



EastCoast
Gold

EAST COAST GOLD



CLASSICS

Best classic hits from the 60s, 70s and 80s.

FORMAT

Music, latest news, weather and traffic.

CURATED

Curated by leaders in the market.



LEGENDS

It features some of the legends of the SA radio world



TARGET MARKET

50+
SEM 9-10
with an affinity for 60s, 70s and 80s music.

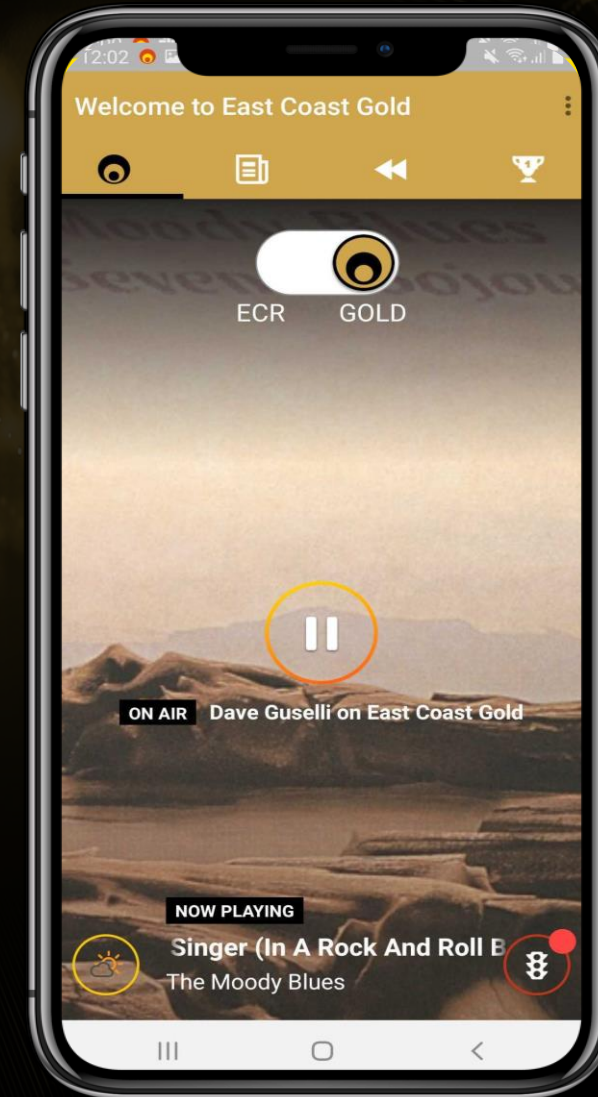


FOR ADVERTISERS

It delivers an exclusive and affluent market at a very affordable price.

IT'S ALL ABOUT CHOICE!

Listen to what you want, when you want it.
Just toggle between ECR & ECG.



WHERE TO LISTEN



PERSONALITY-DRIVEN



Gordon Graham
Weekdays: 6-10am



Dave Guselli
Weekdays: 10am-2pm



Guy McDonald
Weekends: 6-10am



Alex Jay
Saturdays: 10am-2pm



Jill Stewart
Sundays: 10am-2pm



Jane Linley-Thomas
Sundays: 2-6pm



Damon Beard
Saturdays: 2-6pm

Internet radio **curated** by field experts and featuring trusted personalities

AWARD-WINNING





Congratulations to the Damon Beard show

BEST INTERNET RADIO SHOW



 CELEBRATING 10 YEARS



WE'VE SCOOPED OUR FIRST AWARD!



GORDON GRAHAM'S
MORE MUSIC, BREAKFAST SHOW

BEST INTERNET RADIO SHOW



GORDON GRAHAM

Hosts the award-winning More Music Breakfast Show from 6am to 10am every weekday. He has the golden voice, and his cool and calm style has made him a favourite in many South African markets since 1994 including Joburg and the Eastern Cape, where he was on air for 20 years with Algoa FM before relocating to Durban. Gordon won the Best Internet Radio Show at the 2020 Radio Awards for his ECG breakfast show. Gordon's top three gold music artists are Bob Marley, INXS and Bryan Adams. He's the voice of Iron Man around the world and he plays a bit of guitar in his spare time, although he admits that he is still an amateur.



