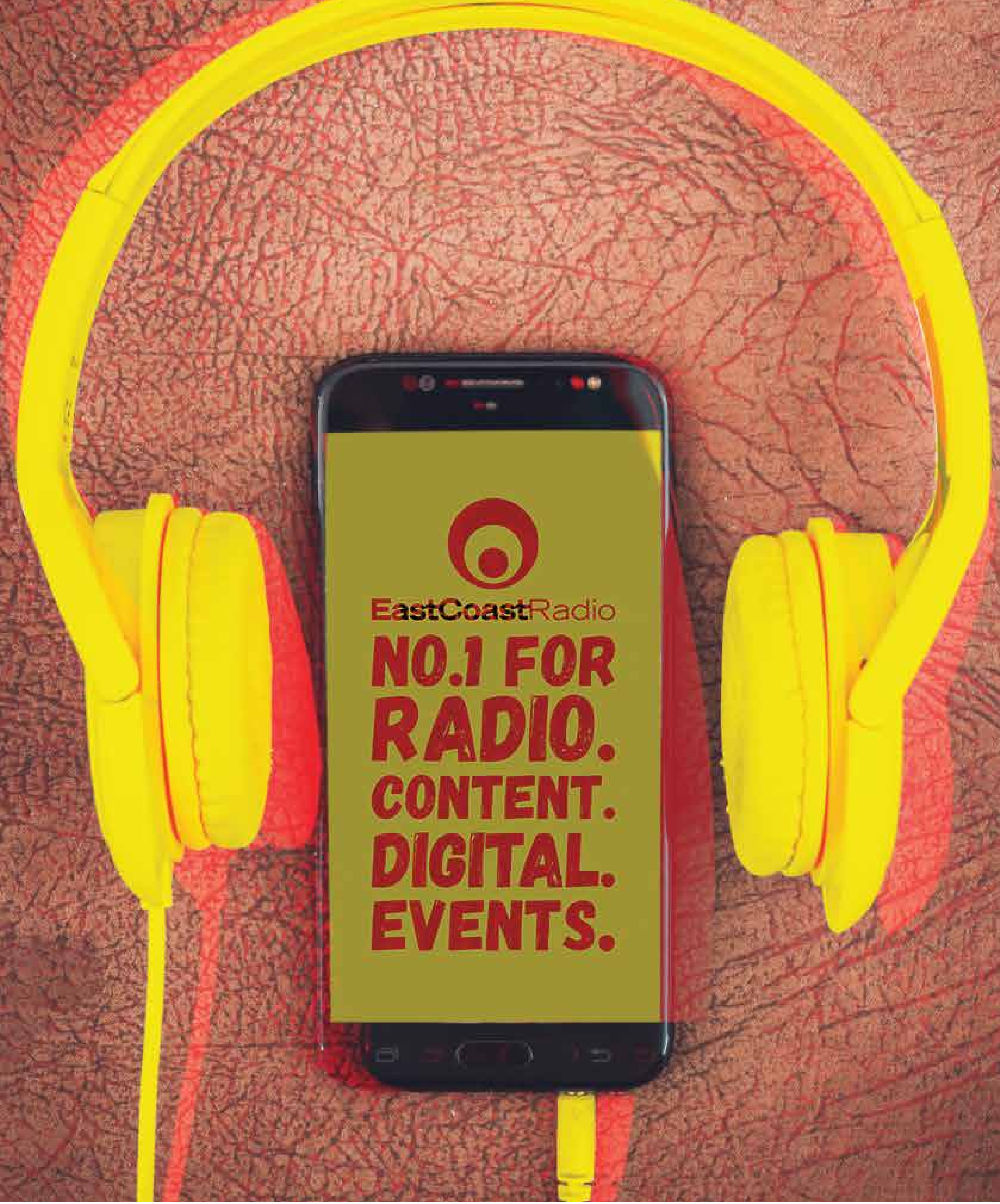
EastCoastRadio

KZN'S NO.1 HIT MUSIC STATION

MEDIA KIT 2020

Get Results On
Your Investment

Mediamark





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.

