



**EVERYWHERE YOU GO, ON ANY DEVICE**

3rd Floor DBM Gardens, Golf Park, Raapenberg Road, Mowbray, 7700  
Registration Number: 2011/007921/07 VAT Number: 4570270340

Directors: K.Abdulla (Chairman) J.van Niekerk \*A.B.Amod \*C.F.Hendricks (Company Secretary) \* Non-Executive Directors

# WHO IS MAGIC828 MUSIC RADIO?

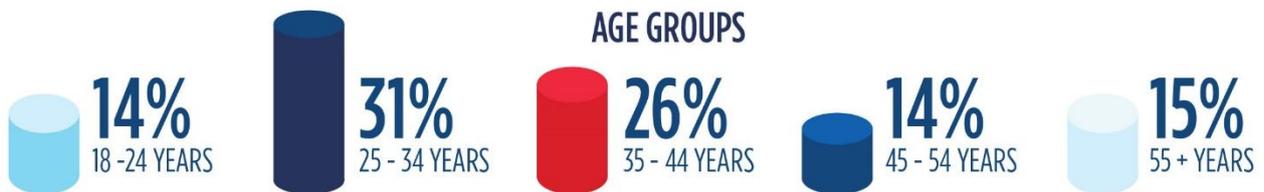
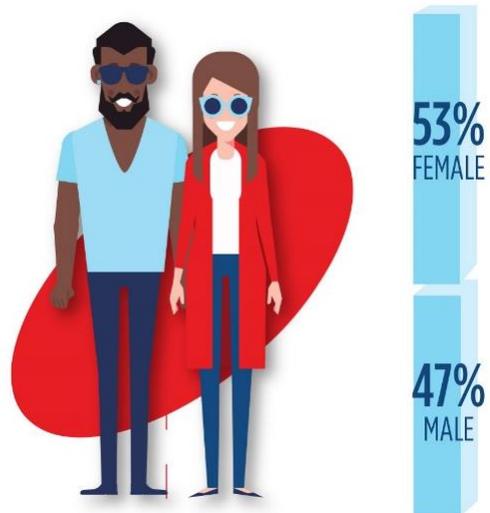
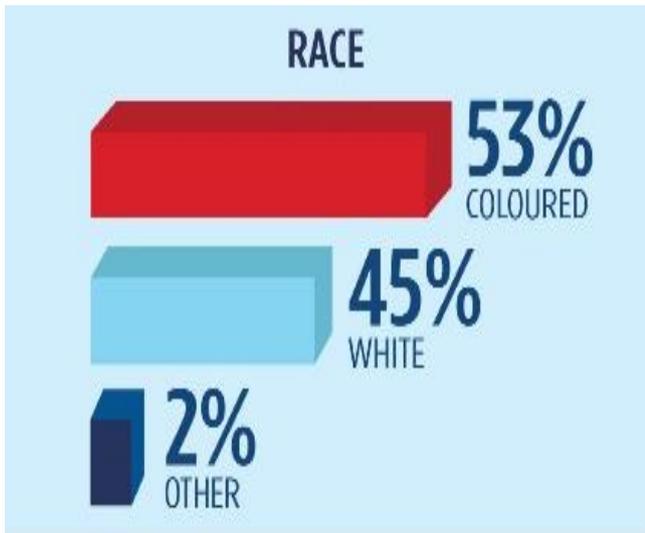
Magic828 Music Radio is the Western Cape’s fastest growing music station.

Playing timeless hits, our mix of legendary South African on-air personalities, and up and coming stars, deliver magical musical memories and great entertainment to our listeners every single day.

## THE MAGIC LISTENER PROFILE

### WHO ARE OUR OVER 187 000 LISTENERS?

Source (FGI)



SOURCE: FRESHLY GROUND INSIGHTS

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# ADVERTISING RATES\*

Show	Mon - Fri	Rands
Guy McDonald with Brandon Baatjies & Michaela Richards	06:00 - 09:00	R2 600
Nuha Razak and Tara Lee	09:00 - 12:00	R1 100
Brian Oxley with Tara Lee	12:00 - 15:00	R1 200
Ebi Inglis & Khanya Sisibo	15:00 - 19:00	R1 650
Adrian Larger	19:00 - 21:00	R960
Simon Bechus (Friday nights only)	21:00 - 00:00	R170
Megan Edwards (Mon-Thu)	21:00 - 00:00	R170
Music Through the Night	01:00 - 06:00	R170

Show	Saturday	Rands
Music Through the Night	00:00 - 06:00	R150
Sean Loots	06:00 - 09:00	R1 500
Duncan Pollock	09:00 - 12:00	R1 250
Mehboob Bawa, The Love Doctor	12:00 - 16:00	R1 110
Richard Hardiman	16:00 - 20:00	R940
Simon Bechus	20:00 - 00:00	R290

Show	Sunday	Rands
Music Through the Night	00:00 - 07:00	R150
Sean Loots	07:00 - 10:00	R980
Mehboob Bawa, The Love Doctor	10:00 - 14:00	R1 150
Simon Bechus	14:00 - 17:00	R950
Richard Hardiman	17:00 - 21:00	R650
Megan Edwards	21:00 - 00:00	R220

Loadings	
Feature Loading	25%
Preffered Spot Loading	25%
Live Read Loading	25%

\*Rates exclude VAT and agency commission. All rates above based on a 30 second advert. Standard terms and conditions apply.