DAVE GUSELLI

Not too many presenters worldwide can boast to being still on radio after 40 years. Dave Guselli is one such presenter. He's worked on some of the top commercial stations, including 11 years on Capital Radio 604 in Port St Johns and 20 years on ECR where he was a household name in KZN. Dave presents the 10am to 2pm weekday show on East Coast Gold. Dave is an avid soccer lover, a proud dad to Daniel. "I love to unwind when the day is done with a decent glass of red wine, I'm a huge dog lover, a die-hard Manchester United fan and proud to be an ambassador for the Sunflower Fund and the Cancer Association of South Africa," says Dave.

EAST COAST GOLD PRESENTER BIOS



GUY MCDONALD

The multi MTN Radio Award-winning former Good Hope FM, Magic 828 and 94.5 Kfm presenter Guy McDonald hosts our Weekend Breakfast show from Cape Town. Guy is also an Actor, Master Impersonator, TV Presenter, Freelance Studio Director, Master of Ceremonies, Voice-artist, Marketer and Scriptwriter.



EVENT ALEX JAY

Radio Hall of Famer Alex Jay is the standard of what a South African legend is, having spent almost 40 years on radio and still going strong! Alex currently hosts the lunchtime show on Jacaranda FM, which he continues to do in addition to playing Classic Hits from the 60s, 70s and 80s on Saturdays from 10am to 2pm. When he's not doing a radio show, Alex loves spending time on the golf course. He's also a renowned coffee aficionado.



JILL STEWART

Eastern Cape favourite, Jill Stewart hosts the Sunday 10am till 2pm show. The former Algoa FM favourite gives a specialist look at hits from the 60s, 70s and 80s in a jam-packed show that features Jill's popular feature, Down Memory Lane. Jill started her journey in radio in 1986 when she joined Algoa FM after winning the Voice of South Africa in 1981.

EAST COAST GOLD PRESENTER BIOS



JANE LINLEY-THOMAS

Has been on air on East Coast Radio since 2004 and has built up a reputation as great storyteller and someone who's passionate about sharing her philosophy on kindness. She currently hosts 1-4am on ECR, as well as the Sunday 2-6pm show on East Coast Gold. Some of Jane's favourite solid gold music artists are Tears for Fears, Cat Stevens, The Doors and Depeche Mode. Jane's married to her bestie Michael and has three gorgeous kids.



DAMON BEARD

Has been an institution on radio in KZN and was with East Coast Radio for 28 years before moving to the UK in November 2019. Damon hosts the Saturday 2-6pm show on East Coast Gold. Damon won the Best Internet Radio Show at the 2021 Radio Awards for his ECG show. He loves music that brings back memories and cites Duran Duran, Luther Vandross, Bruce Springsteen, Eric Clapton, and Billy Joel as some of his favourite artists. When he is not doing radio, Damon loves surfing, boxing, and flying! Yes, Damon has his pilot's license.

AUDIENCE INSIGHTS



FAVOURITE STATION

9 out of 10 respondents who listen to **EC Gold** state that it's their **favourite** radio station.

Listeners love the **music** (40%)

And presenter **banter** (33%).



IN-PERSON EVENTS

87% of our listeners look forward to attending an **in-person event** in the next 12 months.



ONLINE EVENTS

89% look forward to attending an online event in the next 12 months

AUDIENCE INSIGHTS

SOCIAL MEDIA

Most listeners use some form of social media. **WhatsApp, Facebook and Instagram** are the most popular.



STREAMING

Our listeners tend to relax and unwind by enjoying their favourite series on **Netflix** or **streaming** their favourite radio station.



