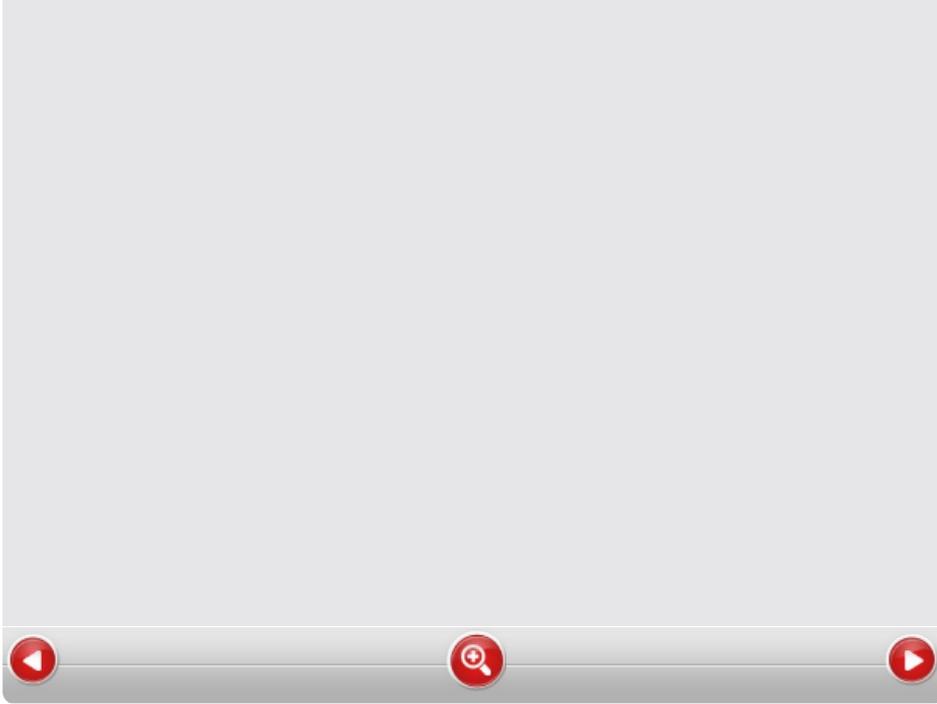


## Magic828AM - A powerhouse *before* it hits two years old!

ISSUED BY: THE MEDIA CONNECTION

"According to the FGI survey (August 2017), Magic828AM has had 341,532 listeners in the past seven days," writes FGI's research director.



"Magic828AM commissioned a research project to measure its potential and current audience numbers specifically in its target listener group and broadcast area.

"The reason is that current radio measures focus on national measures and samples that are representative of the entire South African population.

"This is a barrier for smaller radio stations with a smaller, more targeted broadcast area that does not meet the minimum sample of 40 diaries and thus cannot access the entire RAMS study.

"150 face-to-face interviews were conducted, which weights-up to a universe size of 2,119,993. The booster sample will be added to the wave 3 sample to be conducted at a later stage in 2017.

"The target sample included people who live or

work in the Magic828AM broadcast area, are age 18+ and fall into LSM 7+."

**Broadcasting from Mowbray, Western Cape,** Magic828am is an independent medium-wave commercial music radio station, broadcasting to Cape Town and the *entire* Western Cape region. The studios are situated in Golf Park, Pinelands, Cape Town, with a transmitter situated at the centre of a geographic triangle with Paarl, Durbanville and Malmesbury as the three corner points. The station radiates a 25,000 watt (25kW) signal to the *entire* Western Cape, unrestricted by mountainous terrain.

Coming up for its second birthday in October, Magic828am is an advertiser's delight! This station has become a giant. A force. The station to pay close attention to if ever a new station wanted to learn how to thrive. Over 50,000 listeners listen online via live streaming every day. On top of that, they have over 9,000 followers on Facebook and that number is climbing. Magic828am understands its audience and the precise needs of its clients, from the small local business to big corporations. Attention to detail and getting it right on air and online.

### About Magic828AM

The essential format of the station is all-hit music radio, mixed with a little talk, sport, news and community information. Target market is 25+.

*Magic828am plays more than your music; Magic 828am is playing your life!*

Magic828am is connected to its audience in ways that are evident in the online presence and its sheer popularity. Who doesn't want to listen to a great tune that takes you back?

Among the presenters that entertain and charm are Brain Oxley, Graeme White, Dave Guselli, Nicola Duddy, Adrian Larger, Bongani Njoli, EB Inglis, Duncan Pollock, Guy McDonald and Carol Mashigo.

Magic828am's daytime coverage extends from Cape Town to the Karoo and includes Vredendal to Cape Agulhas, Cape Point to Sutherland and Stellenbosch to Still Bay. Night time transmissions reach the Eastern and Northern Cape, KZN, Gauteng and beyond.

For more information, please visit <http://www.magic828.co.za>

## About The Media Connection

Representing over 200 community radio stations and a handful of commercial radio stations, The Media Connection has been at the forefront of radio airtime sales for two decades. With sister company, The Brand Connection that offers outside broadcasts and activations, using vans that The Media Connection built themselves, there is no one else that understands broadcasting the way The Media Connection does, from the floorboards, to the 'On Air' light; right up to the paperwork that happens behind the scenes.

## Contact

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## THE MEDIA CONNECTION'S PRESS OFFICE

- **Magic828AM - A powerhouse *before* it hits two years old!** 17 Aug 2017
- **Magic828AM and The Media Connection join forces for what can only be a dazzling combination!** 31 May 2017

### The Media Connection



The Media Connection is the front runner in community radio airtime sales and the gateway for any business wishing to effectively reach all demographics in South Africa.

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