



In the **KNOW**
with Mediamark

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Mediamark has partnered with International research experts egta and Kantar to unpack the value of using the right media mix for your brand during this recession.

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Following a sold out Women's Business Webinar, where more than 500 women bought tickets for an empowering discussion led by prominent business leaders, East Coast Radio's latest event offering confirms that the powerhouse station is attuned to the current trends and consumer needs - making it a consistent leader in KZN events.

The Summer Body Bootcamp is a definite kick-start for the summer, bringing together some of KZN's best fitness instructors, from Zumba to heat, pump and kickboxing to listeners at Chris Saunders Park. It offers brands access to a lucrative audience through various sponsorship opportunities including naming rights, goodie bags and branding. Contact your Mediarmk Account Manager today to take advantage of this amazing opportunity.

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GAGASI FM GLOCALIST ROADSHOW



Inside the country's second biggest economic hub, KZN, is a dreamer and influencer who is shaping the economic landscape of the Province. Gagasi FM introduces a Globalist, derived from the words, Global and Local. Describing a person with a strong sense of self, deeply rooted in their culture and KZN with global aspirations and mindset.

Gagasi FM connects with the Glocalist through their multi-channel model, which places the consumer at centre of all their engagements. They provide multi-channel solutions to clients that resonate with their audience and drive authentic consumer engagements.



Check out Heart FM's new trade Microsite, for the latest on Heart FM's stats, our on-air talent and the opportunities.

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David O'Sullivan, Thabiso Sikwane and Jason Goliath recently celebrated one year on air! In the past year the three have given the listeners the very best in political analysis, stories from all over the continent and family fun.



The dynamic news environment is constantly evolving. With the variety of news platforms available, it has become difficult to distinguish real from fake, relevant from irrelevant and sensational from factual. Smile 90.4FM wants to simplify with the launch of its brand new news

Smile 90.4FM aims to provide factual and relevant information on breaking news as well as developing stories. This exciting initiative will enable Smile 90.4 FM to provide value by helping

listeners to navigate an overwhelming news landscape and will offer advertisers an uncluttered environment for their brands.

THANKS FOR READING THE MEDIAMARK TEAM