TOP 4 ACTIVITIES

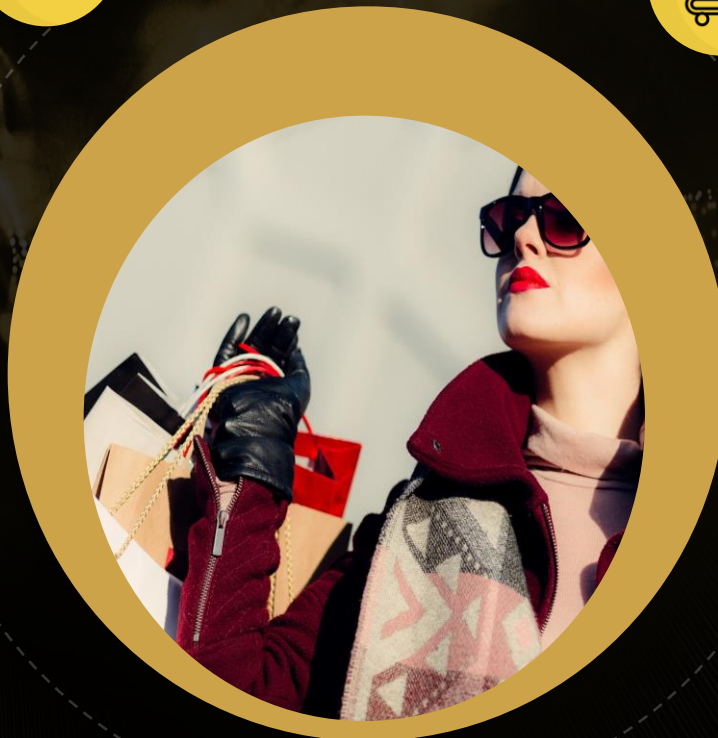
- Watching **Netflix**
- **Cooking/baking/braaing**
- Listening to the **radio**
- **Reading**

ONLINE SHOPPING

7 out of 10 shop online

- Over a quarter shop online on a **weekly basis.**
- Almost half shop online on a **monthly basis.**

Online shopping behaviour **has increased** steadily over the past 2 years.