WHO'S LISTENING?

Currently around **1 022 000** people.

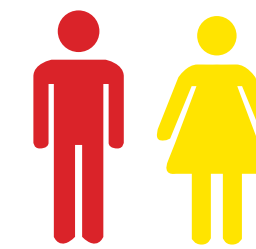
ECR listeners are energetic, love living by the coast and place a lot of emphasis on their lifestyle. They're a fun-loving bunch and big supporters of events hosted by KZN's favourite commercial radio station.

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.

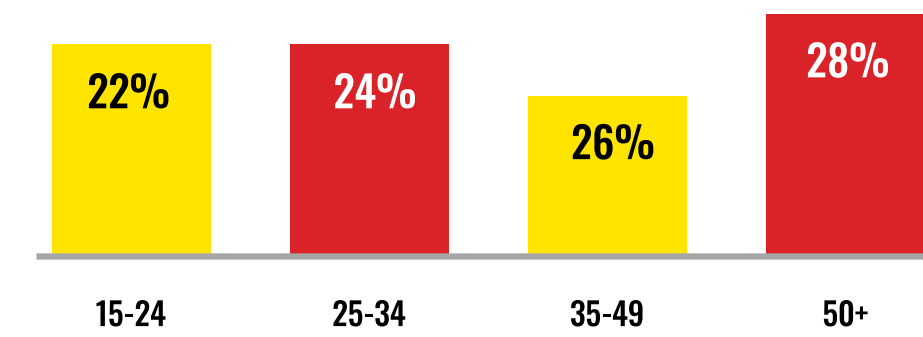
Population Profile



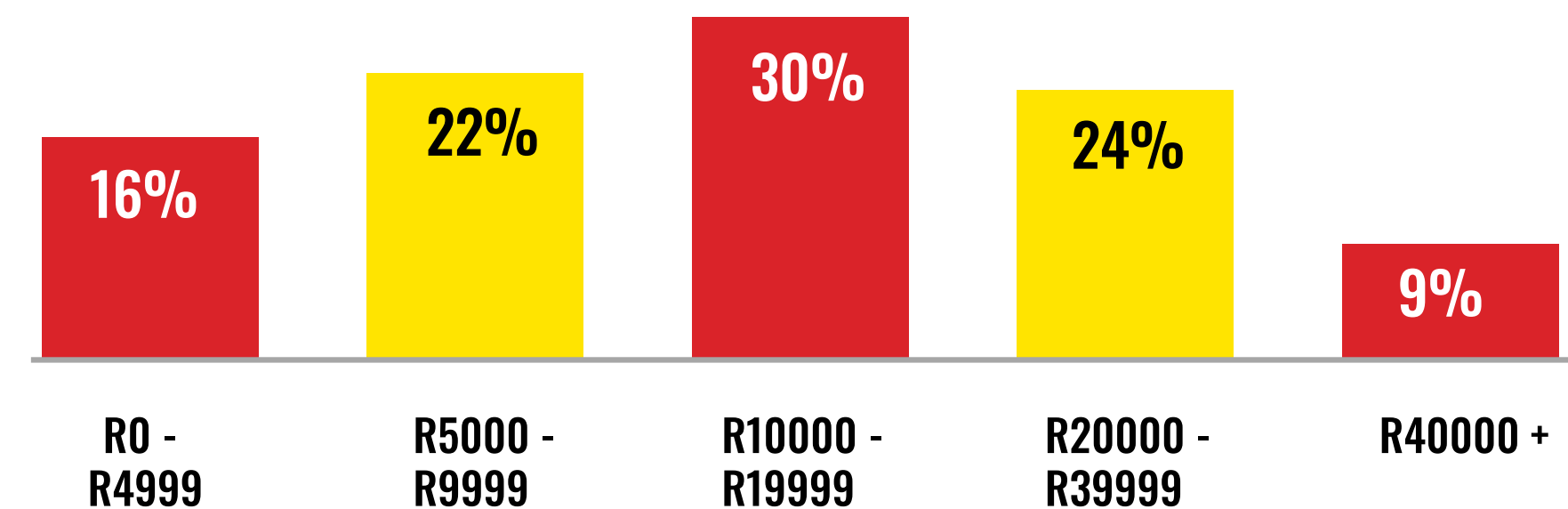
Black=27% White=18%
Indian=43% Coloured=12%