**CONVERSION TABLE - PLEASE NOTE THAT ALL DURATIONS ARE NOW LIMITED TO TWO (2) DECIMAL PLACES**

Duration	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by:	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.33	1.5	1.67	1.83	2.0

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# MAGIC'S PRODUCT OFFERING

Our Magic Family of listeners are extremely passionate and loyal. They understand what Magic828 Music Radio is all about, and love us for it. In turn we pride ourselves on knowing and understanding our listeners, what they like and don't like, what keeps them entertained, and most importantly when and why they are listening.

## FEATURE SPONSORSHIPS

Sponsorships provide an opportunity for advertisers to be associated with a specific on-air feature of their choice; features like News reports, a Sports report, Traffic updates, or a music feature.

Feature sponsorships work extremely well for advertisers when the feature aligns with the advertiser's product or service offering, a specific promotion or event they may be wanting to advertise or a time of day that is relevant to their target audience. In addition to the obvious association and a standard 30s advert, feature sponsorships also include an opening billboard, which the advertiser can use to brand their sponsored feature, and an additional 10 word read or recorded advert.

For Example: "...this morning's 7:30 sport report is proudly brought to you by XYZ energy drink: 'Stay in the game for longer, stay hydrated, XYZ!' ....in your sport this hour, PSL league leaders.....'

All Features on Magic828 Music Radio fall outside of normal ad breaks, in so doing providing the ideal opportunity to literally 'stand out from the crowd', as a result

Feature sponsorships carry a **25% fee loading surcharge**.

## LIVE READS

Live reads offer advertisers significant flexibility, and the real value associated with what is ultimately the presenter's endorsement of their message.

Live reads can be 100% scripted, or crafted in such a way that all the correct information is shared, but in a manner specific to the relevant presenter 'delivering' the live read.

Live reads provide a great platform for advertisers wishing to drive a specific call-to-action, for example a store opening, a specific event on a specific day.

For example: "Get to ABC furnishers now for their fifth birthday celebrations, with a guaranteed 25% off all stock this week-end only, you better move fast!"

Live Reads carry a **25% fee loading surcharge**.



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## DIGITAL & SOCIAL MEDIA

Listeners become radio family, it's a fact! Magic828 Music Radio's listeners are no different, they wake up with us, go to work with us and invariably go to bed with us too, but they can't really talk to us; social media though provides that very opportunity.

Engage directly with our growing Facebook, Instagram and Twitter fans, and allow them to grow with you too. Radio advertising, supported by social media and other digital platforms, provides for a truly engaging and all-encompassing campaign that can also be easily measured.

## OUTDOOR and ONSITE OPPORTUNITIES

In addition to our on-air Features, Live Reads and Digital and Social Media platforms, we are also able to provide advertisers with actual live outside broadcast, our 'Groove on the Move' live streaming event and MC services, as well as live on-air presenter appearances too.

At Magic828 Music Radio we're all about delivering magical music memories to our listeners, let us help you deliver magical product and service memories to them too.

## THE MAGIC KINGDOM

The Magic828 Music Radio Kingdom comprises the greater Western Cape of South Africa. We broadcast locally on 828AM, and globally via the Magic828 Music Radio Mobile App and live audio streaming at [www.magic828.co.za](http://www.magic828.co.za)



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## TERMS & CONDITIONS

- Rates are based on a 30 second recorded commercial and exclude VAT.
- 10 second Feature Opening billboards will be recorded and produced by Magic828 Music Radio.
- A 25% surcharge will be applied to all live reads
- A 25% surcharge will be applied to all feature sponsorships. All feature sponsorships will be bound to a minimum agreement of 3 consecutive months.
- The dispatch of prizes to Magic828 Music Radio remains the responsibility of the advertiser.
- Estimated production costs per advertisement produced by Magic828 Music Radio is are R2,500.00 excluding VAT per advert.
- Magic828 Music Radio's Programming Manager reserves the right to amend programming, and advertisement scheduling times, within reason, and not without good cause.
- All cancellations are subject to written notice being received by Magic828 Music Radio 28 days prior to the relevant broadcast date, thereafter a 100% cancellation fee penalty will be enforced.
- All preferred spots placement requests, if honoured, will carry a 25% fee loading surcharge.

A decorative footer with a red background. It features a blue banner with the text "Everywhere you go on any device" in a white, cursive font. Surrounding the banner are various music-related icons: a vintage microphone, a smartphone, a boombox, and a laptop, all in a stylized, colorful illustration style.

*Everywhere you go on any device*