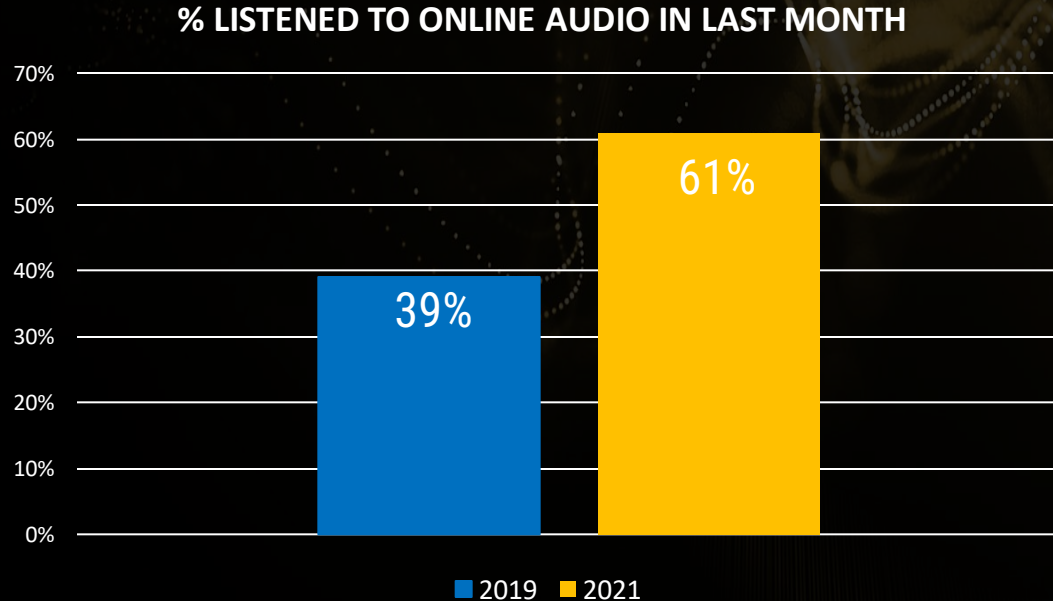


TOP ONLINE SHOPPING ITEMS

- **55% Clothing**
- **44% Takeaways**
- **30% Groceries**
- **24% Electronics**

Infinite Dial SA Monthly Online* Audio Listening

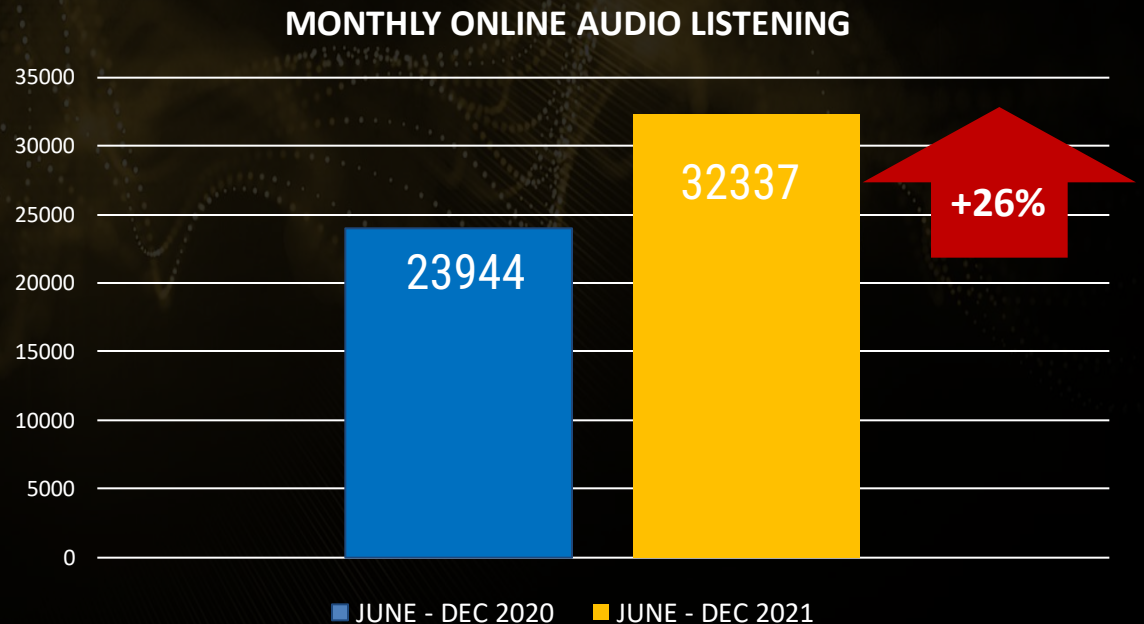
TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+



*ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

Monthly Online Audio Listening

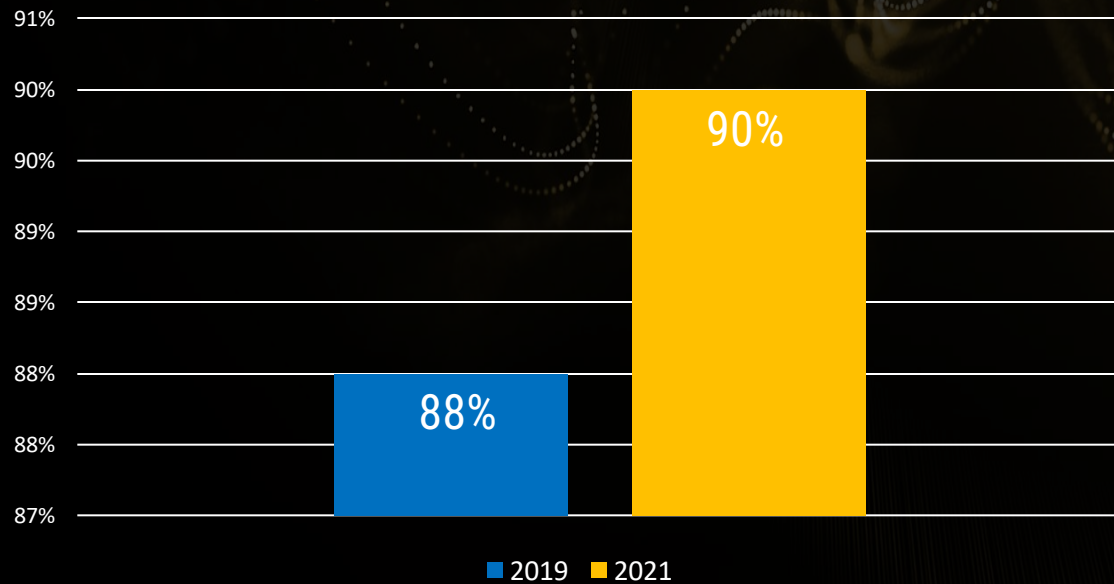
JUNE – DECEMBER 2020 VS JUNE DECEMBER 2021
SHARPSTREAM (ECG):