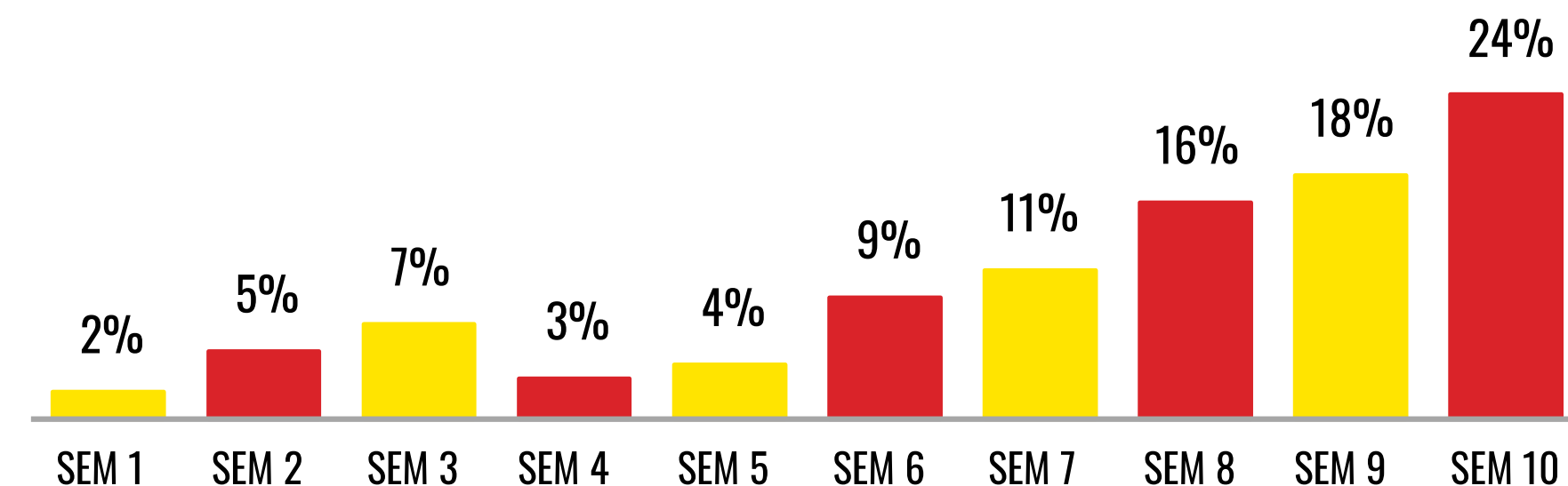
53% Male
47% Female



Household Income



SEM (Socio Economic Segmentation)



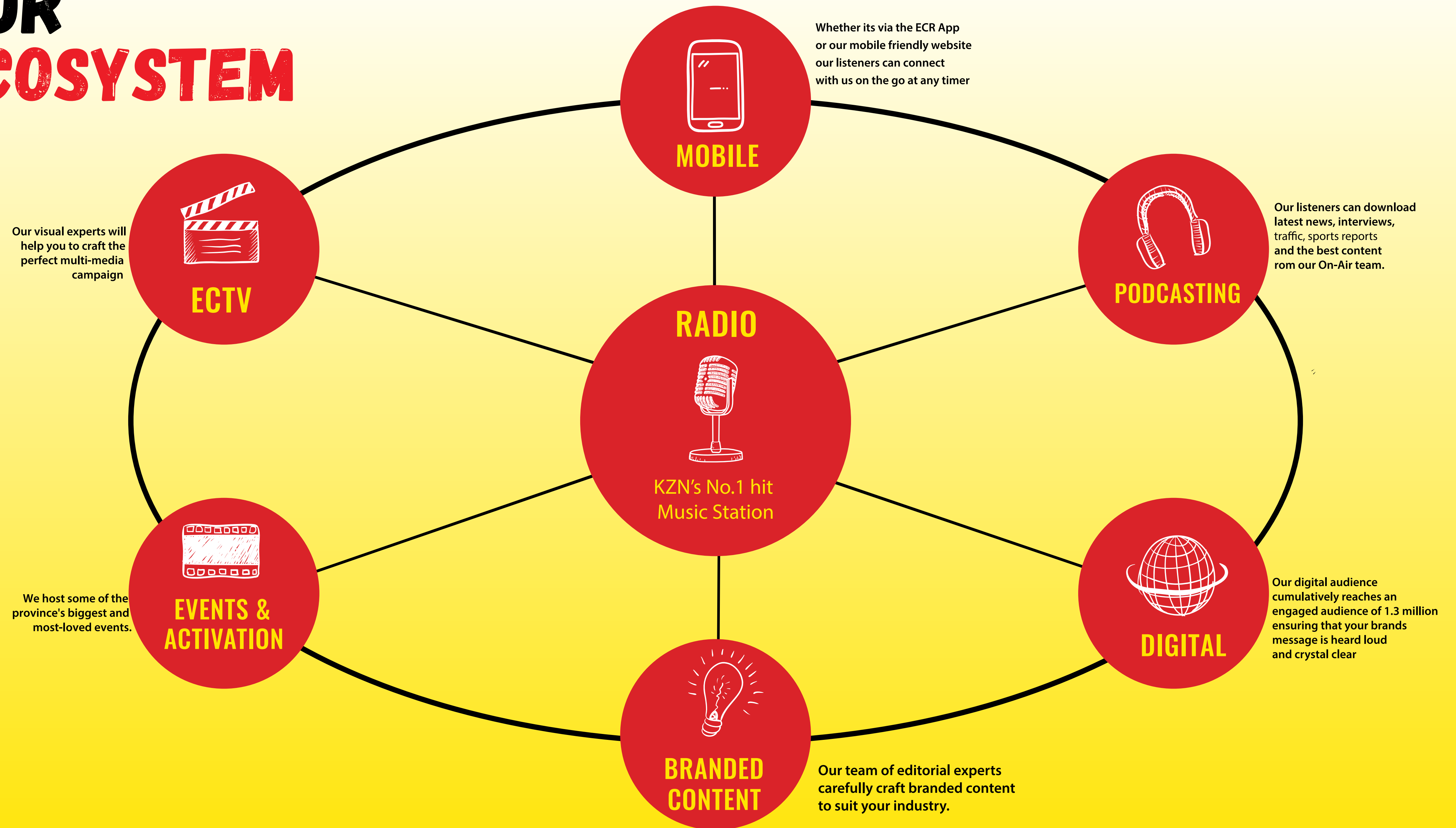


BROADCASTING AREA

KZN is the second biggest economy in the country. It's not only the number 1 local tourist destination, but also the first choice for over 30 blue-chip companies who choose to base their HQs here.