Infinite Dial SA Smartphone Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% OWNING A SMARTPHONE

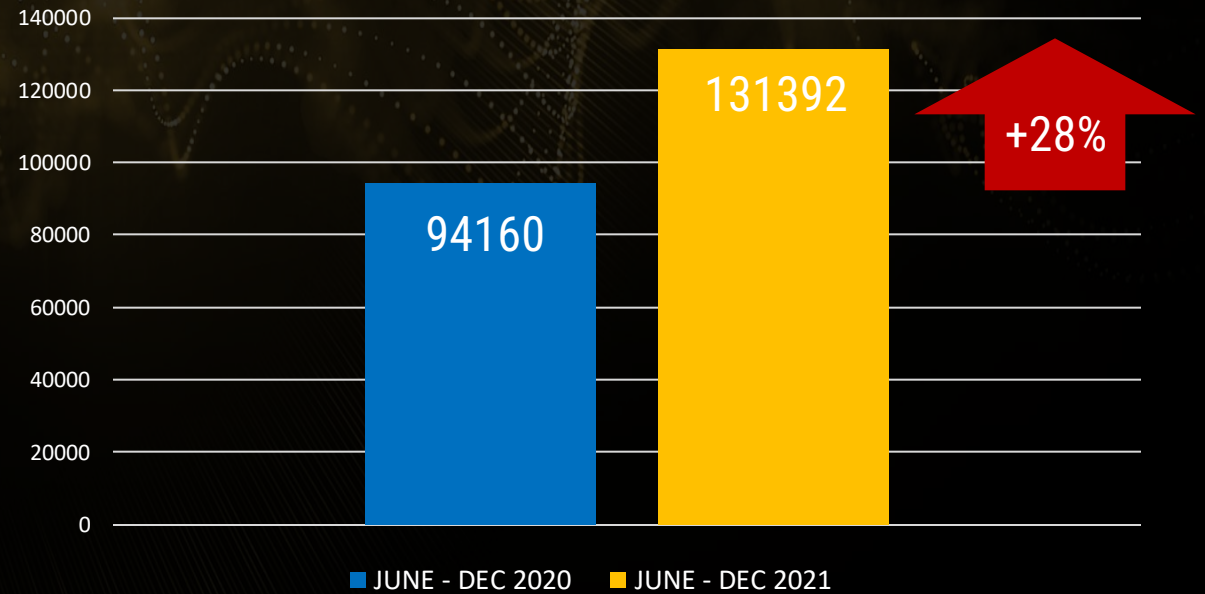


Smartphone Unique Users

JUNE – DECEMBER 2020 VS JUNE DECEMBER 2021

SHARPSTREAM: (ECG):