OUR ECOSYSTEM



WEBSITE AUDIENCE DEMOGRAPHICS

Web statistics over 4 week period (AUGUST 2020)

826 434 Unique visitors

People view on average 3 pages per visit

People stay on average for 55 seconds

64% Female and 36% Male

People view on average 1.9 million pages per month



18,8k Subscribers



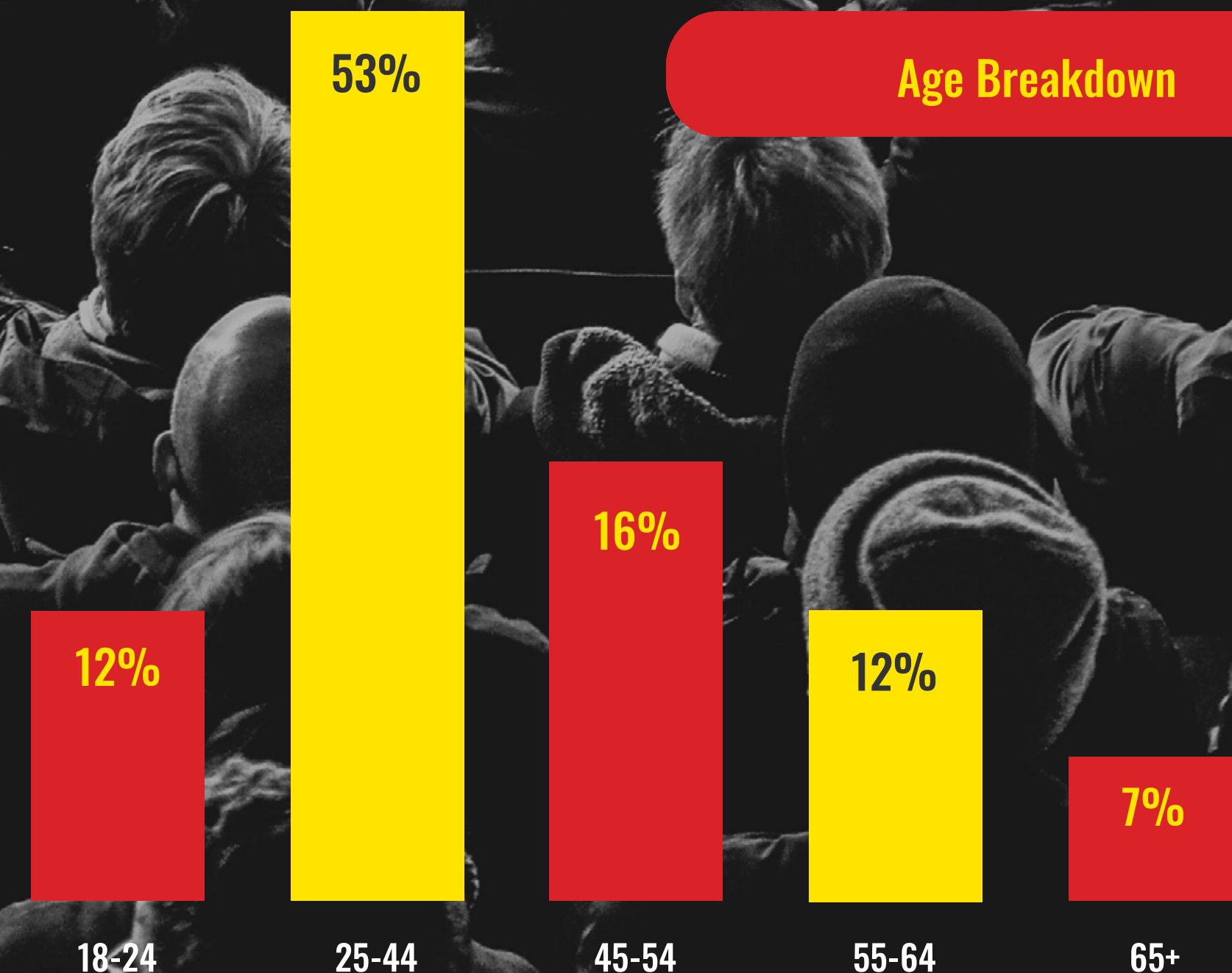
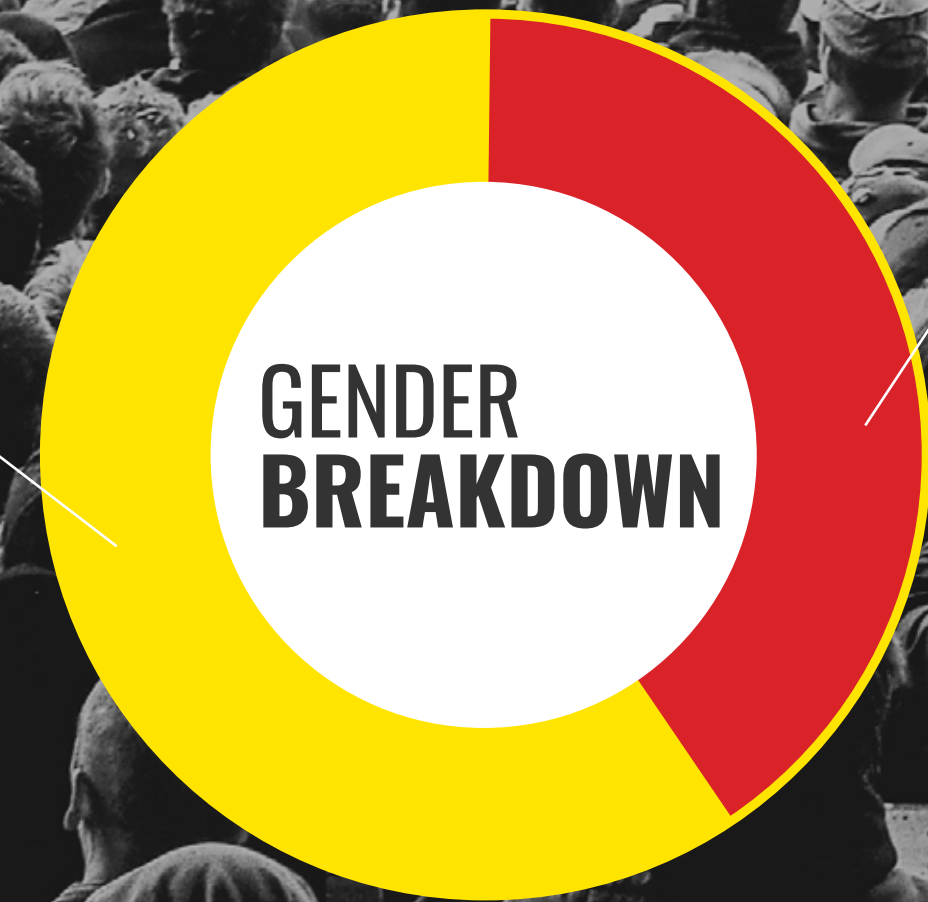
326 891 Likes



505 326 Followers



66 608 Followers



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

PRESENTER LINE-UP

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

ADVERTISING OPPORTUNITIES

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 Sponsorships



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 OPPORTUNITIES

Feature sponsorship

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.

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.

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.

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.

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.

Giveaways

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.

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.

Activations

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



OTHER OPPORTUNITIES

Events

Our listeners love attending our events and we love organising them. You can choose from the following events – Business Breakfast, East Coast Radio Big Walk, Women’s Business Breakfast, Durban Day, Toy Story & Concert Comedy Craft.

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.

ADVERTISING RATES



Monday - Friday

Time	Rate
00h00 - 04h00	R270
04h00 - 06h00	R1 170
06h00 - 09h00	R15 495
09h00 - 13h00	R5 535
13h00 - 16h00	R5 490
16h00 - 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

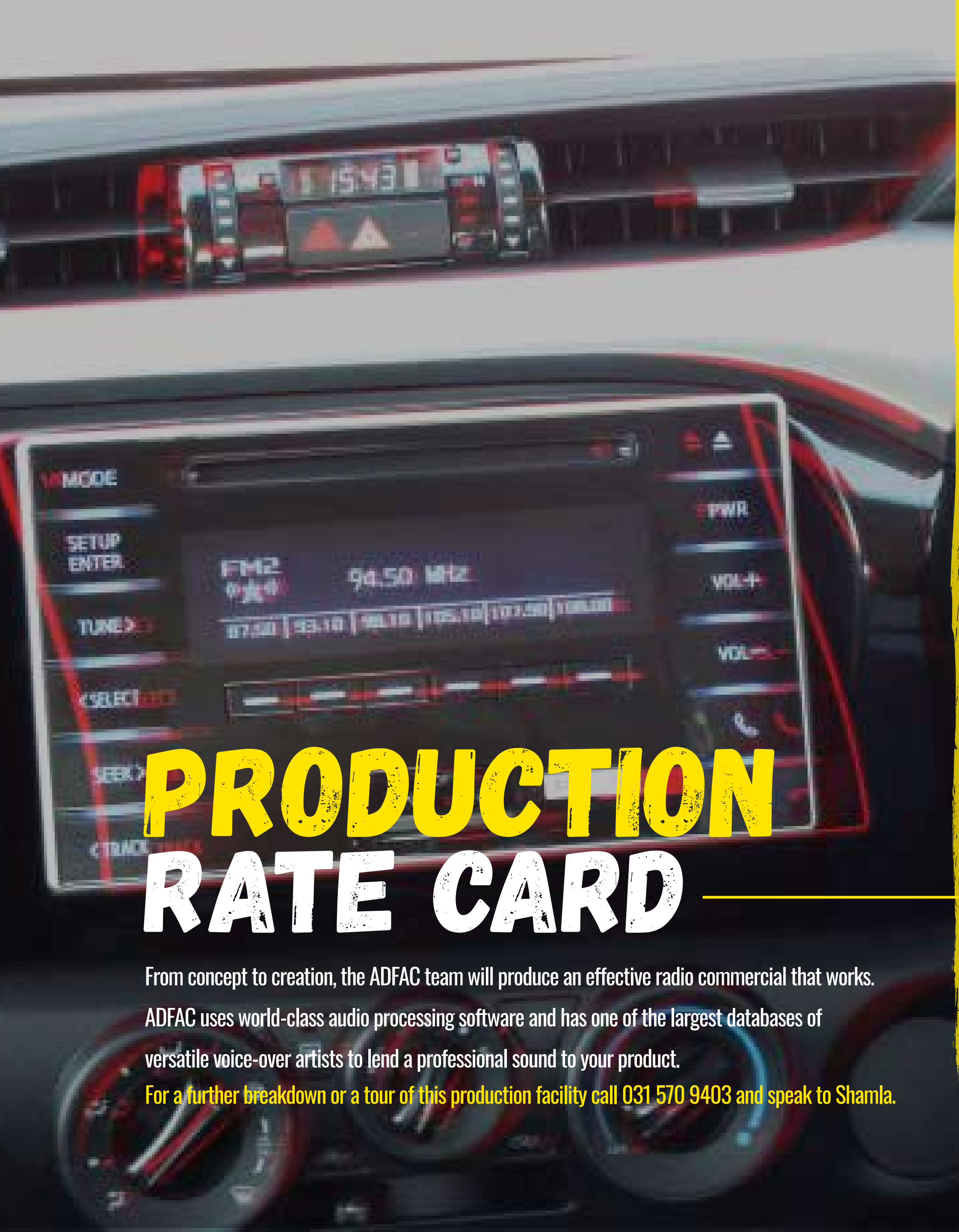
Time	Rate
00h00 - 06h00	R270
06h00 - 09h00	R1 875
09h00 - 12h00	R1 920
12h00 - 15h00	R1 050
15h00 - 19h00	R1 050
19h00 - 24h00	R330

*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.



PRODUCTION 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.

Production Rates

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.
- 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.
- 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 Relations Manager on 031 570 9420.