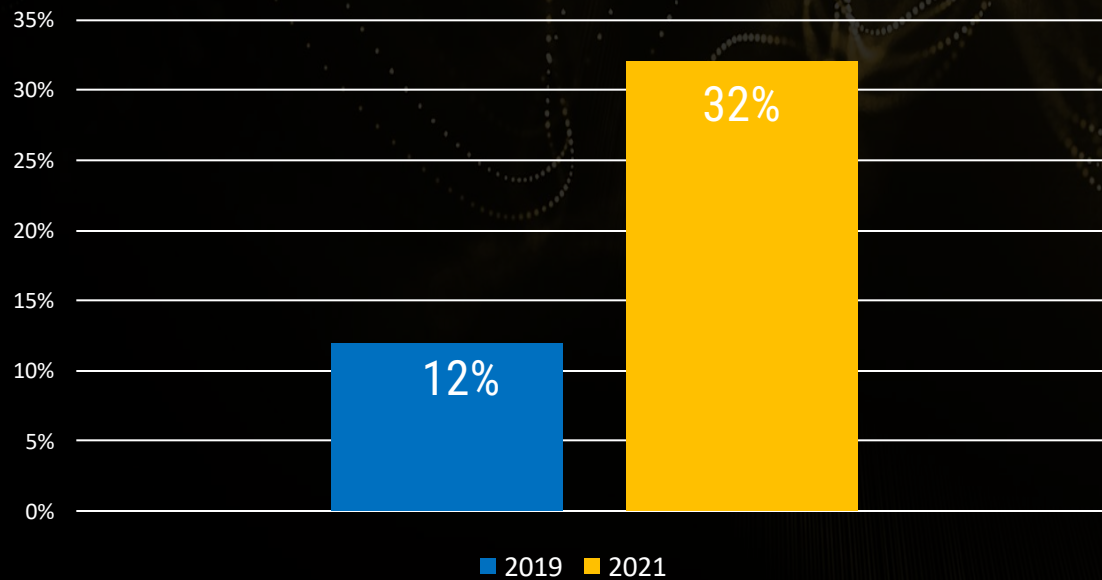
SMARTPHONE UNIQUE USERS



Infinite Dial SA Smart Speaker Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% OWNING A SMART SPEAKER

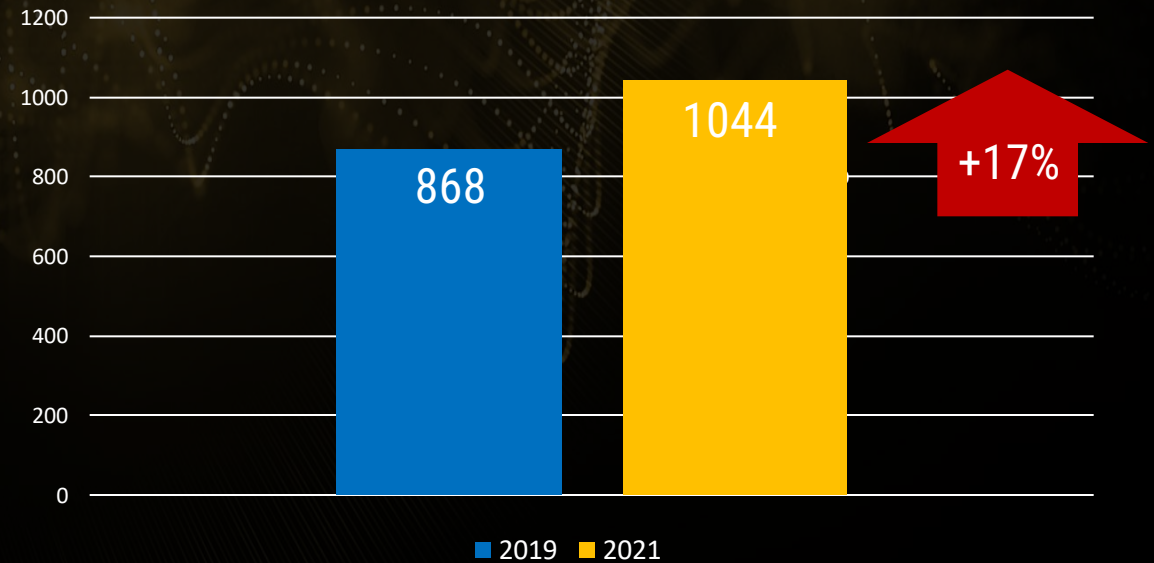


Smart Speaker Unique Users

SHARPSTREAM: (ECG):

June – December 2020 vs June December 2021

SMART SPEAKER UNIQUE USERS





TOTAL
LISTENING HOURS

151,566



AVERAGE TIME
SPENT LISTENING

01h03 min



CONCURRENT
SESSIONS PEAK

345



AVE. DAILY
ACTIVE SESSIONS

4,214



AVE. DAILY
UNIQUE USERS

1,213

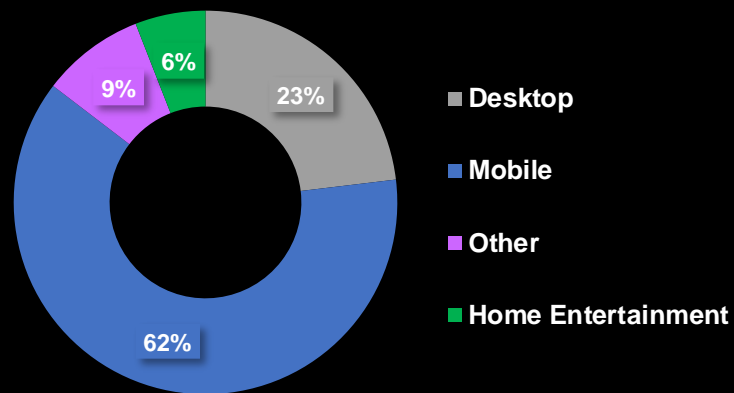


EAST COAST GOLD LIVE STREAMING STATS

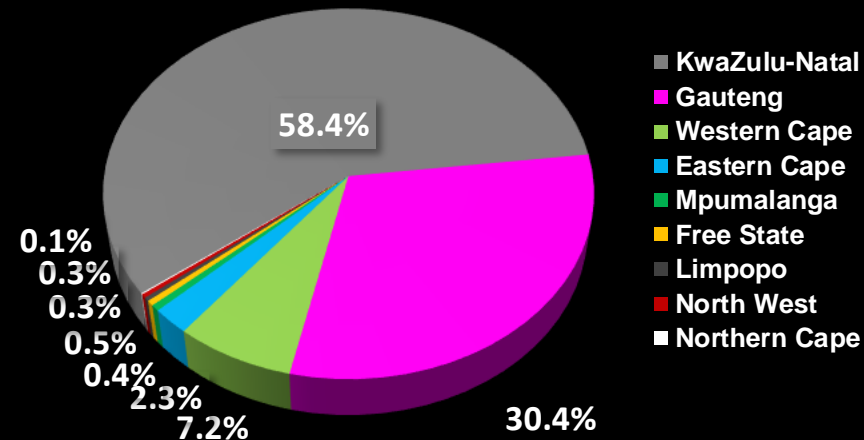
1 – 31 March 2022

Source: Sharpstream Analytics

ACTIVE SESSIONS BY DEVICE



UNIQUE USERS REGIONAL BREAKDOWN



ACTIVE SESSIONS

130,649



UNIQUE USERS

37,606

AVERAGE TIME SPENT
LISTENING BY DEVICE

Home Entertainment
39 min

Mobile - 41min

Desktop – 02h06 min

SA ACTIVE SESSIONS

112,627

SA LISTENING HOURS

131,379

A TRULY MULTI-PLATFORM OPPORTUNITY!



Digital Buyers

can place true **multi-format campaigns** by integrating audio with video and display with **1st and 3rd party data targeting**, measured against **digital KPIs** including uniques, capping, geo and demo, **across media and devices.**



Radio Buyers

can target **premium digital audiences** against **traditional broadcast parameters**, such as day parting, geo and format, **measured** against traditional radio KPI's like GRPs and CPPS.



Programmatic Buyers

get access to an **innovative format accessible** via industry leading DSPs with **1st and 3rd party data audience** targeted to an engaging and captive audio audience.

PACKAGES



- 25 Recorded Ads
- 1 x 60" Powerspot
- Recommended Timing: 2 weeks
- Total Impressions: 26 000

Investment: R 5000 excl VAT



- 37 Recorded Ads
- 3 x 60" Powerspots
- Recommended Timing: 1 month
- Total Impressions: 40 000

Investment: R 7500 excl VAT



- 45 Recorded Ads
- 5 x 60" Powerspots
- 5 Feature Sponsorships
- Recommended Timing: 1 month
- Total Impressions: 50 000

Investment: R 10 000 excl VAT

PACKAGES



- 50 Recorded ads
- 2 x 60" Powerspots
- 20 Feature Sponsorships
- 10 Live Liners
- Recommended Timing: 2 weeks
- Total Impressions: 68 000

Investment: R 12 000 excl VAT



- 40 Show Promos
- 65 Recorded ads
- 4 x 60" Powerspots
- 20 Feature Sponsorships
- 40 Live Liners
- Total Impressions: 155 000

Investment: R 25 000 excl VAT

Alternatively let us create a bespoke solution around your campaign objectives, budget and timing.

We have an array of elements on offer which our experts can select from to build your custom solution.



THANK YOU!